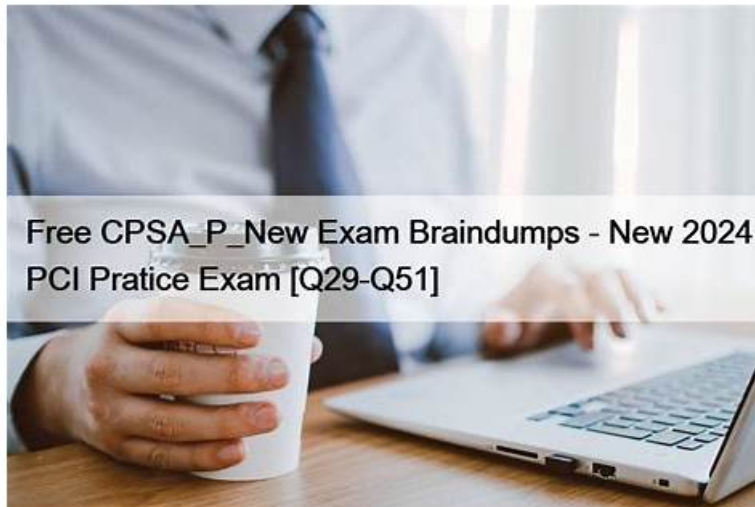


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The KPI Institute Certified KPI Professional Exam Sample Questions (Q61-Q66):

NEW QUESTION # 61

Which of the following KPIs is the most suitable to select for measuring the following objective: "Increase profitability"?

- A. Cost (\$)
- B. Annual budget (\$)
- C. Revenue (\$)
- **D. Net profit (\$)**

Answer: D

Explanation:

Profitability is fundamentally about the surplus after costs, so net profit (\$) is the most direct KPI to measure the objective "Increase profitability." Revenue alone can grow while profitability falls if costs rise faster. Cost alone can decrease while profitability still worsens if revenue drops sharply. Annual budget is a planning figure, not an outcome measure of profitability. In organizational scorecards, net profit is a lagging KPI that summarizes business performance and supports investor/board reporting. However, because it is lagging, it should be supported by driver KPIs at departmental and team levels—such as gross margin, cost per unit, pricing realization, churn, conversion rate, and operational efficiency—so teams can act before quarter-end results are locked in. A common measurement challenge is attribution: profitability changes can be driven by mix shifts, accounting treatments, or one-time items. Good KPI documentation should specify whether net profit is operating profit, EBITDA, or after-tax profit, and whether exceptional items are excluded for performance management comparability.

NEW QUESTION # 62

Which of the following statements doesn't represent a KPI reporting data source?

- A. Competitors' annual reports
- B. Enterprise Resource Planning (ERP) software
- C. Operational reports
- D. Surveys

Answer: A

Explanation:

KPI reporting data sources are where your organization obtains its own performance data for calculation and reporting. Surveys, ERP systems, and operational reports are common internal/primary sources that provide measurable inputs for KPIs (customer ratings, transaction volumes, cycle times, cost data, etc.).

Competitors' annual reports are typically used for secondary research and benchmarking, not as a data source for reporting your organization's KPI results. They may inform target-setting or provide reference ranges, but they do not supply your internal operational data. This distinction matters in KPI selection and activation: a KPI is only sustainable if its data can be collected consistently, with clear ownership and adequate quality. A frequent pitfall is selecting KPIs that depend on external information that is not timely, not comparable, or not within your control. Competitor reports are published infrequently and use different definitions, making them unsuitable for regular KPI reporting. They are valuable as context for strategy, but KPI reporting should be grounded in auditable sources tied to your own systems and processes.

Batch 5 (Questions 21-25)

NEW QUESTION # 63

Which KPI measures the achievement of the following objective: "Contribute to organizational productivity"?

- A. Budget variance (%)
- B. Team man-hours per service requests processed (#)
- C. Processes (#)
- D. Internal customer satisfaction index (%)

Answer: B

Explanation:

Organizational productivity is about output achieved relative to input effort/resources. "Team man-hours per service requests processed" is a direct productivity/efficiency KPI because it expresses labor effort per unit of output. Lower man-hours per request (while maintaining quality) typically indicates improved productivity. Budget variance is financial control, not productivity. Number of processes is a structural count and not a performance measure. Internal customer satisfaction is an outcome measure of service quality, valuable but not productivity. A measurement challenge for man-hours per request is ensuring accurate time capture and consistent definition of a "service request" (complexity varies). Good practice is to segment by request type/complexity or use weighted units to avoid penalizing teams handling harder work. This KPI should also be balanced with effectiveness/quality measures (rework, errors, satisfaction) to prevent speed at the expense of service quality. In cascading dashboards, executives may track high-level productivity trends, while departments track drivers (workload mix, automation rate, first-time resolution) that explain changes in man-hours per request.

NEW QUESTION # 64

Which of the following statements is a qualitative KPI?

- A. Error rate (%)
- B. Service quality rating (# / score)
- **C. There is no such thing as a qualitative KPI**
- D. Customer satisfaction (%)

Answer: C

NEW QUESTION # 65

Which type of graph is ideal for trend analysis?

- **A. Line charts**
- B. Scatter graphs
- C. Bullet graphs
- D. Spaghetti charts

Answer: A

Explanation:

Line charts are ideal for trend analysis because they show changes over time clearly, highlight directionality (improving/declining), and help spot patterns such as seasonality, step-changes, and volatility. For KPIs, trend matters as much as current status: a KPI slightly below target but improving steadily can require a different action than a KPI above target but deteriorating. Spaghetti charts often become unreadable when too many lines are plotted, making them risky for decision-making. Bullet graphs are excellent for showing current performance versus target and thresholds in a compact way, but they are not primarily a trend visualization unless combined with time series. Scatter graphs are best for relationships/correlation between variables (e.g., call duration vs first-call resolution) rather than time trends. A common measurement challenge is overreacting to short-term noise; line charts support better interpretation when paired with consistent time intervals, rolling averages where appropriate, and clear annotations for major events (policy changes, launches) that explain shifts. This improves KPI "signal vs noise" and leads to more stable performance management.

NEW QUESTION # 66

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