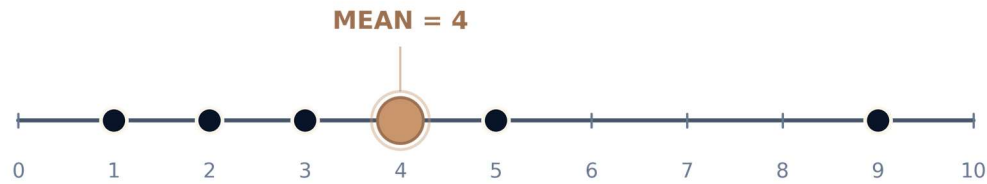


What is the *mean*?



WHAT IS IT?

The **mean**, or arithmetic average, is the “center of gravity” of your data. It’s the single number that best represents a whole group of numbers.

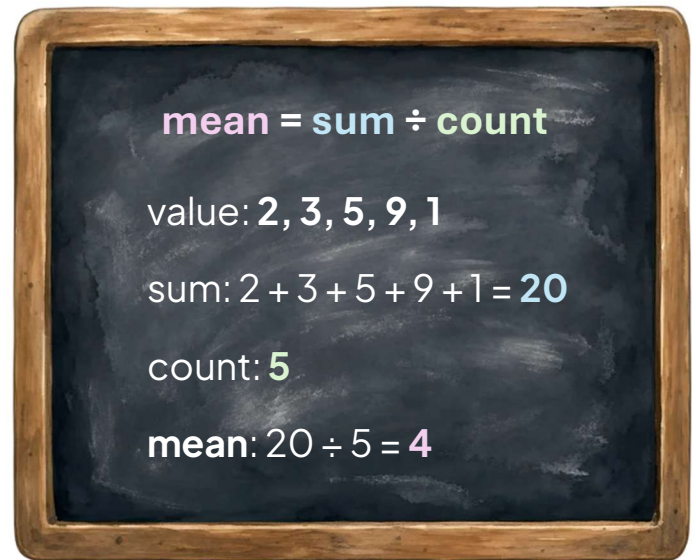
HOW IS IT CALCULATED?

Add all the values together, then divide by how many there are.

$$\text{MEAN} = \text{sum} \div \text{count}$$

CAUTION

The **mean** is affected by outliers. If one client paid \$500K and nine others paid \$5K, each client paid \$54.5K “on average”, which describes exactly nobody.



SO WHAT?

The **mean** can be used to tell how well your business is performing:

Response speed — the average time it takes to reply to a client inquiry.

Conversion rate — the average % of leads that become clients.

Deal size — the average revenue per matter, project, or invoice.

 “And if you don’t know, now you know.” – Christopher Wallace

Let’s put your data to work for **you**. Calrissian helps small businesses use their data to make smarter decisions and improve profitability. *Now go win.*

