Cumulative Balanced Scorecard

Micro PC Quarter 6

Cumulative Industry Results for Quarter: 5

	Minimum	Maximum	Average	Micro PC
Cumulative Total Performance	4.350	36.421	11.845	7.767
Cumulative Financial Performance	8.035	25.954	13.938	8.035
Cumulative Market Performance	0.145	0.482	0.283	0.298
Cumulative Marketing Effectiveness	0.552	0.688	0.593	0.573
Cumulative Investment in Future	3.633	6.029	4.636	4.241
Cumulative Wealth	0.673	1.335	0.934	1.335

Cumulative Total Performance = Cumulative Financial Performance * Cumulative Market Performance * Cumulative Marketing Effectiveness * Cumulative Investment in Future * Cumulative Wealth

= 8.035 * 0.298 * 0.573 * 4.241 * 1.335
= 7.767

Cumulative Financial Performance: 8.035
Cumulative Market Performance: 0.298
Cumulative Marketing Effectiveness: 0.573
Cumulative Investment in Future: 4.241
Cumulative Wealth: 1.335

Cumulative Financial Performance

Cumulative Financial Performance = (Financial Performance Q3 + Financial Performance Q4 + Financial Performance Q5) / 3

= (-65.62 + 43.36 + 46.37) / 3
= 8.04

Financial Performance Q3: -65.62
Financial Performance Q4: 43.36
Financial Performance Q5: 46.37

Cumulative Market Performance

Cumulative Market Performance = (Market Performance Q3 + Market Performance Q4 + Market Performance Q5) / 3

= (0.01 + 0.38 + 0.52) / 3
= 0.30

Market Performance Q3: 0.01
Market Performance Q4: 0.38
Market Performance Q5: 0.52

Cumulative Marketing Effectiveness

Cumulative Marketing Effectiveness = (Marketing Effectiveness Q3 + Marketing Effectiveness Q4 + Marketing Effectiveness Q5) / 3

= (0.43 + 0.62 + 0.67) / 3
= 0.57

Marketing Effectiveness Q3: 0.43
Marketing Effectiveness Q4: 0.62
Marketing Effectiveness Q5: 0.67

Cumulative Investment in Future

Cumulative Investment in Future = Investment in Future Q5

= 4.24

Investment in Future Q5: 4.24

Cumulative Wealth

Cumulative Wealth = Wealth Q5

= 1.33

Wealth Q5: 1.33