

BNI Traffic Lights Analysis for Tonbridge BNI

Members	Retention	Visitors	Conversion	Growth	Absenteeism	Referrals	Score
current	12 months	6 month weekly ave				per week per member	100% max

Position	Status
out of 625+ (Jan 2010)	

2010

March
February
January

33	81%	1.7	28.9%	4	5%	1.14	95%
36	86%	1.7	18.4%	6	4%	1.14	90%
36	88%	1.6	17.9%	5	2%	1.06	85%

4	Green
9	Green
13	Green

2009

all based on rolling 6 months except Retention which is measured over 12 months.

December
November
October
September
August
July
June
May
April
March
February
January

36	88%	1.9	13.5%	5	1%	1.07	85%
36	88%	2.5	10.8%	4	1%	1.25	95%
33	85%	2.4	8.5%	1	1%	1.31	80%
31	85%	2.9	3.9%	0	1%	1.42	80%
32	91%	4.0	6.1%	4	1%	1.53	90%
31	90%	5.5	5.1%	5	1%	1.65	90%
31	86%	5.3	5.5%	5	2%	1.69	90%
31	86%	5.0	6.3%	6	3%	1.60	90%
32	76%	4.6	6.7%	6	3%	1.57	90%
31	75%	4.0	7.2%	5	2%	1.45	90%
28	68%	3.0	8.2%	5	2%	1.35	80%
26	64%	1.4	16.2%	5	2%	1.06	70%

24	Green
5	Green
33	Green
33	Green
7	Green
10	Green
10	Green
5	Green
7	Green
7	Green
21	Green
62	Green

2008

December
November
October
September
August
July
June

26	64%	1.8	14.6%	5	1%	1.09	75%
26	65%	1.8	10.9%	5	3%	1.06	75%
25	63%	1.6	9.3%	0	6%	0.97	55%
25	63%	1.6	12.2%	1	8%	0.86	55%
22	59%	2.3	10.2%	0	9%	0.83	50%
21	57%	2.2	8.8%	-1	9%	0.82	40%
21	50%	1.8	12.5%	-1	10%	0.80	30%

39	Green
49	Green
161	Amber
167	Amber
199	Amber
300	Red
355	Red

Key

maximum points at	30	70%	2	20%	4	5%	1.1
positive triggers							
negative triggers							

The points at which a category moves from one points allocation to another (either positively or negatively)

Analysis



A rise in our conversion rate (visitors to members) has pushed our overall score to 95%. Our highest rating ever and our highest placing in the league table (4th out of over 600 UK & Ireland chapters). The only thing stopping us from getting 100% is our relatively low number of visitors recently.

The fact we have lost a few members recently will inevitably have an impact on our position next month although with the effect of averaging it is difficult to know exactly where we will be...

