Indicator dictionary — 34 definitions

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

Document issued on 09/11/2026

9 indicators to arbitrate, margin among them · fictional document

Fictional document — demonstration example

This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

Fictional document, produced for the demonstration. **An indicator dictionary is the written list of your indicators, each with its exact calculation, the sources used and the date the definition was settled.** Without one, two departments can produce two correct and incompatible figures.

The case that triggered this dictionary: three margins for one month

Source	Calculation applied	September margin	Who uses it
ERP	Selling price − list purchase price	**27.4 %**	The branches
CRM	Same calculation, **shipping costs deducted**	**24.9 %**	Sales management

Source	Calculation applied	September margin	Who uses it
Data warehouse	**Purchase price net of year-end rebates**	**31.2 %**	Management control
Gap between the sales figure and the control figure	—	**3.8 points**	**Same month, same orders**

Year-end rebates are the discounts negotiated with a supplier and paid afterwards, based on the volume purchased during the year. Including them in the purchase price is a defensible choice; excluding them is too. **What is not defensible is that both coexist with nobody writing it down.**

What the dictionary carries for each indicator

Section	Content	What it is for in a meeting
Formula	The calculation in plain words, with no query jargon	A non-financial person can challenge it
Sources used	The tables read, table by table	Allows the calculation to be replayed
Arbitration date and author	**Who decided, and when**	**Stops a settled debate being reopened**
Exclusions	Credit notes, intercompany sales, cancelled orders	This is where gaps are born
Previous definition kept	**The former formula, dated**	**The history stays readable in both**

The 9 indicators to arbitrate

Indicator	Competing readings	Measured effect of the gap

LINDBERGH FORMATION — Blue Lemon Agent — Companies register (RCS) Évry 817 946 114 —
Legal notice (in French): bluelemonagent.ai/mentions-legales

Gross margin	**3**	**3.8 points on one month**
Revenue	2	Invoiced or ordered — 4.1 % gap in November
Active customer	2	12 months or 24 months — 3,100 customers or 3,940
Average basket	2	Per order or per line
Service level	2	On lines or on orders
… and 4 others, detailed in the full table	2	Gaps below 1 point

> **Six of the last twelve executive committees** spent at least one agenda item settling which of two figures was right. **The debate was never about the decision — it was about the vocabulary.**

Every definition stays changeable in one word. An arbitration triggers an overnight recalculation of the history, **on the new definition and on the old one**: the series is never lost, it is dated.

For management control to settle

Gross margin definition retained, and effective date: _____

> **Request a demo with your own documents**
> This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.
> https://bluelemonagent.ai/en/entreprises/cas-usage/agent-daide-a-la-decision-analyse-de-donnees

isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.