



# STATS TO TRACK

## 10 KEY BUSINESS METRICS

Thanks so much for listening to Episode 4 of the Growth Curves Podcast.

We've compiled the 10 key business metrics discussed in the episode. Use this list when doing monthly and yearly reviews so you can track what's working, what's not, what needs improving and what you should be getting excited about!

Let us know how you get on - send us a DM!

Cheers! Sarah & Wendy x

### 1 SALES PER CUSTOMER

- Sales per customer per month / year
- Average spend per customer

### 2 TOTAL REVENUE

- Total revenue/sales per month
- Total revenue/sales per year
- Total revenue compared with a previous period

### 3 DEBTOR DAYS

- Time from when you start a job/sell a product to when you receive payment
- Aim to decrease # of debtor days both overall and per client

### 4 OPERATING EXPENSES

- Track your overheads
- Monthly recurring expenses
- Additional expenses
- Look for trends, ways to reduce costs

### 5 MARGINS

- Net profit margin %
- Gross profit margin %

### 6 RETENTION RATES

- How many repeat purchases?
- How long is someone a client for?
- How often do people purchase?

### 7 LEADS

- No. of leads per month
- Where are your leads coming from?

### 8 CONVERSION RATES

- Return on marketing investment (ROI)
- Rate = No. of sales or leads / \$ spent
- Conversion rates also for activities - Eg. email sign ups / event attendees

### 9 WEBSITE STATS

- Website traffic
- What page are people arriving on?
- What conversions are you getting? Eg. sales / clicks / sign ups

### 10 EMAIL MARKETING

- No. of subscribers
- Email open rates
- Click rates for buttons in your email

#### HOT TIP

Create an Excel spreadsheet with these business metrics so you can easily record your results each month. What gets measured gets managed!

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