KPI Dashboard

Business / team _____ **Month** _____ **Prepared by** _____

KPI	Owner	Target	Actual	Variance	% of target	Last month	Status (G / A / R)
Revenue ($)							
New customers							
Average order value ($)							
Website visitors							
Conversion rate (%)							
Leads generated							
Customer satisfaction (1–5)							
Repeat customers (%)							
Gross margin (%)							
Cash on hand ($)							

WINS THIS MONTH

CONCERNS

ACTIONS FOR NEXT MONTH