

MONTH:

REVIEW

TOTAL REVENUE	TOTAL EXPENSES	TOTAL WAGE	TOTAL PROFIT	BEAT OR MISSED SALES GOAL BY

LAST MONTH MY TOTAL REVENUE COVERED EXPENSES & HOURS AND PRODUCED A PROFIT

PRODUCT THAT PRODUCED THE MOST REVENUE	PRODUCT THAT PRODUCED THE LEAST REVENUE
MARKETING CHANNEL THAT DROVE THE MOST TRAFFIC	MARKETING CHANNEL THAT DROVE THE LEAST TRAFFIC
SALES CHANNEL THAT GENERATED THE MOST SALES	SALES CHANNEL THAT GENERATED THE LEAST SALES
ADMIN TASKS THAT REQUIRED THE LEAST TIME/MONEY	ADMIN TASKS THAT REQUIRED THE MOST TIME/MONEY

R E T U R N O N I N V E S T M E N T				
PROJECT	COST OF PROJECT	REVENUE GENERATED	PROFIT GENERATED	PROFIT ÷ COST X 100 = ROI%

C O N V E R S I O N R A T E S			
ACTION	# WHO TOOK ACTION	# WHO DID & DIDN'T TAKE ACTION	CONVERSION RATE

I M P O R T A N T D A T E S