

PROFIT GROWTH TRACKER

Fiscal Period: _____

Organization: _____

GROWTH PILLAR	STRATEGIC ACTIONS	PRIMARY KPI	TARGET / ACTUAL
Lead Generation		Conversion Rate	
Sales Conversion		Close Ratio	
Average Transaction		Avg. Order Value	
Purchase Frequency		Retention Rate	
Profit Margin		Net Margin %	

Total Revenue

\$

Cost of Goods

\$

Operating Expenses

\$

Net Profit Growth

%

NOTES & EXECUTIVE SUMMARY