

SUCCESS METRICS TRACKER

Reporting Period: _____

Target Year: 20

PERFORMANCE INDICATOR	BASELINE	TARGET	ACTUAL
I. Financial Vitality			
Monthly Recurring Revenue Total predictable revenue earned monthly			
Net Profit Margin Percentage of revenue remaining after expenses			
Customer Acquisition Cost (CAC) Total sales/marketing cost per new client			
II. Market Penetration			
Conversion Rate Lead-to-customer closing percentage			
Churn Rate Percentage of customers lost over time			
III. Operational Excellence			
Output Efficiency Units produced or tasks completed per hour			

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Customer Satisfaction (NPS)
Average feedback score or referral rate

QUALITATIVE MILESTONES & NOTES

Notes on strategy pivots, team wins, or market shifts...