



# The Growth Dashboard

Measure what matters. Ignore the rest. Scale with clarity.

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[PostHog](#)

[Intercom](#)

[Sentry](#)

[Metabase](#)

[Loops](#)

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North Star metric, weekly dashboards, revenue breakdowns

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## User Feedback Log

Centralized inbox with categorization and sentiment

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Track every stage of your user journey

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## Experiment Tracker

Hypothesis-driven A/B testing with result logging

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## Customer Health Scorecard

Spot churn before it happens

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## SECTION 01

# KPI Tracker

Define your North Star. Track what actually moves the needle.

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## North Star Metric

FIELD	YOUR ANSWER
Metric	
Current Value	
Target (30 days)	
Target (90 days)	
How it's measured	
Why this metric	

## Weekly Dashboard

METRIC	THIS WEEK	LAST WEEK	Δ CHANGE	TARGET	STATUS
Revenue (MRR)					
New Signups					
Active Users (WAU)					
Churn Rate					
Activation Rate					
NPS Score					
Support Tickets					
Avg. Response Time					

## Monthly Revenue

MONTH	MRR	NEW MRR	CHURNED MRR	NET NEW	CUSTOMERS	ARPU

## Cohort Retention

COHORT	WEEK 0	WEEK 1	WEEK 2	WEEK 4	WEEK 8	WEEK 12
	100%					
	100%					
	100%					
	100%					

### FOCUS

If you can only track one number, track **Net Revenue Retention**. It tells you if your existing customers are getting more value over time.

## SECTION 02

# User Feedback Log

Never lose a user insight. Centralize everything here.

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## Feedback Inbox

#	DATE	USER	CHANNEL	FEEDBACK	CATEGORY	SENTIMENT	STATUS
1			Email		Feature Request	😊	Open
2			Chat		Bug	😢	Open
3			Twitter		Praise	😊	Open
4							
5							
6							
7							
8							

## Top Requested Features

FEATURE	# REQUESTS	REVENUE IMPACT	EFFORT	DECISION
				Build / Defer / Decline

## User Quotes Worth Remembering

"[Exact quote from user]" — Name, Date

 **TIP**

Review this log weekly. Patterns emerge after 10+ entries. One complaint is an anecdote — five complaints about the same thing is a feature.

## SECTION 03

# Funnel Metrics (AARRR)

Track every stage of your user journey.

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## Acquisition — How do users find you?

CHANNEL	VISITORS	SIGNUPS	CONVERSION	CAC	NOTES
Organic Search					
Twitter/X					
Product Hunt					
Referral					
Direct					
Paid Ads					
Total					

## Activation — Do they have an "aha" moment?

STEP	USERS	DROP-OFF %	NOTES
Signed up		—	
Completed onboarding			
Performed core action			
Invited teammate			
Activation rate			Target: 40%+

## Retention — Do they come back?

TIMEFRAME	RETENTION RATE	TARGET	STATUS
Day 1		60%	
Day 7		30%	
Day 30		15%	
Day 90		10%	

## Revenue — Do they pay?

METRIC	VALUE	TARGET
Trial → Paid conversion		5–10%
Free → Paid conversion		2–5%
Average Revenue Per User		
Lifetime Value (LTV)		
LTV:CAC Ratio		>3:1

## Referral — Do they tell others?

METRIC	VALUE	TARGET
Referral rate		10%+
Viral coefficient (K)		>0.5
Avg. referrals per user		

# Experiment Tracker

Test hypotheses, not hunches. Run experiments properly.

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## Active Experiments

ID	NAME	HYPOTHESIS	PRIMARY METRIC	START	END	RESULT
EXP-001		If we [change], then [metric] will [improve] because [reason]				
EXP-002						
EXP-003						

## Experiment Template

FIELD	DETAILS
Hypothesis	If we [do X], then [metric Y] will [change Z] because [reason]
Primary Metric	
Secondary Metrics	
Traffic Split	50/50
Min. Sample Size	
Duration	
Confidence Level	95%

# Results Log

METRIC	CONTROL	VARIANT	Δ	CONFIDENCE	WINNER

## Experiment Backlog

PRIORITY	EXPERIMENT	EXPECTED IMPACT	EFFORT	STATUS
1				Queued
2				
3				
4				
5				

### RULE OF THUMB

Run one experiment at a time. Minimum 2 weeks per test. If you can't reach statistical significance, the difference probably doesn't matter.

# Customer Health Scorecard

Spot churn before it happens. Rescue at-risk customers.

## Health Score Components

FACTOR	WEIGHT	SCORING (1-10)
Usage Frequency	30%	Daily=10, Weekly=7, Monthly=4, Rare=1
Feature Adoption	20%	80%+ features=10, 50%+=7, Core only=4, Minimal=1
Support Interactions	15%	Positive=10, Neutral=5, Frequent complaints=2
Growth Signal	15%	Added seats=10, Upgraded=8, Static=5, Downgraded=2
Engagement Trend	10%	Increasing=10, Stable=6, Declining=2
Payment Health	10%	On time=10, Late once=5, Multiple failures=1

## Customer Dashboard

CUSTOMER	PLAN	MRR	SCORE	HEALTH
		/100		<span style="color: green;">●</span> <span style="color: yellow;">●</span> <span style="color: red;">●</span>
		/100		
		/100		
		/100		
		/100		

### ● Healthy (70-100)

Candidate for upsell, case study, referral ask.

### 🟡 At Risk (40-69)

Schedule check-in. Investigate usage drop.

### 🔴 Critical (0-39)

Immediate outreach. Offer help or discount.

# Churn Risk Signals

- Login frequency dropped >50% in last 30 days
- Key feature usage stopped
- Support ticket with negative sentiment
- Downgraded plan
- Payment failed 2+ times
- Competitor mentioned in support conversation
- Asked about data export or cancellation

## Recommended Tool Stack

### PRODUCT ANALYTICS

#### **PostHog**

Feature flags, session replays, funnels. All-in-one.

### CUSTOMER MESSAGING

#### **Intercom**

In-app messages, support, onboarding flows.

### ERROR MONITORING

#### **Sentry**

Know about bugs before users report them.

### BUSINESS ANALYTICS

#### **Metabase**

SQL dashboards anyone on the team can read.

### EMAIL MARKETING

#### **Loops**

Event-triggered emails that actually convert.

# **Build with fewer tools.**

Curated stacks for every stage of building.

[fewertools.com](https://fewertools.com)