

Weekly Dashboard Review Checklist

1. Start With the Big Picture

- ☐ Check total sales vs. last week/month
- ☐ Look at overall traffic trends (sessions, sources)
- ☐ Scan CAC, CLV, and ROAS trends

2. Identify Any Red Flags

- ☐ Are any metrics below threshold? (conversion, CAC, traffic)
- ☐ Did any metric spike or dip unexpectedly?
- ☐ Look for broken links, 404 pages, or tracking issues

3. Funnel Performance

- ☐ Where are users dropping off?
- ☐ How is each funnel stage performing (landing to cart to purchase)?
- ☐ Check mobile vs. desktop performance gaps

4. Campaign & Ad Health

- ☐ Top-performing campaigns by ROI or engagement
- ☐ Underperforming ads that need pausing or tweaking
- ☐ Cost-per-click, click-through rates, and ROAS

5. Customer Behavior Signals

- ☐ Pages with high exit or bounce rates
- ☐ Are returning visitors increasing or decreasing?
- ☐ What products are viewed but not purchased?

6. Take Action

- ☐ Log insights from today's review
- ☐ Decide what changes to test this week
- ☐ Assign owners to implement fixes