

# The 15% Growth Framework Cheatsheet

Use this simple 3-step framework to spot revenue leaks and take action fast:

## VISUALIZE

- Bring your sales, marketing, and customer data into one dashboard
- Use tools like Power BI, Tableau or Google Studio
- Keep it simple: Only track what matters

## ANALYZE

- Look for sales trends: Is traffic up but conversions down?
- Are certain products or services underperforming?
- What's costing you more than it's bringing in?

## ACT

- Adjust pricing or bundles
- Improve checkout experience
- Retarget cold leads or re-engage past customers

### Quick Questions to Ask Your Data:

- Where is my revenue dropping?
- What's working better this month vs. last month?
- Which customers are ready to buy again?

### Dashboard-Ready Metrics to Track:

- Conversion rate
- Average order value (AOV)
- Customer lifetime value (CLV)
- Return rate
- Cart abandonment rate

*Start small. Track clearly. Act fast.*