

Dashboard-Ready Metrics Checklist

Category	Checklist Item	Completed	Notes
VISUALIZE	Sales data is collected and accessible in one dashboard		
VISUALIZE	Website analytics (traffic, sessions, bounce rate) are connecte...		
VISUALIZE	Customer data (segments, history, lifetime value) is include...		
VISUALIZE	Marketing & ad campaign results are visible in the same spac...		
VISUALIZE	No more spreadsheets or browser tabs - all insights are cent...		
ANALYZE	Conversion rate from visitor -> lead -> customer		
ANALYZE	Average order value (AOV)		
ANALYZE	Customer lifetime value (CLV)		
ANALYZE	Cart abandonment rate (if eCommerce)		
ANALYZE	Revenue per traffic source or campaign		
ANALYZE	Top vs. underperforming products or services		
ANALYZE	Retention rate (repeat customers / subscribers)		
ACT	At-risk products or pages flagged for fix		
ACT	High-performing offers identified for scale		
ACT	Drop-offs or bottlenecks in the funnel highlighted		
ACT	Pricing, bundles, or page updates tested		
ACT	Re-engagement actions for cold or past customers set		
BONUS	Only track what drives growth - no vanity metrics		
BONUS	Use visuals (charts, trend lines, checklists) over spreadshe...		
BONUS	Review weekly and take 1 clear action based on insights		
BONUS	Keep it simple - the best dashboards fit on one screen		