

# Dispensary Retention Calculator

Quick snapshot of the retention model inputs and outputs.

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- Use the interactive calculator to plug in your numbers.
- Save this PDF as a quick reference, then customize the workbook for deeper planning.
- Want the GreenLoop App Audit? We'll send it once it's live.

## What to capture in the workbook

Monthly customers — how many people buy in a typical month.

Average order value — the revenue per visit.

Current repeat rate — percent of shoppers who return the same month.

Target repeat rate — where you want that repeat rate with the app running.

Gross margin — percent you keep after product costs.

## Reminder

This PDF is a companion to the Excel workbook and does not auto-fill your inputs.

Download the workbook to run full scenarios and share with your team.