

PowerLytix Dashboard Report

Period: Last 30d

Top-Line Rollup

KPI	Value	Change	Trend
Total Marketing Spend	\$45230	+8.2%	up
Total Leads	1,247	+12.5%	up
Total Appointments	892	+5.3%	up
Total Sales	234	-2.1%	down
Net Revenue (Sold)	\$1200000	+15.7%	up

Marketing

KPI	Value	Change	Trend
Google Ads Spend	\$18450	+5.2%	up
Facebook Leads	423	+18.3%	up
Cost Per Lead	\$36.28	-8.5%	down
ROAS	4.2x	+12.1%	up

Call Center

KPI	Value	Change	Trend
Leads Received	847	+9.2%	up
Appointment Set Rate	68.5%	+3.4%	up
Speed to Lead	4.2 mins	-15.3%	down
Confirmation Rate	82.1%	+5.7%	up

Sales

KPI	Value	Change	Trend
Issued Appointments	580	+7.8%	up
Raw Close Rate	40.3%	+2.1%	up

KPI	Value	Change	Trend
Average Sale	\$5120	+8.9%	up
Gross Margin	28.4%	+1.2%	up