

Metrics

Month: _____ Year: _____

Total Revenue	
Total # Of Clients	
Total # Of Session Hours Sold	
Total # Of Sessions Sold	
# Of Re-Books	
# Of Upgrades	
Total Session Hours	
# Of Repeat Clients	
# Of Massage Hours Available	
Total Room Hours Available	
# of Hours Scheduled	
Total Service Revenue	
Total Gross Operating Profit	

KPIs

Month: _____ Year: _____

Average Client Spend	
Average Session Length	
Re-Booking Rate	
Upsell Rate	
Repeat Client Percentage	
Service Capacity	
Treatment Room Occupancy	
Staffing Efficiency	
Revenue Efficiency	
Gross Operating Efficiency	