

# ClearSight KPI Checklist for Small Businesses

Use this checklist to identify, track, and review the core KPIs that matter most for a typical small business.

Core KPIs:

- Monthly Revenue (total and by line of business)
- Gross Margin (%)
- Operating Margin (%)
- Cash on Hand (and months of runway)
- Average Order Value (AOV)
- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (LTV)
- Conversion Rate (lead to customer or visitor to sale)
- Utilization (for service businesses)