START HERE

Your numbers, made useful

A small dashboard should help you make a better decision this week.

Your mission

Choose four useful measures, check their source and leave every review with one action, one owner and one date.

01 / Understand it

Meet Maya and choose meaningful measures • pages 3–4

02 / Build it

A worked dashboard, data checks and trends • pages 5–7

03 / Use it

Copy-ready templates and a weekly review • pages 8–9

04 / Turn it into an offer

Exactly 10 business ideas with first tests • pages 10–11

05 / Take action

Seven-day plan, worksheet and sources • pages 12–14

01 / UNDERSTAND IT

Meet Maya’s scorecard

Fictional example: a gift shop with plenty of reports and little clarity.



Busy is not a measure

Maya checks sales every day. Yet parcels are late and customer messages pile up.

She needs a small set of numbers that shows what needs attention.

A dashboard is a decision page

It brings selected measures together for a defined period. A KPI is a key performance indicator: a measure linked to an important business goal. Keep the detailed records behind it.

☺ MAYA’S FIRST RULE

“If a number cannot change what I do, it does not need a place on my weekly dashboard.”

02 / PICK YOUR MEASURES

Start with a question

Choose a few measures you can explain, maintain and act on.

Are customers buying?

Track completed orders or net sales. Define cancellations, refunds and tax treatment so the weekly comparison means the same thing.

Can we deliver our promise?

Track orders dispatched by the promised date. Pair the percentage with its count: 36 of 40 is more useful than 90% alone.

What might cause trouble next?

Track overdue orders or unresolved customer issues. These can point to work you can do now, before next week’s result arrives.

A useful balance

Include a result and an early warning. Pick your own targets from capacity, customer promises and past performance.