

Performance Metrics and KPIs Tracker

KPI / Metric	Description	Target	Current	Status	Notes
Sales Growth	Monthly increase in sales revenue	10%			
Customer Satisfaction	Average survey rating	4.5 / 5			
Website Traffic	Visitors per month	50,000			
Conversion Rate	% of visitors making purchase	3%			
Employee Turnover	% of employees leaving yearly	< 5%			