

## 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%    |         |        |       |