

THE STORE PERFORMANCE WORKBOOK

Shopify KPI Tracker

A beginner-friendly workbook to measure what matters, spot what is working, and grow your store with confidence — one month at a time.

SHOPIFY

ECOMMERCE

DTC

DROPSHIPPING

PRINT ON DEMAND

STORE OWNERS

THIS TRACKER BELONGS TO

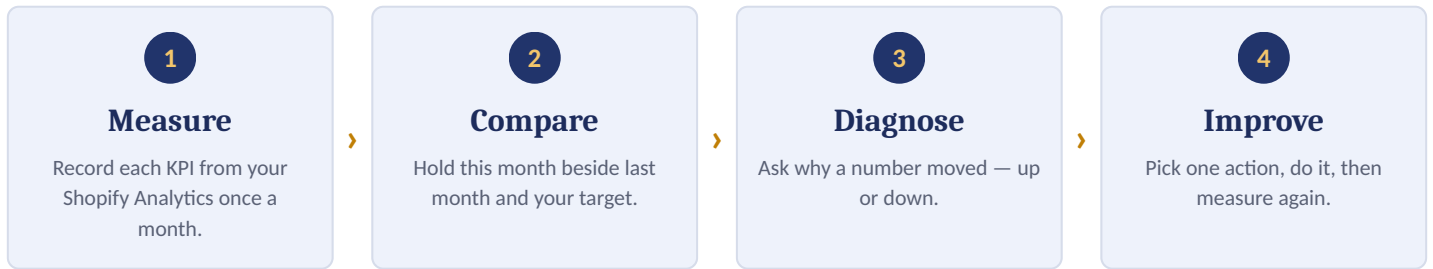
STORE / YEAR

ECOMMERCE KPI WORKBOOK · PRINTABLE EDITION

How to Use This Tracker

A **KPI** — key performance indicator — is simply a number that tells you how your store is doing. You do not need to be a data expert. This workbook walks you through the seven numbers that matter most for a Shopify store, shows you a worked example for each, and gives you a clean template to fill in every month. Track consistently and patterns appear: you will see what is growing, what is stuck, and exactly where to focus next.

The KPI improvement loop



Getting started in five minutes

- Open your Shopify admin and go to **Analytics → Reports** — this is where almost every number lives.
- Fill in the **KPI Dashboard** (Section 1) with this month’s figures to set your baseline.
- Work through each tracking section once so you know where every number comes from.
- Set a recurring 30-minute “KPI day” at the start of each month to update the templates.
- Use the **Goal Setting** and **Action Plan** pages to turn insight into next steps.

FIND IT IN SHOPIFY











Most metrics in this workbook come from **Analytics → Reports** and the **Analytics** overview in your Shopify admin. Profit numbers also pull from your expenses and supplier invoices, which Shopify does not track automatically.

Shaded tables are filled-in worked examples — read these first.

White tables are yours to print and fill in each month.

What's Inside

Ten sections take you from a single dashboard view down into each number, then back up into review, goals, and action. Every section pairs a worked example with a printable template.

01	KPI Dashboard	
	Your seven core numbers at a glance	
02	Traffic Tracking	
	Sessions, visitors, and where they come from	
03	Conversion Tracking	
	Turning visits into orders — and the funnel	
04	AOV Tracking	
	Average order value and items per order	
05	Revenue Tracking	
	Sales by month and by channel	
06	Profit Tracking	
	What the store actually keeps	
07	Marketing Performance Tracker	
	Spend, ROAS, and cost per customer	
08	Monthly KPI Review	
	Plan vs. actual, with reflection	
09	Goal Setting Worksheet	
	90-day targets for every KPI	
10	Action Plan Pages	
	Turn insight into prioritized steps	

Tip: print the tracking templates you use most and keep them in a binder, or duplicate this file each month as a fresh digital copy.

01

SECTION ONE

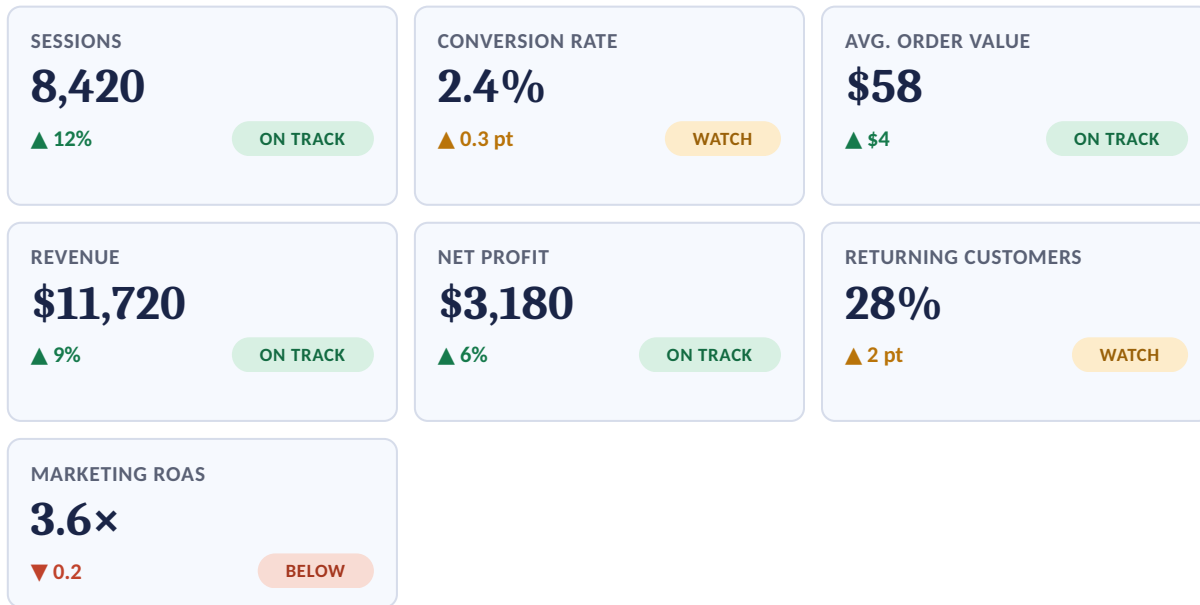
KPI Dashboard

This is your command center. Once a month, bring your seven core numbers onto one page so you can see the whole store at a glance. Each card answers three questions: where is the number now, which way is it moving, and is it on track? Fill the dashboard first, then dive into the sections behind any number that needs attention.

Worked example — a growing apparel store

EXAMPLE

A snapshot after one strong month. Green is on track, amber needs watching, red needs action:



Your monthly dashboard

KPI	THIS MONTH	LAST MONTH	TARGET	STATUS
Sessions (traffic)				
Conversion rate				
Average order value				
Revenue				
Net profit				
Returning customer rate				
Marketing ROAS				

Status: mark each KPI on track, watch, or below target based on how it compares to your goal.

PRO TIP

Do not chase every number at once. Each month, circle the *one* KPI that is furthest from its target and make that your focus. Small, steady gains on a single metric compound faster than spreading your effort thin across all seven.

02

SECTION TWO

Traffic Tracking

Traffic is the top of your funnel — the number of sessions (visits) your store receives. More important than the total is the *mix*: knowing which sources send visitors, and which of those visitors actually buy, tells you where to spend your time and budget.

Worked example — one month of sessions by source

TRAFFIC SOURCE	SESSIONS	% OF TOTAL	CONV. RATE
Organic search	3,200	38%	2.1%
Direct	1,850	22%	3.0%
Social	1,520	18%	1.6%
Email	920	11%	4.8%
Paid ads	680	8%	2.2%
Referral	250	3%	1.9%
All sources	8,420	100%	2.4%

Your traffic log

TRAFFIC SOURCE	SESSIONS	% OF TOTAL	CONV. RATE
Organic search			
Direct			
Social			
Email			
Paid ads			
Referral			
All sources			

FIND IT IN SHOPIFY

Go to **Analytics** → **Reports** → **Sessions by traffic source** for the mix above, and **Sessions by referrer** for specific sites. The Analytics overview shows your total sessions for any date range.

PRO TIP

A source with high sessions but a low conversion rate is a leak, not a win. In the example, social drives lots of visits but converts at only 1.6%, while email converts at 4.8% — a sign to nurture the email list and tighten the social landing pages.

03

SECTION THREE

Conversion Tracking

Your conversion rate is the share of visits that become orders: $\text{orders} \div \text{sessions} \times 100$. A typical Shopify store converts around 1–3%. The funnel below shows where shoppers drop off, so you can fix the leakiest step instead of guessing.

Worked example — the conversion funnel



Each step shows how many shoppers remain. The biggest drop — cart to checkout — is usually where to focus first.

Your conversion log

MONTH	SESSIONS	ORDERS	CONV. RATE	NOTES
Month 1				
Month 2				
Month 3				
Month 4				
Month 5				
Month 6				

Returning customers

EXAMPLE

Repeat buyers are cheaper to sell to and a sign of real loyalty. Track how many of your orders come from returning customers:

CUSTOMER TYPE	ORDERS	% OF ORDERS
New customers	145	72%
Returning customers	57	28%

MONTH	RETURNING CUST.	RETURNING %
Month 1		
Month 2		
Month 3		

PRO TIP

To lift conversion, attack the funnel one step at a time: clearer product photos and reviews help the browse-to-cart step; free-shipping thresholds and trust badges help cart-to-checkout; and a guest-checkout option plus saved payment methods help checkout-to-order.

04

SECTION FOUR

AOV Tracking

Average order value (AOV) is how much a customer spends per order: **revenue ÷ number of orders**. Raising AOV grows revenue without needing a single extra visitor, which makes it one of the fastest levers a small store can pull.

Worked example — AOV trending up

EXAMPLE

Three months of steady gains as bundles and a free-shipping threshold took hold:

MONTH	ORDERS	REVENUE	AOV	ITEMS/ORDER
April	188	\$10,340	\$55.00	1.6
May	196	\$11,000	\$56.12	1.7
June	202	\$11,720	\$58.02	1.8

Your AOV log

MONTH	ORDERS	REVENUE	AOV	ITEMS/ORDER
Month 1				
Month 2				
Month 3				
Month 4				
Month 5				
Month 6				

FIND IT IN SHOPIFY

Find orders and revenue under **Analytics → Reports → Sales over time**. Shopify also reports **Average order value** directly in the Analytics overview.

PRO TIP

Three reliable ways to raise AOV: set a free-shipping threshold just above your current AOV (e.g. “free shipping over \$75”), bundle complementary products at a small discount, and offer a relevant one-click upsell at checkout. Track items-per-order to see which tactic is working.

05

SECTION FIVE

Revenue Tracking

Revenue is your total sales before costs. Tracking it by *channel* shows where your money actually comes from, and tracking it by *month* reveals your busy and slow seasons so you can plan inventory and promotions ahead of time.

Worked example — revenue by channel

SALES CHANNEL	ORDERS	REVENUE	% OF TOTAL
Online store	162	\$9,400	80%
Social (Instagram / TikTok)	22	\$1,200	10%
Marketplace (Etsy / Amazon)	12	\$720	6%
In-person / POS	6	\$400	4%
All channels	202	\$11,720	100%

Your revenue by channel

SALES CHANNEL	ORDERS	REVENUE	% OF TOTAL
Online store			
Social			
Marketplace			
In-person / POS			
Other			
All channels			

Your monthly revenue trend

MONTH	ORDERS	REVENUE	VS. LAST MONTH
Month 1			
Month 2			
Month 3			
Month 4			
Month 5			
Month 6			

PRO TIP

Watch your revenue concentration. If one channel drives 80% of sales, that is a risk as well as a strength — a single algorithm change or account issue could cut your income overnight. Use slow months to test and grow a second channel.

06

SECTION SIX

Profit Tracking

Revenue is vanity; profit is sanity. Profit is what is left after every cost: **revenue – cost of goods – all other expenses**. Working down in layers reveals your margins — gross margin shows how profitable each product is, net margin shows what the whole business keeps.

Worked example — from revenue to net profit

EXAMPLE

The same month from the dashboard, broken down layer by layer:

LINE ITEM	AMOUNT	% OF REVENUE
Revenue	\$11,720	100%
– Cost of goods sold	\$4,100	35%
= Gross profit	\$7,620	65%
– Marketing & ads	\$1,150	10%
– Apps & software	\$190	2%
– Shipping & transaction fees	\$1,400	12%
– Other operating costs	\$1,700	14%
= Net profit	\$3,180	27%

Your profit breakdown

LINE ITEM	AMOUNT	% OF REVENUE
Revenue		
– Cost of goods sold		
= Gross profit		
– Marketing & ads		
– Apps & software		
– Shipping & fees		
– Other operating costs		
= Net profit		

PRO TIP

Shopify does not track most costs for you, so this page only works if you log them. A healthy small-store net margin often sits around 10–20%. If yours dips lower, the leak is usually in cost of goods, shipping, or ad spend that is not paying its way — check those rows first.

07

SECTION SEVEN

Marketing Performance Tracker

This page tells you whether your marketing is making money. Two numbers matter most: **ROAS** (return on ad spend = revenue from ads ÷ ad spend) and **CAC** (customer acquisition cost = spend ÷ new customers). Track them per channel so you can move budget toward what works.

Worked example — one month across channels

EXAMPLE

Owned channels like email almost always beat paid ads on ROAS — notice the difference:

CHANNEL	SPEND	ORDERS	REVENUE	ROAS	CAC
Meta ads	\$620	64	\$2,560	4.1×	\$9.69
Google ads	\$380	38	\$1,330	3.5×	\$10.00
Email (Klaviyo)	\$90	52	\$1,820	20.2×	\$1.73
TikTok	\$150	18	\$610	4.1×	\$8.33
All channels	\$1,240	172	\$6,320	5.1×	\$7.21

Your marketing tracker

CHANNEL	SPEND	ORDERS	REVENUE	ROAS	CAC
Meta ads					
Google ads					
Email					
TikTok					
Other					
All channels					

PRO TIP

A common target is a ROAS of 3× or higher and a CAC below your AOV — if it costs more to win a customer than they spend, you lose money on the first order. The example email channel returns \$20 per \$1 spent, a strong signal to grow the list before scaling paid ads.

08

SECTION EIGHT

Monthly KPI Review

Once a month, close the loop. Put every KPI beside its target and mark its status. The point is not to score yourself but to learn: a number below target is not a failure, it is a clue pointing to your next action.

Worked example — the month in review

KPI	TARGET	ACTUAL	STATUS
Sessions	8,000	8,420	On track
Conversion rate	2.5%	2.4%	Watch
Average order value	\$55	\$58	On track
Revenue	\$11,000	\$11,720	On track
Net profit	\$3,000	\$3,180	On track
Returning customer %	30%	28%	Watch
Marketing ROAS	4.0×	3.6×	Below

Your monthly review

KPI	TARGET	ACTUAL	STATUS
Sessions			
Conversion rate			
Average order value			
Revenue			
Net profit			
Returning customer %			
Marketing ROAS			

Reflection

Which KPI improved the most this month, and what drove it?

Which KPI is furthest from target, and what is the likely cause?

The one change I will make next month:



Goal Setting Worksheet

Targets turn tracking into progress. For each KPI, write where you are today and a realistic 90-day goal — ambitious but reachable. A good goal is specific and tied to one clear action, so you always know the next step.

Worked example — three focused goals

EXAMPLE

You do not need a goal for every KPI at once. Pick the two or three with the most room to grow:

KPI	CURRENT	90-DAY GOAL	FIRST ACTION
Conversion rate	2.4%	3.0%	Add reviews + trust badges
AOV	\$58	\$68	Launch a \$75 free-ship threshold
Returning customer %	28%	35%	Set up a post-purchase email flow

Your 90-day KPI goals

KPI	CURRENT	90-DAY GOAL	FIRST ACTION
Sessions			
Conversion rate			
AOV			
Revenue			
Net profit			
Returning customer %			
Marketing ROAS			

My single most important goal this quarter

PRO TIP

Make each goal **SMART**: Specific, Measurable, Achievable, Relevant, and Time-bound. “Grow sales” is a wish; “raise conversion rate from 2.4% to 3.0% within 90 days by adding product reviews” is a goal you can actually track on these pages.

10

SECTION TEN

Action Plan

Insight only matters if it changes what you do. Translate this month's review into a short, prioritized list of actions — each tied to the KPI it should move and given a deadline. Three to five focused actions beat a long list you never finish.

Worked example — this month's priorities

EXAMPLE

Each action is small, specific, and linked to a number it is meant to improve:

#	ACTION	LINKED KPI	DUE	DONE
1	Add a \$75 free-shipping threshold	AOV	Week 1	<input type="checkbox"/>
2	Build an abandoned-cart email flow	Conversion	Week 2	<input type="checkbox"/>
3	Shoot new photos for the top product page	Conversion	Week 3	<input type="checkbox"/>
4	Move \$100 budget from TikTok to email	ROAS	Week 2	<input type="checkbox"/>

Your action plan

#	ACTION	LINKED KPI	DUE	DONE
1				
2				
3				
4				
5				
6				

PRO TIP

Limit yourself to one “big rock” per month — the action most likely to move your focus KPI — plus a few smaller wins. Review what got done at your next KPI day before adding anything new.

KPI Formula Cheat Sheet

Every formula you need for this workbook in one place. The last one is worth memorizing: it shows that you can grow revenue by improving *any* of its three parts.

Conversion Rate
$$\text{Orders} \div \text{Sessions} \times 100$$
Average Order Value
$$\text{Revenue} \div \text{Number of orders}$$
Gross Margin
$$(\text{Revenue} - \text{COGS}) \div \text{Revenue} \times 100$$
Net Profit
$$\text{Revenue} - \text{COGS} - \text{all expenses}$$
ROAS
$$\text{Revenue from ads} \div \text{Ad spend}$$
Customer Acq. Cost (CAC)
$$\text{Ad spend} \div \text{New customers}$$
Returning Customer Rate
$$\text{Returning} \div \text{Total customers} \times 100$$
The Growth Equation
$$\text{Sessions} \times \text{Conv. rate} \times \text{AOV} = \text{Revenue}$$

You can manage what you measure.

You do not need to be a data scientist to run a healthy store — you need a handful of numbers and the habit of checking them. Track consistently, focus on one improvement at a time, and let the trend lines do the talking. Your future self will thank you.

SHOPIFY KPI TRACKER