

FINANCIAL & COMMERCIAL MASTERY

MODULE 7

KPIs, Dashboards & Data-Driven Decisions

What gets measured gets managed. What gets displayed gets improved.

What You'll Learn

Lesson 1

The Essential Spa KPIs

Lesson 2

Building Your Dashboard

The Essential Spa KPIs

- RevPATH (Revenue Per Available Treatment Hour)
- Occupancy rate by room and by therapist
- Average treatment value and retail attachment rate
- Guest retention rate, rebooking rate, and NPS
- Labour cost as a percentage of revenue

Building Your Dashboard

- Daily, weekly, and monthly reporting rhythms
- Making data visible to the team (not just management)
- Traffic light systems: green, amber, red at a glance
- Using data to have better conversations, not just better reports

KEY CONCEPT



Data without action is just numbers. The dashboard isn't for looking at — it's for making decisions with.

PRACTICAL EXERCISE

Apply What You've Learned

Select six KPIs that matter most for your spa. Design a one-page dashboard that your team can read in 30 seconds. Track all six KPIs for four weeks and present the trends.

LEARNING OUTCOMES

By completing this module, you will be able to:

- 1 Define and calculate the essential spa KPIs
- 2 Design a visual dashboard that drives team accountability
- 3 Use data to identify trends, problems, and opportunities
- 4 Present KPI performance with narrative commentary

Required Submissions

KPI Dashboard

A one-page visual dashboard with six KPIs, tracking four weeks of data.

Trend Narrative

Written commentary explaining the trends, root causes, and recommended actions.

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Module 7 Complete

Next: Module 8