

WEEKLY KPI SCORECARD

CPG KPI Scorecard

The 8 numbers every CPG owner should track weekly — with formulas, healthy ranges, and why each one matters.

THE 8 WEEKLY KPIS

<p>1 Contribution Margin per Unit</p> <p>HEALTHY RANGE</p> <p>Revenue - variable costs (per unit)</p> <p>Positive at every channel</p> <p>Negative CM means you're paying customers to buy.</p>	<p>5 Slotting Payback Period</p> <p>HEALTHY RANGE</p> <p>Slotting fees ÷ monthly contribution from slot</p> <p>Under 12 months</p> <p>Beyond 12, new distribution destroys value.</p>
<p>2 Trade Spend % of Gross Revenue</p> <p>HEALTHY RANGE</p> <p>Total trade promo \$ ÷ gross revenue</p> <p>8 - 15%</p> <p>Above 15% = unprofitable cadence; below 8% = under-supporting key retailers.</p>	<p>6 DSD vs. DC Mix</p> <p>HEALTHY RANGE</p> <p>% volume by channel</p> <p>Strategy-dependent</p> <p>Each has very different margin profiles and cash cycles.</p>
<p>3 Velocity per Store per Week</p> <p>HEALTHY RANGE</p> <p>Units sold ÷ stores ÷ weeks</p> <p>Beat category avg</p> <p>The metric retailers use to keep you on shelf.</p>	<p>7 Cash-to-Cash Cycle</p> <p>HEALTHY RANGE</p> <p>DIO + DS0 - DPO</p> <p>Under 90 days</p> <p>Decides whether you self-fund growth or raise capital.</p>
<p>4 ACV Distribution</p> <p>HEALTHY RANGE</p> <p>% stores in target retailers carrying SKU</p> <p>Track by SKU</p> <p>Distribution growth = fastest revenue lever for early-stage CPG.</p>	<p>8 Repeat Purchase Rate</p> <p>HEALTHY RANGE</p> <p>% buyers who purchased again in 90 days</p> <p>Above 25%</p> <p>The truest read on whether your product wins without discounts.</p>

Want help building this into a live dashboard? We embed as your fractional CFO and put these numbers in front of you every week.

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