

WEEKLY KPI SCORECARD

# SaaS & Technology KPI Scorecard

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

THE 8 WEEKLY KPIS

<p><b>1 Annual Recurring Revenue (ARR)</b></p> <p>HEALTHY RANGE</p> <p>Sum of MRR × 12</p> <p><b>Growing</b></p> <p>The single number that defines SaaS valuation and forecasting.</p>	<p><b>5 Gross Margin</b></p> <p>HEALTHY RANGE</p> <p>(Revenue - COGS incl. hosting and CS) ÷ revenue</p> <p><b>Above 75%</b></p> <p>Below 75% = pricing too low or infra inefficient.</p>
<p><b>2 Net Revenue Retention</b></p> <p>HEALTHY RANGE</p> <p>(Start ARR + expansion - churn - contraction) ÷ start ARR</p> <p><b>Above 110%</b></p> <p>Above 110% expansion outpaces churn; below 100% = bleeding.</p>	<p><b>6 Logo Churn (Annualized)</b></p> <p>HEALTHY RANGE</p> <p>Customers lost ÷ starting customers</p> <p><b>Under 10% SMB</b></p> <p>Leading indicator of whether your product solves a real job.</p>
<p><b>3 CAC Payback Period</b></p> <p>HEALTHY RANGE</p> <p>CAC ÷ (ARR per customer × gross margin)</p> <p><b>Under 18 months</b></p> <p>Above 24 months requires a war chest you probably don't have.</p>	<p><b>7 Burn Multiple</b></p> <p>HEALTHY RANGE</p> <p>Net burn ÷ net new ARR</p> <p><b>Under 1.5</b></p> <p>The capital efficiency metric every investor benchmarks.</p>
<p><b>4 LTV to CAC Ratio</b></p> <p>HEALTHY RANGE</p> <p>Customer LTV ÷ CAC</p> <p><b>Above 3:1</b></p> <p>Below 3:1, unit economics don't support growth investment.</p>	<p><b>8 Sales Magic Number</b></p> <p>HEALTHY RANGE</p> <p>(Net new ARR × 4) ÷ S&amp;M spend prior qtr</p> <p><b>Above 0.75</b></p> <p>Tells you whether to accelerate sales or fix the funnel first.</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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