

TEMPLATE

PRICE

\$17.99

SaaS Founder's KPI Dashboard: Real-Time Metrics (Google Sheets)

v1.0

\$17.99

Complete Google Sheets dashboard for SaaS founders tracking MRR, ARR, churn rate, CAC, LTV, burn rate, runway, customer acquisition, and conversion funnel. Auto-calculating charts.

Type: **Template** Version: **1.0** Downloads: **0**

PRICE	VERSION	DOWNLOADS	RATING
\$17.99	1.0	0	—

✦ Key Features

Tab 1: Executive Summary

- › MRR (Monthly Recurring Revenue): Current, previous, MoM growth, 3-month trend
- › ARR (Annual Recurring Revenue): MRR x 12 with YoY comparison
- › Total Customers: Active paying, net new, churned
- › ARPA (Average Revenue Per Account): MRR divided by total customers
- › NRR (Net Revenue Retention): Existing customer revenue growth rate
- › Quick Ratio: (New + Expansion MRR) divided by Churned MRR (target > 4)
- › Cash Position: Current balance and months of runway
- › Health Score: Composite of 10 metrics (green/yellow/red)
- › Automated sparkline charts for every metric

Tab 2: Revenue Deep Dive

- › MRR Breakdown: New, Expansion, Churned, Contraction
- › MRR by Plan: Per pricing tier (Starter, Pro, Business, Enterprise)
- › MRR by Cohort: Monthly cohort analysis (12-month view)
- › ARR Growth Rate: Monthly and annualized growth
- › Revenue Forecast: 3-month forward projection
- › ACV (Average Contract Value): Annual value per customer
- › 24-month MRR trend chart with trendline
- › Revenue mix pie chart by plan
- › Growth rate waterfall chart with components

Tab 3: Customer Acquisition

- › New customers by source per month
- › CAC (Customer Acquisition Cost): Total S&M spend divided by new customers
- › CAC by Channel: Organic, Paid, Referral, Partner, Direct
- › Payback Period: CAC divided by (ARPA x Gross Margin)
- › Magic Number: (New MRR x 4) divided by Previous S&M spend
- › Lead-to-Customer Funnel: Visitors to Leads to MQLs to SQLs to Opportunities to Customers
- › Conversion rates at each stage with industry benchmarks
- › Visual funnel chart with conversion percentages
- › 12-month CAC trend chart with target line

Tab 4: Retention & Churn

- › Logo Churn Rate: Monthly customer loss percentage
- › Revenue Churn Rate: MRR lost to churn divided by beginning MRR
- › NRR (Net Revenue Retention): Growth from existing customers
- › GRR (Gross Revenue Retention): Retention excluding expansion
- › Customer Lifetime (months): 1 divided by monthly churn rate
- › LTV (Lifetime Value): ARPA x Gross Margin x Lifetime
- › LTV:CAC Ratio (target > 3x)
- › Churn by Cohort: Monthly rates per customer group
- › Churn by Reason: Categorized cancellation analysis
- › 12-month churn chart with benchmark overlay

Tab 5: Financial Metrics

- › Burn Rate: Monthly cash consumed (gross and net)
- › Runway: Cash divided by Net Burn Rate (months)
- › Gross Margin: (Revenue minus COGS) divided by Revenue
- › Operating Expenses: S&M, R&D, G&A breakdown
- › EBITDA and margin percentage
- › Rule of 40: Growth Rate plus EBITDA Margin (target > 40%)
- › Cash Flow Statement: Operating, Investing, Financing
- › Unit Economics: Per-customer profit analysis
- › Monthly P&L with variance analysis

Tab 6: Product & Engagement

- › DAU (Daily Active Users): 30-day trend
- › MAU (Monthly Active Users): 12-month trend
- › DAU/MAU Ratio: Stickiness metric (target > 20%)
- › Feature Adoption Rate: % of users per core feature
- › TTFV (Time to First Value): Days from signup to key action
- › NPS (Net Promoter Score): Monthly survey results
- › Support Tickets: Volume, resolution time, CSAT score
- › Product Engagement Score (composite index)

Pre-Built Formulas

- › Auto-calculating MRR, ARR, churn, CAC, LTV, burn rate, runway
- › Conditional formatting: green (on track), yellow (warning), red (critical)
- › Rolling 3-month and 12-month averages
- › Month-over-month and year-over-year comparisons
- › Cohort analysis formulas
- › Funnel conversion calculations
- › Weighted forecast projections

Metrics Glossary

- › MRR: Monthly Recurring Revenue
- › ARR: Annual Recurring Revenue (MRR x 12)
- › CAC: Customer Acquisition Cost
- › LTV: Lifetime Value per customer
- › NRR: Net Revenue Retention
- › GRR: Gross Revenue Retention
- › Churn: % of customers who cancel
- › Burn Rate: Monthly cash consumption
- › Runway: Months until cash runs out
- › Magic Number: Sales efficiency metric



What's Included

- ✓ Editable Canva/Notion/Google Sheets template
- ✓ Professional design with brand colors
- ✓ Pre-filled example data
- ✓ Setup instructions & usage guide
- ✓ Instant digital download



Specifications

FORMAT	Digital Template (Editable)
DIFFICULTY	Beginner-Friendly
COMPATIBILITY	Works with Free & Pro versions
DELIVERY	Instant Digital Download



Requirements

Free Google account. Basic spreadsheet skills helpful.

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