

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Core Metrics

- 1 ☐ Do you track conversion rate and LTV in the same weekly report?
- 2 ☐ Is CAC recalculated monthly as channels and ad costs shift?
- 3 ☐ Do you review ROAS, inventory turns, and cash flow together?
- 4 ☐ Can you rank your five core KPIs by which one fails first?
- 5 ☐ Is one person accountable for tracking every core metric?

Runway And Burn

- 6 ☐ Do you recalculate burn rate monthly, not just at fundraising time?
- 7 ☐ Does your runway number update when spend or revenue shifts?
- 8 ☐ Do you know cash reserves divided by current burn as of today?
- 9 ☐ Have you modeled runway under a sharp revenue drop scenario?
- 10 ☐ Do you separate one-time costs from recurring burn each month?

Growth Vs Profit

- 11 ☐ Do you know net margin after every discount and CAC deduction?
- 12 ☐ Are promotions tracked against margin, not just sales volume?
- 13 ☐ Do you report unit economics separately from revenue growth?
- 14 ☐ Would current discounting survive if margin fell by half?
- 15 ☐ Do you know if growth is funded by margin or by reserves?

Ad Spend ROI

- 16 ☐ Does your ROI formula subtract COGS, fulfillment, and returns?
- 17 ☐ Do software subscriptions count inside your marketing cost ratio?
- 18 ☐ Is your marketing-to-sales ratio calculated the same way each quarter?
- 19 ☐ Have you defined exactly what counts as marketing cost?
- 20 ☐ Would your best campaign survive a full-cost ROI recalculation?

Inventory Turn

- 21 ☐ Has turnover dropped as supplier lead times stretched out?
- 22 ☐ Do you hold safety stock without pricing its tied-up cash?
- 23 ☐ Have you flagged SKUs unsold in the last ninety days?
- 24 ☐ Do you write off dead stock or leave it on the books?
- 25 ☐ Is reorder quantity set by unit discounts or by actual turns?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/service. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com