

# Business Optimization Toolkit

## KPI Tracking Sheets

Use KPIs to measure business performance and guide strategic decisions. Key KPIs include:

- **Revenue Growth**
- **Conversion Rate**
- **Customer Acquisition Cost (CAC)**
- **Customer Lifetime Value (CLV)**
- **Return on Investment (ROI)**

## Team Evaluation Forms

Regularly evaluate team performance to ensure alignment with business goals. Consider the following:

1. **Performance Metrics:** Track individual and team performance metrics.
2. **Feedback Sessions:** Conduct regular feedback sessions for improvement.
3. **Skill Development:** Provide opportunities for skill development and training.

This guide provides a comprehensive overview of market analysis, regulatory compliance, best practices, e-commerce launch strategies, and business optimization tools. By implementing these frameworks and checklists, businesses can enhance their operations,