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The Profit Leak Scorecard

5 numbers plus food cost. 10 minutes. Every Monday. Find the leak before it finds your cash.

Venue: Month:

	THE NUMBER	RED FLAG	WK 1	WK 2	WK 3	WK 4
1	**Days of cash** Cash in the bank ÷ daily costs	**Falls two weeks in a row.** It is how many days you survive with zero sales. **Check first:** costs due this month and what can wait.				
2	**Sales vs last week** This week ÷ last week − 1	**Down two weeks in a row.** One week up or down means little. A trend means everything. **Check first:** which days dropped.				
3	**Customers × average sale** Sales = customers × average sale	**Sales fall: find which one fell.** Fewer customers is experience or marketing. A lower average sale is price or upsell.				
4	**Labor cost %** Labor cost ÷ sales	**Rises while sales fall.** Track it every week, not once a month. **Check first:** schedules against sales by hour.				
5	**Complaints** Count complaints and bad reviews	**The same problem twice.** That is a system problem. Fix it by Friday. **Check first:** what the complaints have in common.				
+	**Food and drink cost %** Food and drink cost ÷ their sales	**Rises two weeks in a row.** Bonus number, and often the biggest leak. **Check first:** waste, supplier prices, portions.				

Where is your money leaking? Circle one.

Look at your red flags, then choose the area to fix first.

Costs **Menu pricing** **Staffing** **Marketing**

My one fix this week: Done by: