



The 5 Business Numbers You Need to Be Tracking

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We know understanding the numbers is important. But what exactly does that mean? Here are the numbers you absolutely need to know in your business:

1. Sales Total

You should always know your sales total!

2. Different Revenue Streams

What's actually bringing in the money? This isn't guesswork—make sure you know these numbers so you can make informed business decisions.

3. Gross Profit Margin

If you don't understand your profit margin you could be leaving money on the table.

4. Net Profit Margin

Knowing the gross isn't enough—you also need to know what you're actually making.

5. Your True Profit

It's important to know not just what you're bringing in but also how that compares to your additional expenses, your debt, and all the things that your money is allocated to.

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