

KPI Analysis Worksheet for Resellers

1. Weekly KPI Summary

Use this section to record weekly metrics. Update every week and compare results monthly.

Date: _____ Items Listed: _____ Items Sold: _____ Total

ROI (%): _____ Profit per Hour: _____ Avg Profit per Item: _____

2. Sourcing Channel Breakdown

List each sourcing channel (e.g., Thrift, Estate Sale, Rag House) and track your ROI and profit.

Source	Cost	Profit	ROI (%)

3. Top & Bottom Performers

List your best and worst performing items this week to identify trends and pivot strategies.

Top 3 ROI Items	Bottom 3 ROI Items

4. Action Plan

Based on your analysis, list 3 changes you will implement next week to improve performance.

1. _____

2. _____

3. _____