

SAMPLE REVENUE & BEHAVIOR AUDIT

What it looks like when the metric is technically right but commercially misleading

01 / 02

These findings come from anonymized real patterns. No company is named and figures are generalized. A real audit would use your platform, your data, and your customer behavior. This sample shows the shape of the deliverable, not a client.

Most teams do not have a traffic problem, a dashboard problem, or a UX problem in isolation. They have a **gap problem**. The system reports one thing, the customer does another, and the business makes its decisions from the summary in between. The revenue leaks out of that difference. Every finding below ends where it should, in a number or a move.

01 The average is pointing you at the wrong accounts.

THE METRIC

A headline adoption rate steady around 51 percent, quoted in every review as stable and healthy.

WHAT WAS ACTUALLY HAPPENING

Split by account, 51 percent was not the middle of anything. A large share of accounts were fully self-serving, near 100 percent. Another large share never self-served at all, near zero. Almost no account lived near 51. The average was the empty space between two populations that behaved nothing alike.

HOW YOU WOULD KNOW IF THIS IS YOU

Pull the headline number by account or segment instead of in aggregate. If it splits into two clusters with a thin middle, the average is hiding the story.

THE MOVE

The revenue is not in nudging a middle that does not exist. It is in the cluster sitting at zero. Segmenting names the accounts worth working, instead of asking the business to improve a blended average. We have watched one account in that zero cluster go from zero to forty percent once someone named it and worked it. The average had written that account off as part of a healthy 51.

02 Your easiest revenue is running on customer patience.

THE METRIC

Order volume looks healthy. The catalog and the search bar are busy.

WHAT WAS ACTUALLY HAPPENING

A large share of those orders were the same items being bought again, with no reorder path. Customers were rebuilding past orders by hand every time, digging through order history and search, because the platform never built a buy-it-again. The busy search bar was not discovery. It was people doing the platform's job for it.

HOW YOU WOULD KNOW IF THIS IS YOU

Measure what share of order lines are repeat SKUs for the same account, and watch where people go before they order. If repeat buying is high and order-history traffic is heavy, your customers are absorbing the friction so the dashboard never sees it.

THE MOVE

Repeat purchasing is often the cheapest revenue to protect and the easiest to lose quietly. A reorder path turns a manual chore into a one-tap habit, which lifts frequency and holds the accounts most likely to drift to whoever makes reordering easier. On the platform where we found this, repeat SKUs were close to a third of all order lines. That is not a feature request. That is revenue sitting in plain sight.

A full audit names three to five of these, prioritized. If even one of these felt familiar, that recognition is the point.

WHAT A FULL AUDIT INCLUDES

- Three to five prioritized findings
- The behavior behind each finding
- Data checks your team can validate
- Revenue or account movement tied to the gap
- A thirty-minute walkthrough with your team

Want to know what your dashboards are smoothing away?

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