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## Business Metrics

Laura Gibson - 2026-09-08 - [Reports](#)

Six Business Metric reports appear on your Kilo Dashboard. Some of these reports can be expanded by clicking on that section of the Dash. Others, explained below, provide the output of business-related calculations and are not clickable.

Business Metrics will always display for the most recently closed month. So, in August, the metrics are for July. Business metrics do not update mid-month.

Dashboard

Business Metrics

June 2024

ARM TOTAL

\$0.00

ARM PAYING

\$0.00

CHURN

0.00%

AVERAGE CHURN

0.00%

ESTIMATED LEG

N/A

AVERAGE LTV

N/A

Accounting

TOTAL REVENUE MTD

\$0.00

UPCOMING REVENUE JUL

\$0.00

Payments

PENDING

0

TOTAL AMOUNT

\$0.00

PAST DUE

13

TOTAL AMOUNT

\$221.77

Athletes

TOTAL MEMBERS

2

PAYING MEMBERS

2

NEW MEMBERS MTD

0

CANCELLED MEMBERS MTD

0

MISSING MEMBERS

2

ATHLETES ON HOLD

0

ATHLETES AT RISK

0

Package Revenue MTD

another pack

\$0.00

Package Category Revenue MTD

### Business Metrics Key

ARM - Average Revenue per Member

CHURN - Measures the loss of members for a given time period

LEG - Length of Engagement

LTV - Lifetime Value

### Expandable Business Metric reports

- ARM Total
  - ARM Total is calculated by the Total Revenue in the month selected divided by the Total Members in that same month
  - This formula appears at the top of the ARM Total report when expanded

|   |           |        |                                                |           |  |
|---|-----------|--------|------------------------------------------------|-----------|--|
| < | ARM Total | \$0.00 | Total Revenue in June \$0.00 / 2 Total Members | June 2024 |  |
|---|-----------|--------|------------------------------------------------|-----------|--|

- ARM Paying

- ARM Paying is calculated by the Total Revenue in the month selected divided by the Paying Members (holding the status "Member") in the same month
- This formula appears at the top of the ARM Paying report when expanded

< ARM Paying \$0.00 ⓘ

Total Revenue in June \$0.00 / 2 Paying Members

June 2024 ⓘ

Business Metric calculations

When you hover over each of these calculations, an explanation of the the metric will appear

- Churn %

Business Metrics

June 2024 ⓘ

|           |            |         |               |
|-----------|------------|---------|---------------|
| ARM TOTAL | ARM PAYING | CHURN ⓘ | AVERAGE LTV ⓘ |
| \$0.00    | \$0.00     | 0.00%   | N/A           |

Churn is calculated by the number of cancelled members in a month divided by the number of paying members at the end of the previous month.  
0 Cancelled Members in June / 2 Paying Members in May

- Average Churn

Business Metrics

June 2024 ⓘ

|           |            |         |                 |
|-----------|------------|---------|-----------------|
| ARM TOTAL | ARM PAYING | CHURN ⓘ | AVERAGE CHURN ⓘ |
| \$0.00    | \$0.00     | 0.00%   | 0.00%           |

Average Churn is calculated by taking the average of the past six months of churn.

- Estimated LEG

Business Metrics

June 2024 ⓘ

|           |            |         |               |
|-----------|------------|---------|---------------|
| ARM TOTAL | ARM PAYING | CHURN ⓘ | AVERAGE LTV ⓘ |
| \$0.00    | \$0.00     | 0.00%   | N/A           |

Estimated LEG (length of engagement) is calculated by using the formula 1 / Average Churn

- Average LTV

Business Metrics

June 2024 ⓘ

|           |            |         |               |
|-----------|------------|---------|---------------|
| ARM TOTAL | ARM PAYING | CHURN ⓘ | AVERAGE LTV ⓘ |
| \$0.00    | \$0.00     | 0.00%   | N/A           |

Average LTV (lifetime value) is calculated by using the formula ARM Paying x Estimated LEG

If you have further questions regarding Business Metrics reports in Kilo, please contact the Support team at [hello@usekilo.com](mailto:hello@usekilo.com).