

Monthly Statistical Report

Month: _____

ITEM and DESCRIPTION	TOTAL	GOAL	OVER/ UNDER
Inquiries: All inquiries about school			
Appointments: Appointments from inquiries			
Appt./Inquiry %: Appointments divided by inquiries			
Intro 1: 1 st class or enrollment tour			
Intro 2			
Enrollments			
Intro to Enroll. %: Enrollments divided by intros			
Inquiries to Enroll. %: Enrollments divided by inquiries			
Renewal Conferences			
Renewals			
Renewal %: Renewals divided by conferences			
Program Values: Total sales from combined programs			
Absence Calls			
Attendance: Number of students that attend class			
Paying Actives: Actives that paid monthly tuition			
% of Actives: Paying active students divided by total students			
Non-Paying Actives: Active but not paying for classes e.g. comps, NSF, cashed-out, etc.			
Non-Active Paying: On billing list, but not in class			
New Belt Examinees: Students that graduated to next ranks			
Examinee % of Actives: Graduates divided by active student count			
Student Value: Gross income divided by active students			
Other:			
Other:			
Other:			
Total Gross Revenue			

Comments: