

# Weekly Analytics Dashboard

Review content and storefront performance in one thirty-minute weekly meeting.

Access	Free
Best for	Studio Lead
Version	1.0 · June 2026

# Weekly Analytics Review Guide

## Meeting length

Keep the review to 30 minutes.

## Agenda

- Confirm tracking errors and missing data.
- Review the primary test from last week.
- Identify the top topic and top format.
- Review qualified comments, profile visits, and clicks.
- Review sales, refunds, and support issues.
- Select one primary test for next week.
- Assign owner and deadline.

## Metric definitions

- Median views: the middle post by views, less distorted by one unusually large result.
- Average watch time: use the same platform definition every week.
- Qualified click: a click from a person matching the target audience or showing relevant intent.
- Sales: completed purchases in the review period.
- Refunds: refunded purchases in the review period.

## Decision rules

- Do not scale a format because of one post.
- Separate production errors from content failures.
- Prefer a supported pattern over a dramatic anecdote.
- Change one main variable in the next test.
- Record why the team made the decision.