Spa tracker

Five logs and one KPI summary, covering the numbers that show whether your spa is growing: bookings, clients, revenue, stock, and staff productivity.

PRACTICE NAME	LOCATION	PERIOD COVERED	COMPLETED BY

How to use this tracker

1. Print one copy per month, or copy the column headers into Excel or Google Sheets and work there.
2. Fill the appointment log at the end of each shift, straight from your booking system or point of sale.
3. Total service and retail revenue on the same day you take it. It takes two minutes.
4. Every Friday, update the client register, count stock, and total each therapist's hours.
5. At month end, carry the totals onto the KPI summary and compare them with the month before.

What is inside

Section	What you record	Update it
1. Appointment log	Date, therapist, service type, duration, client name, price	Daily
2. Client register	Client ID, visits, total and average spend, last visit, rebooking status	After each visit
3. Revenue tracker	Service revenue, retail revenue, daily total, retail share	Daily
4. Inventory log	Product, opening stock, units used, closing stock, reorder point	Weekly
5. Staff performance	Therapist, hours worked, appointments completed, revenue per hour	Weekly
KPI summary	Utilization, rebooking, average spend, revenue per hour, retail share	Monthly

Appointment log

Log every appointment at the end of the shift. Copy the figures from your booking system or point of sale rather than working from memory.
Booked hours from this page feed the utilization rate on page 7.

Date	Therapist	Service type	Duration (mins)	Client name	Price ($)
Day total					

Client register

One row per client, updated after each visit. Divide total spend by visits to get average spend. Mark the rebooking column Y only when the next appointment is actually in the diary.

Client ID	Client name	Visits	Total spend ($)	Average spend ($)	Last visit	Rebooked (Y/N)	Follow up due

Revenue tracker

Keep treatment revenue and retail revenue in separate columns. Split this way, the tracker shows which of the two is growing and which needs attention. Retail share is retail revenue divided by the daily total.

Date	Service revenue ($)	Retail revenue ($)	Daily total ($)	Retail share (%)	Notes
Period total					

Inventory log

Count high-use products once a week. Closing stock is opening stock minus units used, so a mismatch with the shelf points at waste or an unrecorded treatment. Flag anything at or below its reorder point.

Product	Opening stock	Units used	Closing stock	Reorder point	Reorder? (Y/N)	Supplier

Staff performance

One row per therapist per week. Revenue per hour is that therapist's revenue divided by hours worked, and it is the figure to use when you set the schedule or review pay.

Therapist	Week ending	Hours worked	Appointments completed	Revenue ($)	Revenue per hour ($)	Notes

KPI summary

Carry the totals from pages 2 to 6 across at the end of each month, then compare the three columns.

KPI	How to work it out	Working target	Month 1	Month 2	Month 3
Utilization rate	Booked hours ÷ available therapist hours	70% to 85%			
Rebooking rate	Clients returning within 90 days ÷ total clients	40% to 60%			
Average client spend	Total revenue ÷ unique clients, per year	$150 to $300			
Revenue per therapist hour	Therapist revenue ÷ hours worked	$60 to $120			
Retail share of revenue	Retail revenue ÷ total revenue	15% to 25%			
Your own metric					

Reading the numbers

- Compare each month with your own previous month first. Direction of travel beats any outside average.
- Rebooking under 40% usually shows up in revenue two months later, so act on it early.
- Utilization above 85% with flat revenue is a pricing question, not a staffing one.

Notes for next month

The target column holds working starting points for a small spa, not published industry figures. Replace them with your own trailing three-month figures as soon as you have them.