KPI Checklist – Modern Sports Clubs

(Key performance indicators to track for effective club management)

Member KPIs

KPI	Target	Current Result	Gap	Comments
Total number of members				
Membership renewal rate				
Youth retention rate				
Attrition rate				
Member satisfaction				

Financial KPIs

KPI	Target	Current Result	Gap	Comments
Total revenue by source				
On-time payment rate				
Average cost per member				
Net result				
Net margin				

Sports Performance KPIs

KPI	Target	Current Result	Gap	Comments
Training attendance rate				
Number of wins/losses				
Competition rankings				
Individual progress				
Injury rate				

Communication and Engagement KPIs

KPI	Target	Current Result	Gap	Comments
Email/newsletter open rate				
Social media engagement rate				
Number of views on video posts				
Event participation				
Response time to messages				

Sponsor and Partner KPIs

KPI	Target	Current Result	Gap	Comments
Number of active sponsors				
Average contract value				
Contract renewal rate				
Visibility offered to sponsors				
Sponsor ROI				