

BELSCAR • BUSINESS PERFORMANCE REVIEW

# Business Performance Review (Full)

From uncertainty to confident, revenue-led decisions.

## WHAT THIS IS

### Decision-grade review. Not a report. Not a workshop.

Most e-commerce businesses don't fail from lack of effort — they struggle with decisions. When performance slows, teams are surrounded by data but lack confidence in what it's telling them. Symptoms are treated. Channels are debated. Tools are changed. The underlying causes remain unclear.

The Business Performance Review (Full) goes beyond pattern recognition. It explains why performance is behaving as it is, what truly matters right now, and the exact sequence of decisions with the greatest commercial impact.

## WHEN IT'S THE RIGHT FIT

### This review is designed for businesses where...

- Revenue matters and decisions carry real financial risk
- Performance has stalled, slowed, or become unpredictable
- Dashboards and reports no longer provide clarity or confidence
- Teams debate tactics instead of agreeing on priorities
- Leadership needs confidence before committing time and budget

*This is not an audit — it's a working review for businesses ready to act.*

## SEVEN DELIVERABLES

### What the Full Review includes.

#### 1. Deep, business-specific performance analysis

Revenue, order volume, AOV, and margin behaviour. Product-level contribution versus distraction. Where performance variation originates — not just where it appears. This moves beyond what's happening into why.

#### 2. Channel capability assessment

What role each channel should play for your business versus what it's actually playing. Where gaps are structural, executional, or strategic. Which channels deserve focus — and which do not.

### 3. Attribution & signal reconciliation

Reconcile conflicting signals across platforms. Separate influence from last-click credit. Identify which reports mislead decision-making. Define which metrics leadership should trust.

### 4. Funnel & structural diagnosis

Where intent is lost. Where friction compounds. Where processes fail as scale increases. Where effort is misallocated relative to return. Causal analysis, not observation.

### 5. Custom data & decision framework

Leading vs lagging indicators that matter. What to review daily, weekly, and monthly. Early warning signs unique to your setup. Clear if-this-then-that decision logic.

### 6. Strategy working session (60–90 minutes)

A live session with leadership — not a presentation. We walk through findings together, pressure-test assumptions, challenge existing narratives, agree priorities and sequencing, and remove ambiguity from decisions. This is where clarity becomes commitment.

### 7. Final Business Performance Review pack

Finalised findings. Agreed priority sequence. Clear 30/60/90-day focus. Explicit risks of inaction. This becomes your internal alignment document — not a report that gets filed away.

#### OPTIONAL NEXT STEPS

### What happens after the review.

At the end of the Full Review, options are clearly outlined — what can be executed internally, where execution risk is highest, and where additional support would add the most value. Where appropriate, this leads into short-term project support or ongoing Fractional COO oversight.

#### THE OUTCOME

### Uncertainty replaced with confidence.

You'll understand not just what's happening, but why — what matters most right now, and the order decisions should be made to protect and grow revenue. Every major decision made with confidence.

**Ready to move from insight to confident action?**

Contact [team@belscar.com](mailto:team@belscar.com) or visit [belscar.com/gtm-review](https://belscar.com/gtm-review)