

BELSCAR • BUSINESS PERFORMANCE REVIEW

Business Performance Review (Lite)

Diagnosis and clarity before you make your next move.

THE PROBLEM

You have data. You don't have clarity.

Most founder-led businesses don't fail from lack of effort — they struggle with decision clarity. When performance dips, teams react to symptoms instead of diagnosing root causes. Channels get changed. Tools get switched. The underlying problem stays the same.

The Business Performance Review (Lite) cuts through that. It gives decision-makers a clear, commercially grounded view of where performance is leaking — and where deeper diagnosis is needed before changes are made.

DOES THIS SOUND FAMILIAR?

Common signs your business has a clarity problem.

- Sales are down — but no one can clearly explain why
- Revenue drops feel sudden, while fixes feel slow and reactive
- Traffic looks fine, yet orders tell a different story
- Dashboards exist, but don't lead to confident decisions
- Some products sell well while others quietly stop moving
- Teams debate numbers instead of agreeing on actions
- You're unsure whether to fix SEO, email, ads, or product pages first
- Changes are made, but no one can say which ones worked

These aren't marketing problems — they're decision-making problems.

WHAT YOU GET

Five structured deliverables.

1. Data analysis

Revenue, orders, AOV, and margin trends. Product visibility insights. Channel performance breakdown. Attribution reality check.

2. Funnel & structural diagnosis

Where traffic leaks and demand is wasted. Where data misleads decision-making. Where effort is misallocated relative to return.

3. Written report (10–15 pages)

Plain-English findings with charts and visuals. Clear explanation of patterns. Designed to be read, understood, and acted on — not filed away.

4. Commercial insight & priority themes

Areas most likely to matter commercially. Where effort is commonly over-focused. Typical priority patterns at this stage of growth.

5. Data & decision framework

Which metrics matter most at each stage. Which reports often mislead founders. What to review weekly vs monthly. Early warning signs you're currently missing.

THE OUTCOME

Clarity first. Better decisions after.

The Lite review creates clarity before you make significant changes. You'll understand what's happening inside your business — and have confidence about which areas need deeper analysis before decisions are made.

For businesses ready to move from diagnosis to decision-grade action, the Full Review goes further — explaining causes, sequencing decisions, and including a live working session with leadership.

Ready to see your performance clearly?

Contact team@belscar.com or visit belscar.com/gtm-review