



# LUKE HENKE PORTFOLIO



## ABOUT



Luke Henke got his **Executive MBA** so you didn't have to.

He's a **Finance and Operations Consultant** specializing in designing dashboards that **clarify** key performance indicators. Luke loves **reshaping** data into information, processing information into knowledge through **custom dashboards**, and **transforming** that knowledge into wisdom, clarifying strategy that creates **pivotal shifts** toward **significant profits**.

Luke supported leadership at **NASA** and is ready to help you too!

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# PROJECTS

01

AUDIT

02

GOOGLE SHEETS DASHBOARD

03

KLIPFOLIO DASHBOARD

04

ADDITIONAL PROJECT  
HIGHLIGHTS

05

CLIENT TESTIMONIALS





## AUDIT





## The 5 Point Audit System

<b>Software:</b>	Google Analytics										
<b>Segment:</b>	Total Website Traffic										
<b>Metric:</b>	Total Traffic, Users, Specific Pages, Behavior										
<b>1. Data Snap Shots</b>	<b>Month 1</b>	<b>Month 2</b>	<b>Month 3</b>	<b>Month 4</b>	<b>Month 5</b>	<b>Month 6</b>	<b>Month 7</b>	<b>Month 8</b>	<b>Month 9</b>	<b>Month 10</b>	<b>Month 11</b>
<b>12 months:</b>	66,733	60,469	50,060	65,171	72,761	67,819	33,541	49,227	50,434	50,434	50,434
<b>Last 30 days</b>	5,558	6.84%									
<b>Last 60 days</b>	12,052	16.12%									
<b>Last 90 days</b>	36,398	72.17%									
<b>2. Wins:</b>	Month 12 has been the best traffic month YTD, driven by 40% social traffic										
<b>3. Watchouts:</b>	Month 7 showed significant decrease. Volume decreased in all areas, but Email traffic remained strongest.										
<b>4. Special Notes:</b>	Bounce rates decreased in Month 12 as well, with Blog ABC having the lowest bounce rate										
<b>5. Dashboard Item:</b>	YES, because this ties to clients objectives of driving 3x traffic to the site to hit \$1M in revenue										

<b>Software:</b>	Mail Chimp										
<b>Segment:</b>	Broadcast										
<b>Metric:</b>	Open Rates, Click Rates, Click Links Review										
<b>1. Data Snap Shots</b>	<b>Month 1</b>	<b>Month 2</b>	<b>Month 3</b>	<b>Month 4</b>	<b>Month 5</b>	<b>Month 6</b>	<b>Month 7</b>	<b>Month 8</b>	<b>Month 9</b>	<b>Month 10</b>	<b>Month 11</b>
<b>12 months:</b>	13.00%	15.60%	18.70%	20.00%	24.00%	28.80%	27.00%	32.40%	25.00%	25.00%	25.00%
<b>CTR</b>	3.00%	3.60%	3.00%	3.60%	4.30%	5.20%	6.20%	7.50%	5.00%	5.00%	5.00%
<b>Last 30 days</b>	7.20%	20.00%		1.40%	19%						
<b>Last 60 days</b>	13.20%	44.00%		2.60%	43%						
<b>Last 90 days</b>	18.20%	72.80%		3.60%	72%						
<b>2. Wins:</b>	Continual growth, ending the year above the trend line										
<b>3. Watchouts:</b>	September and October were low points in the year										
<b>4. Special Notes:</b>											
<b>5. Dashboard Item:</b>	YES, because increasing CRT is key to growth										

01

### AUDIT

#### Software:

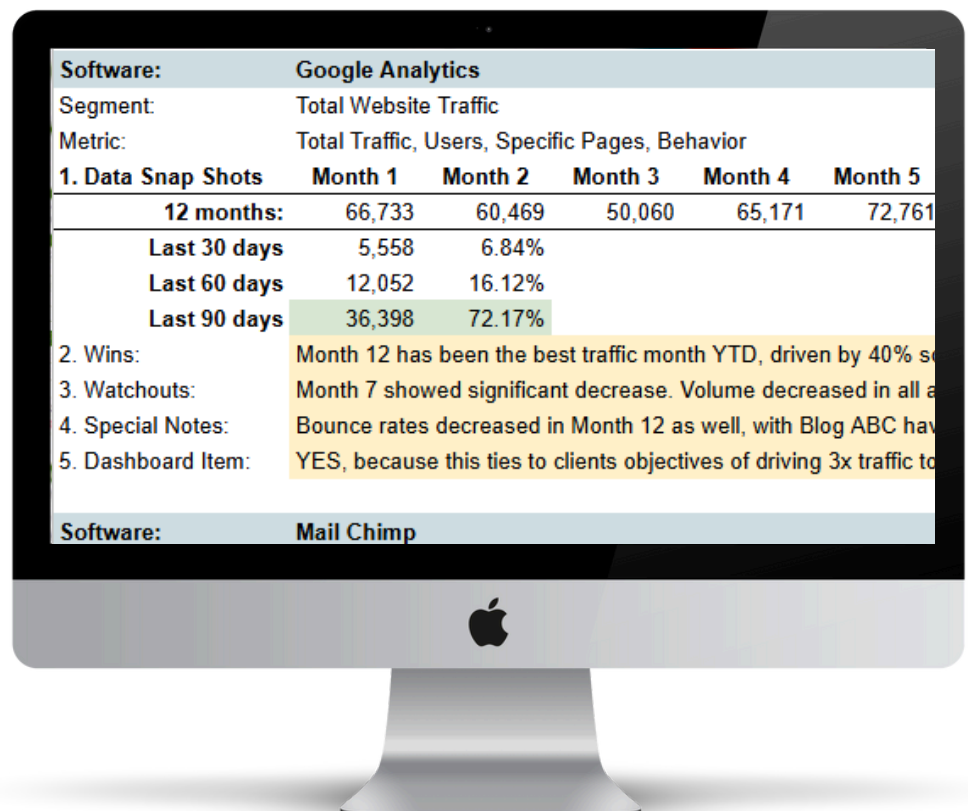
Google Sheets

#### Client:

Luna Moon Marketing

#### Description:

A quick view into some of the many metrics within Google Sheets that can be measured to determine where your business is so we can make a plan on how to move you where you want to be.





**GOOGLE SHEETS DASHBOARD**

## 02

### GOOGLE SHEETS DASHBOARD

#### Software:

Google Sheets

#### Client:

Luna Moon Marketing

#### Description:

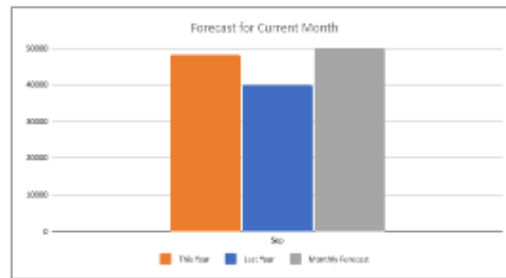
A manual dashboard created utilizing a variety of metrics to highlight months, This Year vs Last Year vs Forecasts, highlights, revenue, churn, close rates, and costs in a simple, visually appealing way.

#### Link to Live Dashboard:

[Google Sheets Dashboard](#)

#### LUNA MOON Executive Dashboard

#1

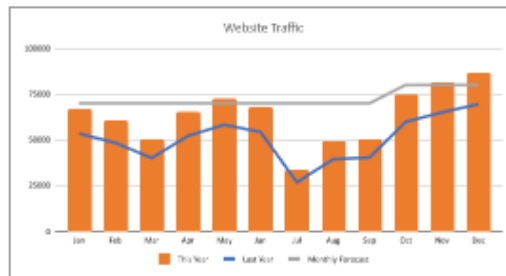


LUNA  
MOON  
MARKETING

#2



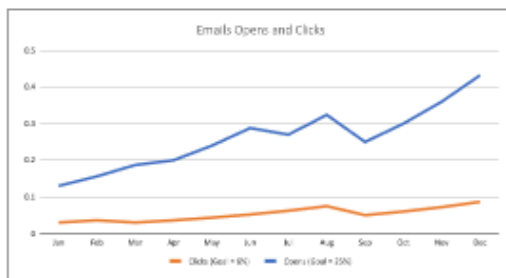
#3



#4



#5



#6

Top Performing Emails			
	Sent	Opens	Clicks
Title1	3317	14.0%	~1.0%
Title2	3649	21.0%	~1.5%
Title3	4014	31.5%	~2.5%
Title4	4415	27.7%	~2.0%
Title5	4856	41.6%	~3.5%
Title6	5342	62.4%	~5.0%
Title7	5876	54.9%	~4.5%
Title8	6464	82.3%	~6.5%
Title9	7110	72.4%	~5.5%
Title10	7821	14.0%	~1.0%

#7



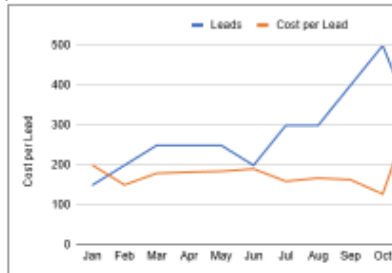
#8



#9



#10







**KLIPFOLIO DASHBOARD**

03

## KLIPFOLIO DASHBOARD

**Software:**  
Klipfolio

**Client:**  
Luna Moon Marketing

**Description:**  
A robust dashboard populated by continually updated information so you can establish lead measures instead of lagging behind.

**Link to Live Dashboard:**  
[Klipfolio Live Dashboard](#)

### Luna Moon M4b Dashboard

Time Period: Annual Totals  
From: Feb 01, 2020 To: Feb 28, 2020

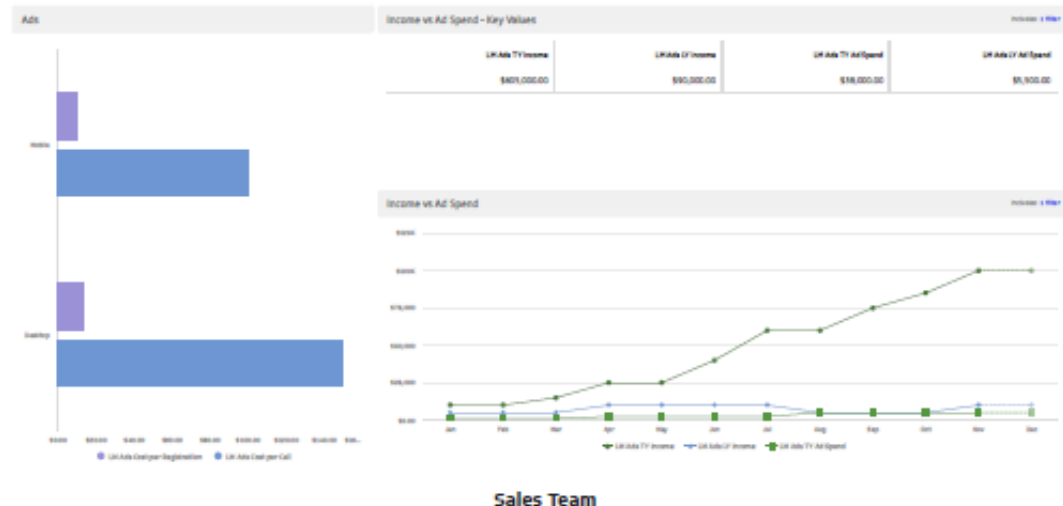
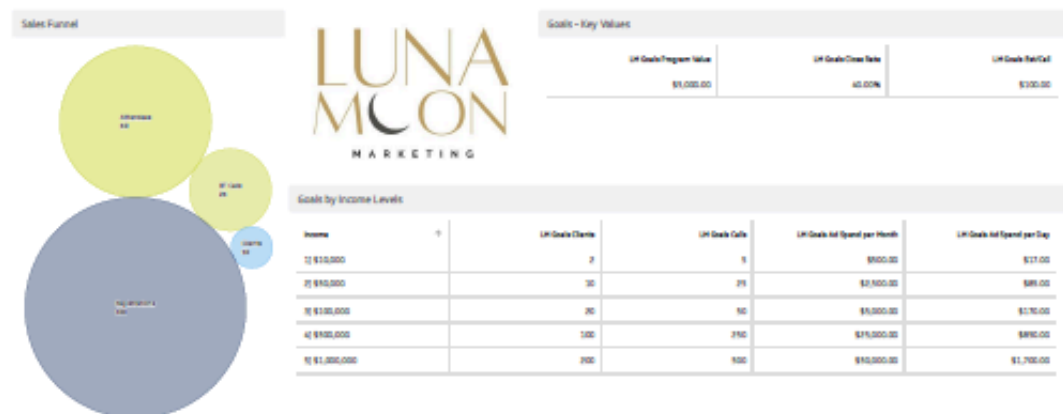


This Year's Plan = \$1.15M, + 83% from Last Year  
Last Year Sales = \$629k

### Finance Metrics



### Sales Funnel and Marketing



CERTIFIED  
DD  
DASHBOARD DESIGNER  
DD