



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!



luke@tolmileadership.com

@tolmileadership

www.tolmileadership.com

PROJECTS

01

AUDIT

02

GOOGLE SHEETS DASHBOARD

03

KLIPFOLIO DASHBOARD

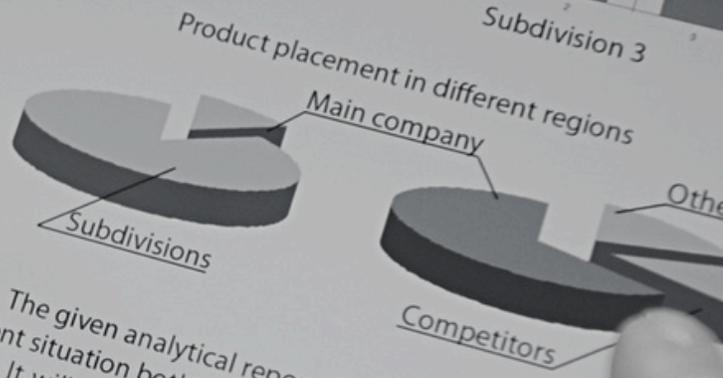
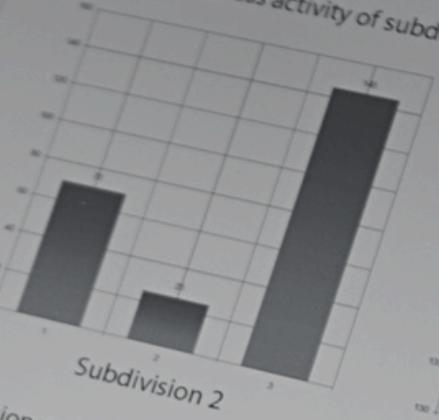
04

ADDITIONAL PROJECT
HIGHLIGHTS

05

CLIENT TESTIMONIALS

Detailed information of changing business activity of subdivisions of main company



The given analytical report allows to estimate current situation both in all company, and in its departments. It will allow to predict more precisely aspects of development of the company. Observation of positive dynamics of the company. As a result of break...

AUDIT

4	2346
7	9135
28	2434
29	5356
30	4613
1	5736
2	6823
3	7945
4	1036
5	8113
34	9125
56	1372
13	0
26	2328
8	4336
9	114

...of period to do... increase incomes of direct... transportation, strengthen sale division...
...an analytical report...
...Main company...
...Subdivision 3...

The 5 Point Audit System

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

Software:	Mail Chimp										
Segment:	Broadcast										
Metric:	Open Rates, Click Rates, Click Links Review										
1. Data Snap Shots	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
12 months:	13.00%	15.60%	18.70%	20.00%	24.00%	28.80%	27.00%	32.40%	25.00%	30.00%	33.00%
CTR	3.00%	3.60%	3.00%	3.60%	4.30%	5.20%	6.20%	7.50%	5.00%	6.00%	7.00%
Last 30 days	7.20%	20.00%		1.40%	19%						
Last 60 days	13.20%	44.00%			2.60%	43%					
Last 90 days	18.20%	72.80%		3.60%	72%						
2. Wins:	Continual growth, ending the year above the trend line										
3. Watchouts:	September and October were low points in the year										
4. Special Notes:											
5. Dashboard Item:	YES, because increasing CRT is key to growth										

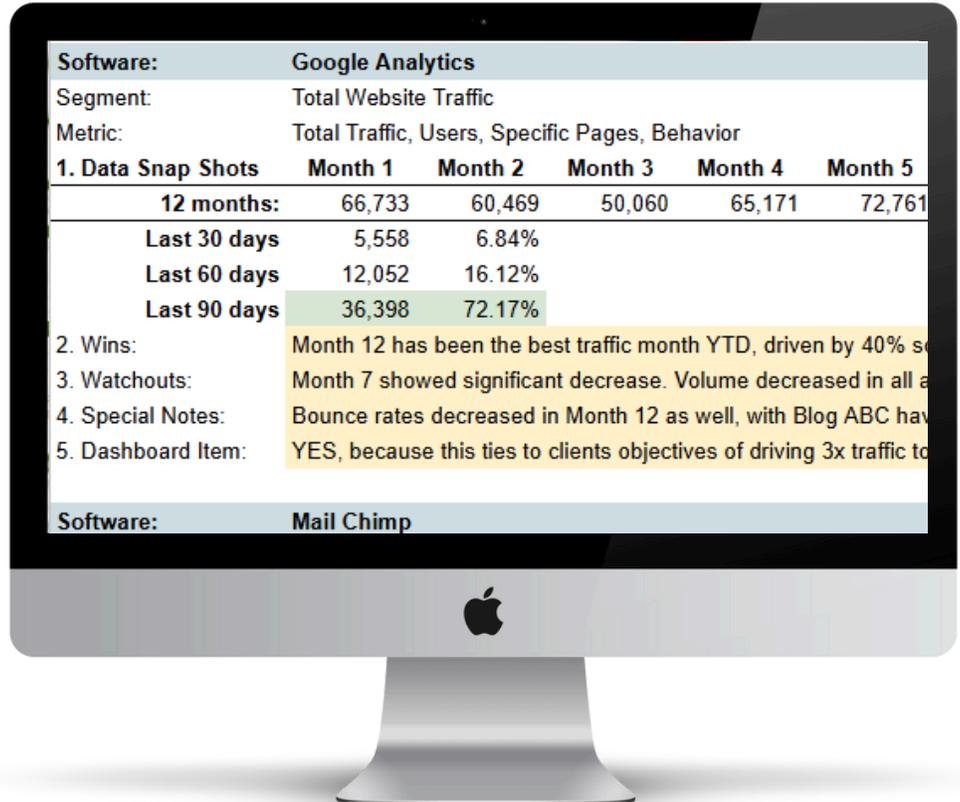
01

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

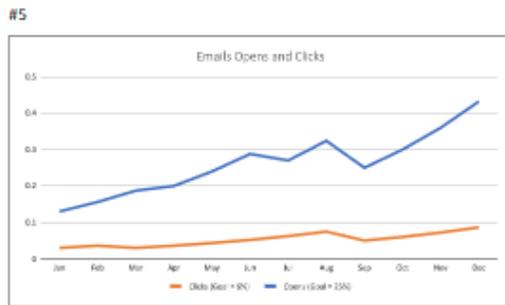
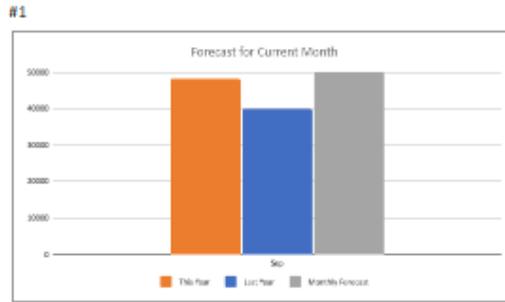
Software:
Google Sheets

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.

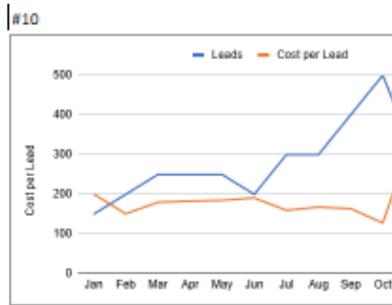
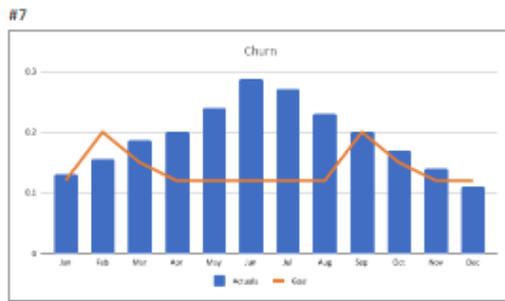
Link to Live Dashboard:
[Google Sheets Dashboard](#)

LUNA MOON Executive Dashboard



#6

	Sent	Opens	Clicks
Title1	3317	14.0%	
Title2	3649	21.0%	
Title3	4014	31.5%	
Title4	4415	27.7%	
Title5	4856	41.6%	
Title6	5342	62.4%	
Title7	5876	54.9%	
Title8	6464	82.3%	
Title9	7110	72.4%	
Title10	7821	14.0%	





KLIPFOLIO DASHBOARD



Luna Moon M4b Dashboard

Period: Monthly
 From: Feb 01, 2020 To: Feb 28, 2020



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

03

KLIPFOLIO DASHBOARD

Software:
 Klipfolio

Client:
 Luna Moon Marketing

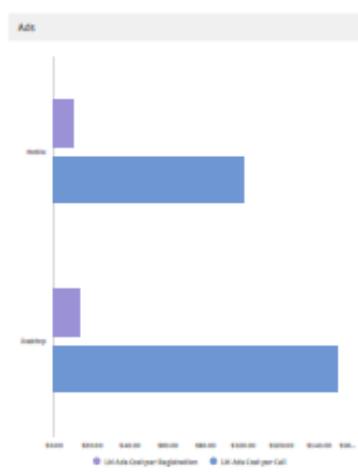
Description:
 A robust dashboard populated by continually updated information so you can establish lead measures instead of lagging behind.

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

Finance Metrics

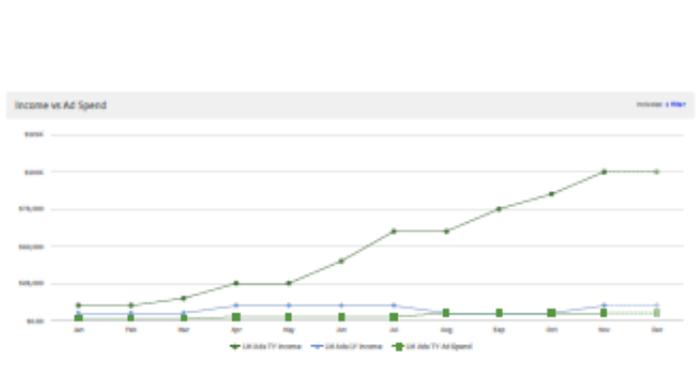


Sales Funnel and Marketing



Income vs Ad Spend - Key Values

LP Ads TV Income	LP Ads LP Income	LP Ads TV Ad Spend	LP Ads LP Ad Spend
\$401,000.00	\$10,000.00	\$18,000.00	\$5,500.00



Sales Team

CERTIFIED
DD
DASHBOARD DESIGNER
DD