# The Stripe Health Check

Six numbers from your Stripe dashboard. Ten minutes. Know where your business stands.

## Step 1. Copy these from Stripe

**A. Revenue this month ($)**
Where: Home > Gross volume, this month. Use the last completed month if this one isn't over.

**B. Revenue last month ($)**
Where: Home > Gross volume, last month

**C. Active customers**
Where: Customers > filter: active subscriptions

**D. Customers lost this month**
Where: Subscriptions > Canceled, this month

**E. Refunded amount this month ($)**
Where: Payments > filter: Refunded, this month

**F. Failed payment amount this month ($)**
Where: Payments > filter: Failed, this month

## Step 2. Do the math, then check the range

| | |
|---|---|
| **Growth = (A - B) / B** | Healthy: over 5%. Watch: 0 to 5%. Fix: below 0. |
| **Churn rate = D / C** | Healthy: under 3%. Watch: 3 to 5%. Fix: over 5%. |
| **Refund rate = E / A** | Healthy: under 2%. Watch: 2 to 5%. Fix: over 5%. |
| **Failed payments = F / A** | Healthy: under 3%. Watch: 3 to 7%. Fix: over 7%. |

## If something needs fixing

Growth: list what changed this month (price, channel, offer) and undo the worst one.
Churn: email your last 5 cancellations and ask why.
Refunds: read every refund reason. One promise on your sales page is usually off.
Failed payments: turn on Stripe's automatic card retries and failed-payment emails.

**Your one next step this month**