

Coffee Shop Conversion — Weekly RAG Dashboard

Area	Metric	Target	Actual	Helper	Status (G/Y/R)	Owner	Next Check Date	Notes / Actions
Leasing Pipeline	Qualified tours / week	≥ 3			R	Leasing		If 1–2: broker blast + 60s video; If 0: adjust ask or add TI.
Leasing Pipeline	Inbound inquiries / week	≥ 10			R	Marketing		If 5–9: boost local ads; If <5: refresh photos, add pop-up event.
Leasing Pipeline	LOIs by week 4	≥ 1			R	Leasing		If 0 by week 4: revisit price/term/TI and concept fit.
Budget	Variance vs. plan (as %)	≤ +5%			G	PM		If +6–10%: VE finishes/re-bid; If >10%: scope change meeting.
Schedule	Inspection pass on first try	Yes			R	GC		If No: schedule pre-walk with inspector before re-test.
Schedule	Critical path days behind (this week)	On time (0 days)			G	PM		If 1–3: add overtime/resequence; If >3: escalate + adjust launch.
Risk	Open permit issues (count)	0		Stop-work? (Yes/No)	G	Permitting		If 1–2 minor: Yellow; any stop-work: Red.
Marketing	Listing kit completeness (0–100%)	100%			R	Marketing		Photos + floor plan + 60s walkthrough + copy.