

HOW-TO GUIDE

How to Calculate Month-Over-Month Growth: Step-by-Step Guide [2026]

Key insights and actionable frameworks



Overview

What is the quick formula for calculating month-over-month g

Month-over-month growth measures the percentage change in a metric from one month to the next. It is the most granular periodic growth metric commonly used in business reporting (as of Q1 2026). Formula: $\text{MoM Growth (\%)} = ((\text{Current Month} - \text{Previous Month}) / \text{Previous Month}) \times 100$ Example (data from Ja

STEPS 1 - 2

S1 How do you calculate month-over-month growth step

Step 1: What metric should you choose for MoM growth? MoM growth applies to any monthly metric. Common examples include: Revenue or MRR (Monthly Recurring Revenue) Website traffic (sessions, unique users) Leads generated App downloads Customer count Email subscribers Choose the metric that most dire

S2 Which tools can you use?

Google Sheets / Excel MoM Growth: = ((B2 - B1) / B1) * 100 Annualized: = ((1 + (B2-B1)/B1)^12 - 1) * 100 Google Analytics 4 Go to Reports → Overview Set the date range to the current month Click Compare → select the previous month GA4 shows the percentage change for each metric Looker Studio / Data

S3 What are common mistakes to avoid?

How do you avoid not adjusting for month length? Comparing a 31-day month to a 28-day month without normalization can show a 10% decline that does not actually exist. Always normalize to daily averages. How do you avoid overreacting to single-month fluctuations? MoM data is inherently noisy.

S4 What do experts recommend?

Use 3-month rolling averages: Instead of raw MoM, calculate the average of the last 3 months vs. This smooths out noise and reveals true trends. Segment MoM by channel: Total traffic MoM might be flat, but organic could be up 15% while paid is down 20%.

STEPS 5

S5 Conclusion

Month-over-month growth is calculated using $((\text{Current Month} - \text{Previous Month}) / \text{Previous Month}) \times 100$. Normalize for calendar differences using daily averages, track MoM over 6-12 months to identify patterns, and use 3-month rolling averages to smooth noise. Track your month-over-month growth Use ou

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