

# Cost of Goods Sold (COGS) as a Percentage of Revenue

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Cost of Goods Sold (COGS) as a Percentage of Revenue

Definition & Measurement Details



## What is Cost of Goods Sold (COGS) as a Percentage of Revenue?

The cost of goods sold (COGS) to customers divided by total dollar amount of sales generated over the same period of time. COGS typically includes material costs, production/manufacturing costs (i.e., labor costs), and the cost of carrying the inventory before it is sold.

## Why should this KPI be measured?

Cost of Goods Sold (COGS) as a Percentage of Revenue measures the direct cost attributed to the production of products sold (i.e., materials and labor) relative to the total revenue generated by the company over the period.

## How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total Cost of Goods Sold (COGS), and (2) the dollar amount of revenue generated by the company over the period. The formula is:  $\text{COGS as a Percentage of Revenue} = \frac{\text{COGS}}{\text{Revenue}} \times 100$ .

**ABRIDGED CONTENT**  
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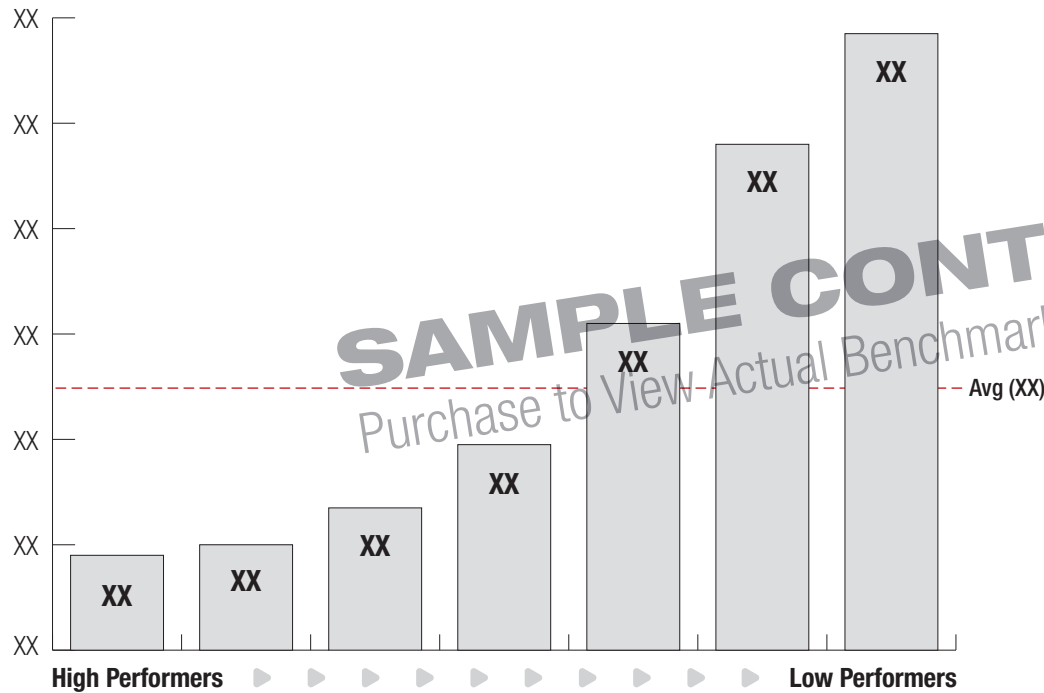
# Cost of Goods Sold (COGS) as a Percentage of Revenue

Benchmarks & Characteristics of High Performers



## Cost of Goods Sold (COGS) as a Percentage of Revenue

$(\text{Cost of Goods Sold} / \text{Revenue Generated}) * 100$



### Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

**How to read this chart:** This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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