# **Customer Returns as a Percentage of Sales**

Benchmarks, Definition & Measurement Details





# **Customer Returns as a Percentage of Sales**

Definition & Measurement Details



### What is Customer Returns as a Percentage of Sales?

The dollar amount of merchandise that is returned to the company divided by the total dollar amount of sales generated over the same period of time, as a percentage.



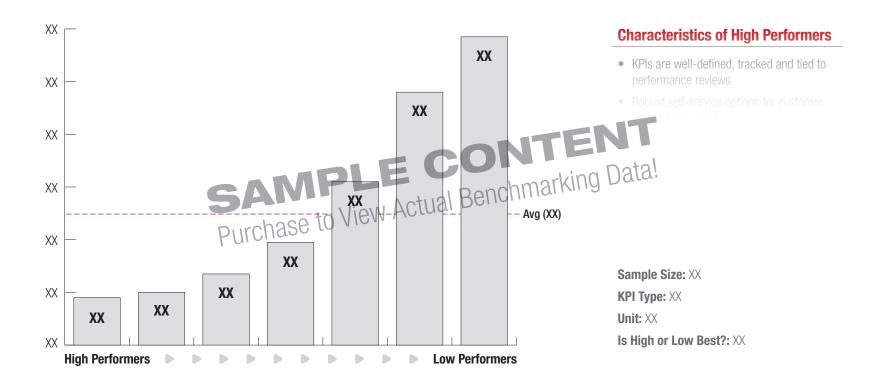
# **Customer Returns as a Percentage of Sales**

Benchmarks & Characteristics of High Performers



## **Customer Returns as a Percentage of Sales**

(Dollar Amount of Customer Returns / Total Retail Sales) \* 100



**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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