

E-Commerce Sales as a Percentage of Total Sales

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



E-Commerce Sales as a Percentage of Total Sales

Definition & Measurement Details



What is E-Commerce Sales as a Percentage of Total Sales?

The dollar amount of sales generated through e-commerce channels divided by the total dollar amount of sales earned over the same period of time, as a percentage.

Why should this KPI be measured?

E-Commerce Sales as a Percentage of Total Sales is an indicator of the company's ability to convert online sales leads into revenue. A low value for this KPI may suggest that the company has a poorly designed website.

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the dollar amount of sales generated by the company through e-commerce channels, and (2) the total dollar amount of sales earned over the same period of time.

ABRIDGED CONTENT
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E-Commerce Sales as a Percentage of Total Sales

Benchmarks & Characteristics of High Performers



E-Commerce Sales as a Percentage of Total Sales

(Dollar Amount of E-Commerce Sales Generated / Total Dollar Amount of Sales Earned) * 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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OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888