## **OpsDog KPI Reports**

# **E-Commerce Sales as a Percentage of Total Sales**

Benchmarks, Definition & Measurement Details





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2017 Edition

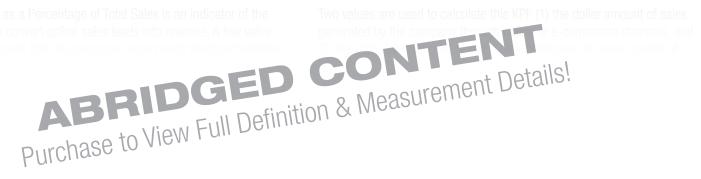
## **E-Commerce Sales as a Percentage of Total Sales**

**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.



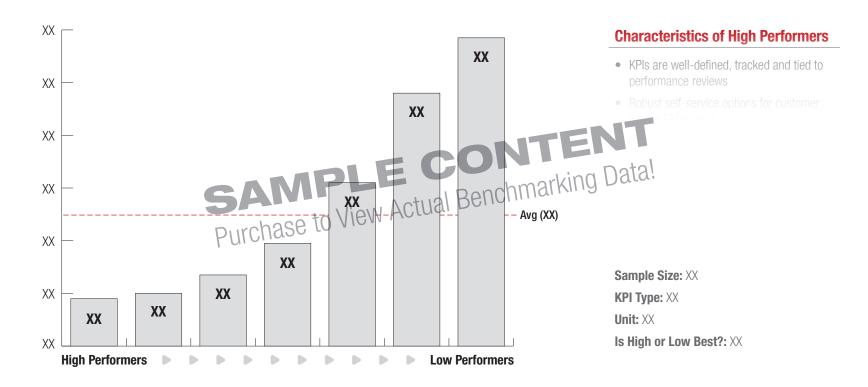
## **E-Commerce Sales as a Percentage of Total Sales**

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



**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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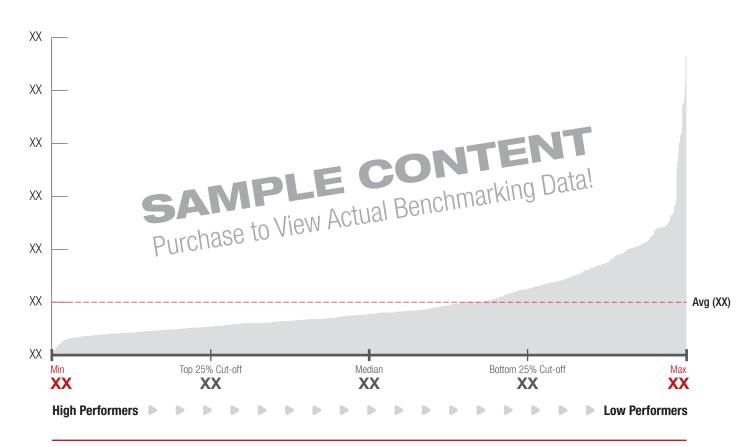
## **E-Commerce Sales as a Percentage of Total Sales**

Benchmarks & "Long Tail" Analysis



### **E-Commerce Sales as a Percentage of Total Sales**

(Dollar Amount of E-Commerce Sales Generated / Total Dollar Amount of Sales Earned) \* 100



**How to read this chart:** This chart plots all values within the observed population for this KPI. This chart can be useful in analyzing the upper and lower boundaries (i.e., minimum/maximum values) and the amount of the population that falls above/below the average for the KPI, among other things.

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