

# Retail Sales

*Benchmarks, KPI Definitions & Measurement Details*



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# Benchmarking Report Terms & Conditions

*The OpsDog Retail Sales Benchmarking Report*

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# Report Details & Methodology

The OpsDog Retail Sales Benchmarking Report



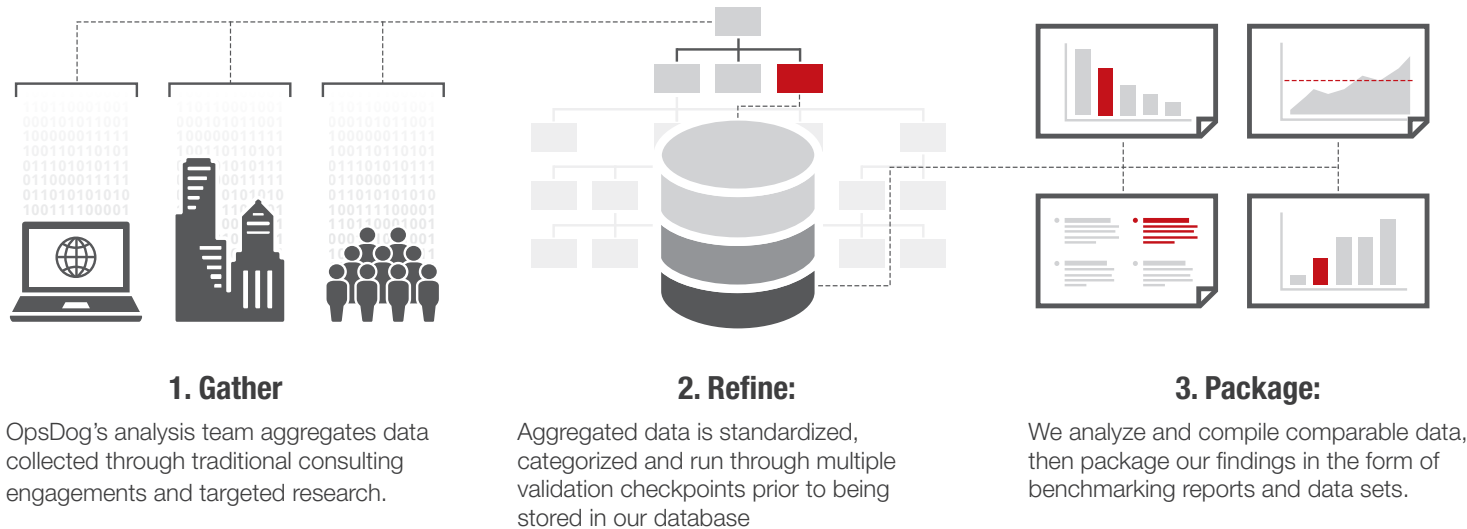
More than **900 KPI values** (i.e., data points) were analyzed to produce benchmarks for the **10 KPIs** included in this report.<sup>1</sup>

**Data Range:** 2012-2017

**Region(s) Included:** United States, Europe

The benchmarks included in this report were found to be comparable across companies of varying sizes (i.e., number of employees, total revenue) and industry segments. Benchmarks with notable differences across industries include industry average call-outs.

## Methodology: Data Collection & Validation



Looking for customized research and analysis? Contact our research team. P: 844.650.2888 E: info@opsdog.com

**Note:**

<sup>1</sup> The sample size of the observed data varies for each KPI.

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# Retail Sales

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## Retail Sales

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- E-Commerce
- Inventory Management
- Merchandising
- Store Operations
- Store Planning\*

*\* This section is not included in this document.*

*Companies operating within the retail industry sell consumer goods (includes food, clothing, recreational items, etc.) to customers through multiple channels of distribution (brick-and-mortar storefronts, e-commerce websites, direct mail catalogs, etc.). “Retailers,” a term typically applied where a company fills the small orders of a substantial number of individuals (i.e., end-users) rather than large orders of a small number of wholesale, corporate or government clientele, are seen as the final link in the supply chain between manufacturers and consumers. Department stores, grocery stores and supermarkets, warehouse retailers, specialty retailers, convenience retailers, discount retailers, mobile retailers and e-commerce retailers (e.g., Amazon) all form part of the retail industry. Retailers are responsible for attracting customers to their retail locations (physical or web-based), providing an enjoyable shopping experience, and maintaining adequate inventories to meet customer demand. Retailers today are investing heavily in e-commerce strategies, not only to broaden their geographic reach, but to also keep up with advances in digital technologies and customer expectations, which have continued to transform the way that consumers search for and purchase goods of all types.*

# Sales per Square Foot

## Definition & Measurement Details



### What is Sales per Square Foot?

The total dollar amount of sales generated by the company divided the number of square feet of retail space managed by the company over the same period of time.

### Why should this KPI be measured?

Sales per Square Foot is a vital retail KPI that measures how effectively the company manages their retail space. A low value for this KPI may be indicative of a number of company issues, such as ineffective marketing

### How is this KPI calculated?

Two values are used to calculate this KPI: (1) the dollar amount of sales generated by the company; (2) the average number of square feet of retail space managed by the company. Do not include any sales

**ABRIDGED CONTENT**  
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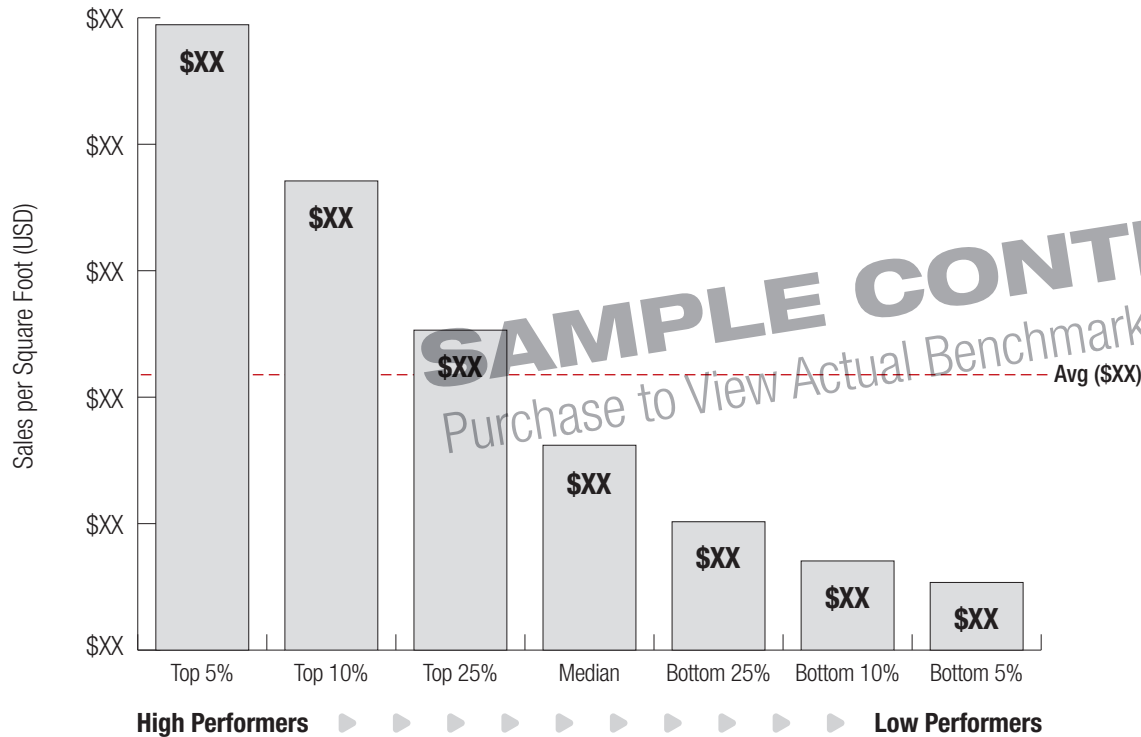
# Sales per Square Foot

Benchmarks & Characteristics of High Performers



## Sales per Square Foot

Dollar Amount of Sales Generated / Average Square Feet of Retail Space Managed



### Characteristics of High Performers

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

**SAMPLE CONTENT**  
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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.

