

R&D Expense as a Percentage of Total Revenue

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



R&D Expense as a Percentage of Total Revenue

Definition & Measurement Details



What is Research & Development Expense as a Percentage of Total Revenue?

The total amount of research and development-related expense incurred divided by the total revenue earned by the company over the same period of time, as a percentage.

Why should this KPI be measured?

Research & Development (R&D) Expense as a Percentage of Total Revenue measures the cost incurred by the company's R&D Department relative to total revenue generated by the company over the same time.

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the R&D expense that is incurred by the company, and (2) the revenue generated by the company. The R&D expense is divided by the total revenue to get the R&D expense as a percentage of total revenue.

ABRIDGED CONTENT
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R&D Expense as a Percentage of Total Revenue

Benchmarks & Characteristics of High Performers



Research & Development Expense as a Percentage of Total Revenue

$(\text{Research \& Development Expense} / \text{Total Revenue}) * 100$



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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