

# Revenue per Tractor

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Revenue per Tractor

## Definition & Measurement Details



### What is Revenue per Tractor?

The total dollar amount of revenue earned by the company divided by the average number of tractors (vehicles that pull trailers/cargo units) being used by the company (includes tractors either leased to or owned by the company) over the same period of time.

### Why should this KPI be measured?

Revenue per Tractor measures the total revenue generated by the company in relation to the total number of tractors used by the company. A relatively low value for this metric may be indicative of poor fleet

### How is this KPI calculated?

Two numbers are used to calculate this KPI: (1) the total revenue earned by the company, and (2) the average number of tractors (i.e., semi-trucks) used over the period of time. The formula is:

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# Revenue per Tractor

Benchmarks & Characteristics of High Performers



## Revenue per Tractor

Total Revenue Earned by the Company / Number of Tractors in the Company's Fleet



### 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