

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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