

# Revenue per Trailer

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Revenue per Trailer

## Definition & Measurement Details



### What is Revenue per Trailer?

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

### Why should this KPI be measured?

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

### 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 trailers (i.e., semi-trailers) used over the period of time. Includes all

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# Revenue per Trailer

Benchmarks & Characteristics of High Performers



## Revenue per Trailer

Total Revenue Earned by the Company / Number of Trailers 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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