

Revenue per Trailer

Benchmarks, Definition & Measurement Details

**SAMPLE
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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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