

Sales per Square Foot

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Sales per Square Foot

Definition & Measurement Details



What is Sales per Square Foot?

The total dollar amount of sales generated by the company divided the number of square feet of retail space managed by the company over the same period of time.

Why should this KPI be measured?

Sales per Square Foot is a vital retail KPI that measures how effectively the company manages their retail space. A low value for this KPI may be indicative of a number of company issues, such as ineffective marketing

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the dollar amount of sales generated by the company; (2) the average number of square feet of retail space managed by the company. Do not include any sales

ABRIDGED CONTENT
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Sales per Square Foot

Benchmarks & Characteristics of High Performers



Sales per Square Foot

Dollar Amount of Sales Generated / Average Square Feet of Retail Space Managed



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.

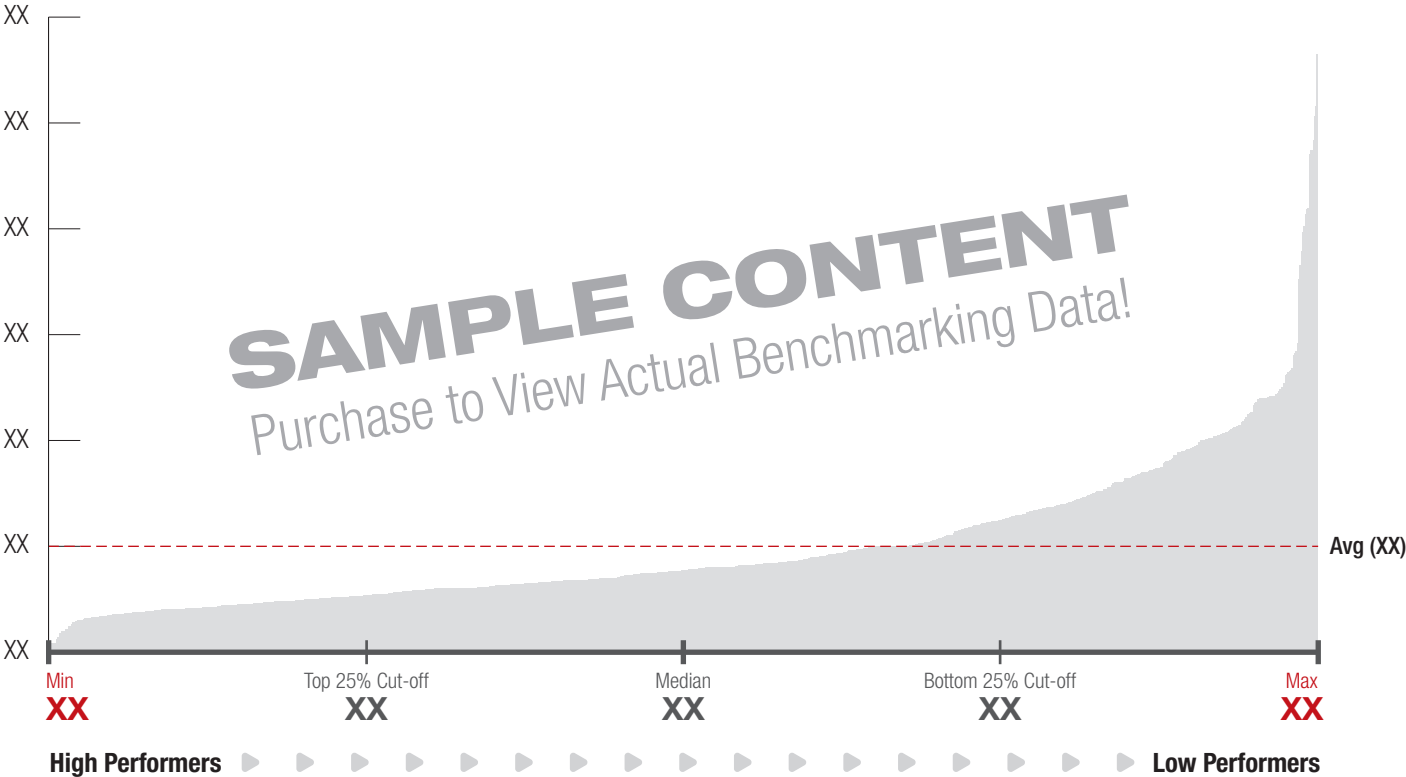
Sales per Square Foot

Benchmarks & "Long Tail" Analysis



Sales per Square Foot

Dollar Amount of Sales Generated / Average Square Feet of Retail Space Managed



How to read this chart: This chart plots all values within the observed population for this KPI. This chart can be useful in analyzing the upper and lower boundaries (i.e., minimum/maximum values) and the amount of the population that falls above/below the average for the KPI, among other things.

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OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888