

SG&A Expense as a Percentage of Revenue

Benchmarks, Definition & Measurement Details

**SAMPLE
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SG&A Expense as a Percentage of Revenue

Definition & Measurement Details



What is SG&A Expense as a Percentage of Revenue?

The sales, general and administrative-related expenses incurred divided by the total sales generated by the company over the same period of time, as a percentage. SG&A are the costs that occur during the daily operations of a company and not directly related to the manufacturing of the product (i.e., shipping supplies, sales commissions, product advertising, salaries of sales representatives, overhead costs, etc.).

Why should this KPI be measured?

SG&A Expense as a Percentage of Revenue measures the SG&A expense that is incurred relative to the dollar amount of revenue the company generated over the same period of time. High values for this metric can

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total sales, general and administrative-related expenses incurred by the company, and (2) the total sales generated by the company over the

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