Key Performance Indicators

Sales Data

Sales per Square Foot
Revenue
-----------------
Selling Area

Year Over Year Sales
Current Year's Sales - Last Year's Sales
------------------------------------------- X 100
Last Year's Sales

Average Transaction Value
Revenue
---------------------
# of Transactions

Cost of Goods Sold
Starting Inventory minus Ending Inventory

Online vs In-Store Sales
Compare Sales From Both Sources

Shrinkage
Ending Inventory Value
minus Actual Inventory Value

Sell Through
# of Units Sold
----------------- X 100
Starting Inventory

Gross Margin Return On Investment (GMROI)
Gross Profit
-----------------
Average Cost
Key Performance Indicators

How is your business performing? KPIs are used to assess the performance of a retail business. These are used to help make informed business decisions and to identify areas of weakness. These indicators can be used to evaluate sales data, evaluating customer habits, merchandising, or financial data.

Customer Habits

Customer Retention Rates
# of Existing Customers at Period End minus # of New Customers at Period End
----------------------------------------------- X 100
# of New Customers at Period End

Units Per Transaction
# of Units Sold
-----------------
# of Transactions

Merchandising Data

Inventory Turnover
Cost of Goods Sold
-----------------
Average Inventory at Cost

Conversion Rate
# of Sales
-----------------
# of Visitors

Financial Data

Current Ratio
Current Assets
---------------
Current Liabilities

Net Profit Margin
Net Income
--------------- X 100
Net Sales

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