

25 MOST IMPORTANT RETAIL METRICS



KEY PERFORMANCE INDICATORS

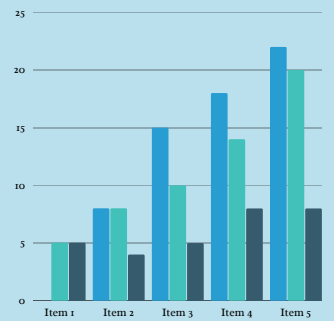


1. GENERAL MANAGEMENT

- > Net Profit
- > Cost Of Goods Sold (COGS)
- > Return on Investment (ROI)
- > Revenue by Payment Type
- > Gross Profit Margin

2. SALES

- > Sales Per Square Foot
- > Sales by Product Category
- > Sales Per Employee / Profit per Employee
- > Conversion Rate
- > Sales Cycle Length (SCL)



3. INVENTORY

- > Inventory Turnover Rate (ITR)
- > Shrinkage Rate
- > Sell-Through Rate
- > Average Inventory (AI)
- > Stock-Out

4. CUSTOMER

- > Average Transaction Value (ATV)
- > Average Customer Spend
- > Percent Returning Customers
- > The frequency of Store Visits
- > Net Promoter Score (NPS)



5. EMPLOYEE MANAGEMENT

- > Total Hours Worked
- > Employee Payroll
- > Average Number of Employees
- > Turnover
- > Employee Satisfaction

