



discover

Store Sales & Labor Metrics

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Introduction

This document discusses the selection, calculation, and measurement of performance in Store Sales and Labor. It references specific Key Performance Indicators (KPI's), Performance Indicators (PI's) and Process Metrics (PM's) as they are defined in the document "Dashboard Metrics," available free to members in the library at www.retailbenchmarks.com. Sales metrics are only evaluated in terms of those processes that impact them from a labor perspective. Because almost all processes in retail in some manner ultimately impact sales, sales metrics must be considered in the context of the area of retail in which they are managed. This document focuses primarily on the relationship of sales and labor.

The primary basis of the information contained in this document is research conducted by Retail Benchmarks since early 2006, along with experience serving clients on store labor planning and analysis system implementations. All companies researched consider themselves national retailers within the United States, with 25% conducting international business as well. Of the companies researched, 82% conducted sales over the internet, and 29% had catalog businesses. Mean annual sales was approximately 1.7B, with 54% having greater than 500 stores, and 93% having greater than 50 stores. While primarily specialty retailers have been researched, the findings apply to other product sectors as well. Comparisons within the research were stratified by product sector, and leaders defined for the entire group as well as for each product sector. For the purposes of this document, and because product sector had little significance in labor management, overall leaders were correlated for the definition of best practices. Further questions regarding the source or additional details of this study may be directed to memberservices@retailbenchmarks.com via email, or to member services by phone at 770-516-7168.