

Titan Intelligence

How to read your Benchmark Report



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Benchmark Report

This report can be used to help a business measure their performance against businesses that are like theirs in size, industry, complexity and geo-location. Looking forward, the process of benchmarking involves a business identifying key metrics, assessing where they currently are, determining where they want to be and creating an action plan to achieve and measure their progress to the goals.

Key metrics included in this report

- Revenue - 2020 and 2021
- Avg. Job Value
- Revenue Growth
- Avg Job Value Growth

Benchmark Rankings

The gauges show your rankings in terms of **percentiles**. A percentile rank indicates how well your business performed in comparison to businesses like yours.

- **High** - If you're in the Top 25th percentile for Completed Revenue, for example, that means you are in the top 25% of ServiceTitan businesses like yours. Or, you have more completed revenue than at least 75% of other businesses like yours. This is the best place to be and is an aspirational ranking.
- **Average** - If you are in the 26th to 74th percentile ranking, this is considered average and is a good place to be.
- **Low** - If you are in the Bottom 25 percentile, this means at least 75 out of 100 businesses like yours had higher numbers to you (ie Completed Revenue).

Average and Top Ranking Businesses

This section shows you how the average business among businesses like yours compares to the top 20th percentile ranking businesses among businesses like yours. Specifically, this shows comparisons for 2020 and 2021 for Completed Revenue, Completed Revenue Growth, Total Avg Job Value, and Total Avg Job Value Growth.

Frequently asked question

What is benchmarking?

Benchmarking is the universal practice of measuring your key business metrics and comparing them against businesses like yours. The outputs are typically comparisons of average or percentile values against comparison groups on select metrics

Why is it important?

Comparing your business to a like business lets you understand how you're doing, identify performance gaps and opportunities to improve, and highlight peer achievements that you could emulate, or your own achievements to be celebrated

What is included in completed revenue?

Completed Revenue = Revenue from Completed Jobs. Total Revenue = Completed Revenue + Adjustment Revenue (revenue from adjustment invoices) + Non-Job revenue (revenue not from completing jobs like memberships for example)

Can anyone see my data?

No. Your data has been anonymized and aggregated.

How did you determine what businesses are like mine?

Our Data Scientists performed advanced analytics to determine and create groups (clusters) that reflect similarity among descriptive factors. These factors included items such as business complexity, service mix, trade mix, business size, and climate zone.

How was average ticket calculated?

Avg. Ticket = Total Job Average (average ticket across all completed jobs, these include recalls, warranties and no-charge jobs)

How was growth calculated?

% Growth in 2021 = $\frac{[\text{Sum of completed revenue 2021} - \text{Sum of completed revenue 2020}]}{\text{Sum of completed revenue 2020}}$

How did you determine the regions?

Regions were determined by climate as defined by the governmental entity, NOAA. Climate regions geographically are located next to each other.-



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