

Gross Margin

[@wikipedia](#)

Percentage of [Gross Profit](#) in respect to [Revenue](#):

$$\text{Gross Margin} = \left(\frac{\text{Gross Profit}}{\text{Revenue}} \right) \cdot 100\% = \left(1 - \frac{\text{COGS}}{\text{Revenue}} \right) \cdot 100\%$$

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[[Gross Profit](#)]