Operational Efficiency Analysis

Landscaping & Snow Removal

- Dataset: landscaping_jobs_clean.csv (2024)
- Tools: Excel, Power BI

Executive summary: In a 30-job sample (2024), total revenue was **$4.89K** and profit **$2.54K**. Snow Removal drives ~42% of revenue; two clients account for the largest share. Recommendations: secure recurring contracts, launch seasonal packages, and standardize crew best practice.

Problem (What): Analyse one year of job data (30 records) to identify high-value services, top clients and crew efficiency patterns to guide pricing, capacity planning, and operational improvements.

Data & Tools: Data: landscaping_jobs_clean.csv (30 jobs) - cleaned in Excel. Visuals & analysis built in Power BI.

Key Findings:

• Total revenue: **$4.89K**

• Total profit: **$2.54K**

• Jobs analysed: **30**

• Top service by revenue: Snow Removal - ≈ **$2.0K** (~42% of revenue)

• Top city: **Montreal** (largest share of revenue)

• Top clients: Parkview HOA **($1,040)**, Maple Condos **($940)**, Oak Residence **($540)**

• Crew performance: Crew A highest total profit **($990),** Crew C highest average revenue/hour **(~$87)**

Business Insights:

• Seasonal concentration: revenue spikes in winter (snow removal), leaving off-season capacity unused.

• Client concentration risk: top clients account for a large share of revenue - losing one would materially reduce sales.

• Operational variance: differences between crews indicate opportunity to standardize best practices to raise productivity.

Recommendations:

1. Convert top one-time clients to recurring contracts (offer early-renewal discount).

2. Launch fall & spring service packages to reduce seasonality.

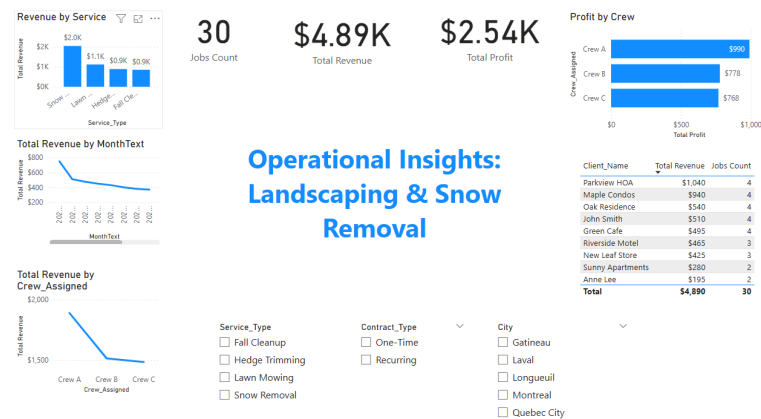3. Document and replicate Crew C's routing and tooling to increase average revenue/hr.
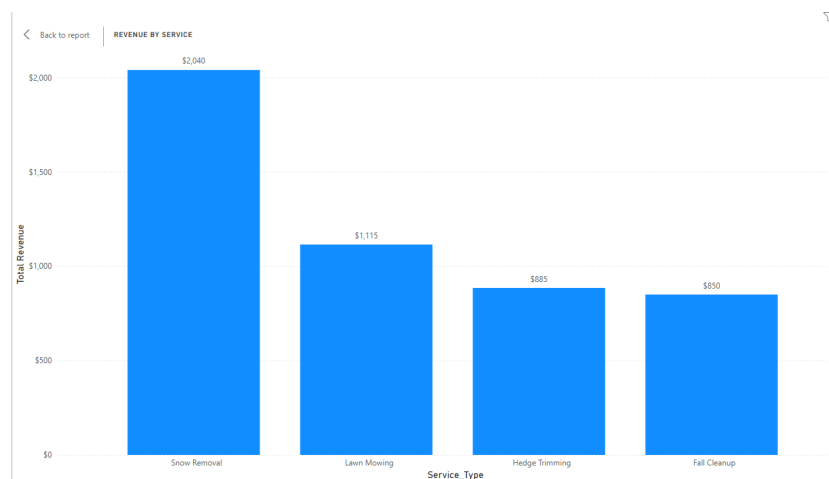

Figure 1 — Dashboard overview
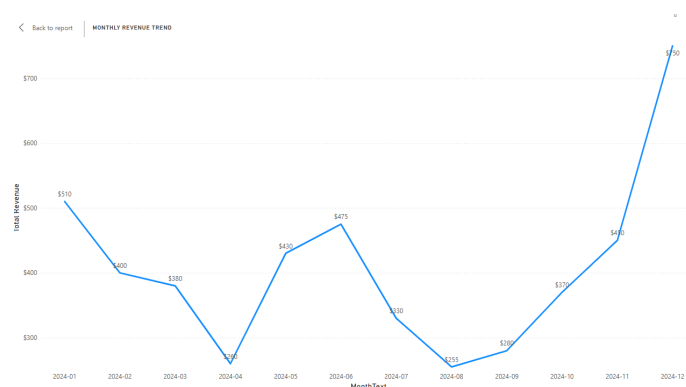

Figure 2 - Revenue By Service

Figure 3 - Monthly Revenue Trend

Methodology: Data cleaned in Excel, combined via PivotTables, visualized in Power BI.

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