

Fleet Management Dashboard

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Total Revenue by Year and Month Name



[View Revenue by Cities](#)

Total Revenue by State



Key Insight



Since there is a notable number of customers placing multiple orders, focus on customer retention strategies

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91%

Vs Prev. Yr

\$485M

Total Revenue



82%

Vs Prev. Yr

\$12bn

Total Goods Value



71%

Vs Prev. Yr

664K

Total Weight (Tons)



68%

Vs Prev. Yr

92,060

Total Delevir Orders



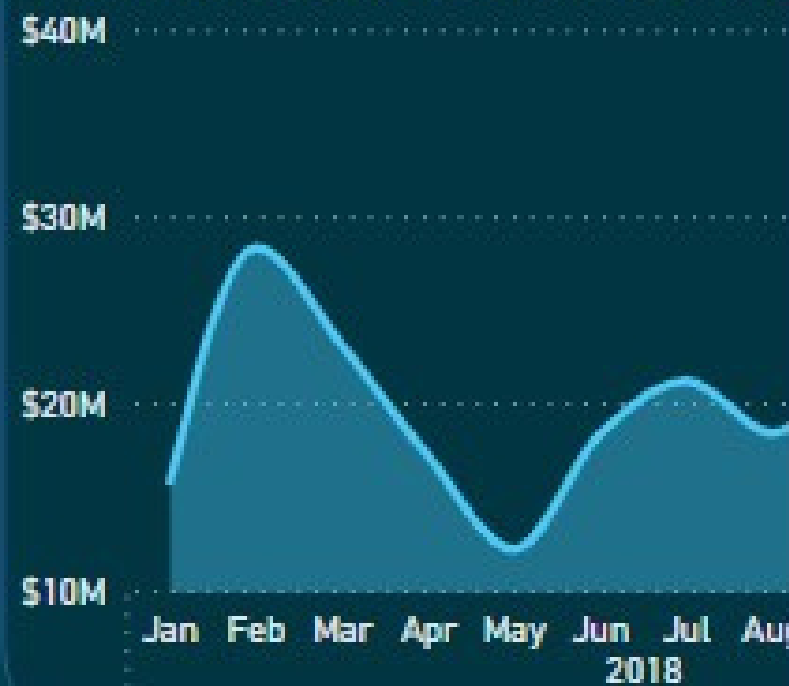
93%

Vs Prev. Yr

447M

Total Weight (Cubic)

Total Revenue by Year and Month






98%

Customers with Multiple Orders

90K



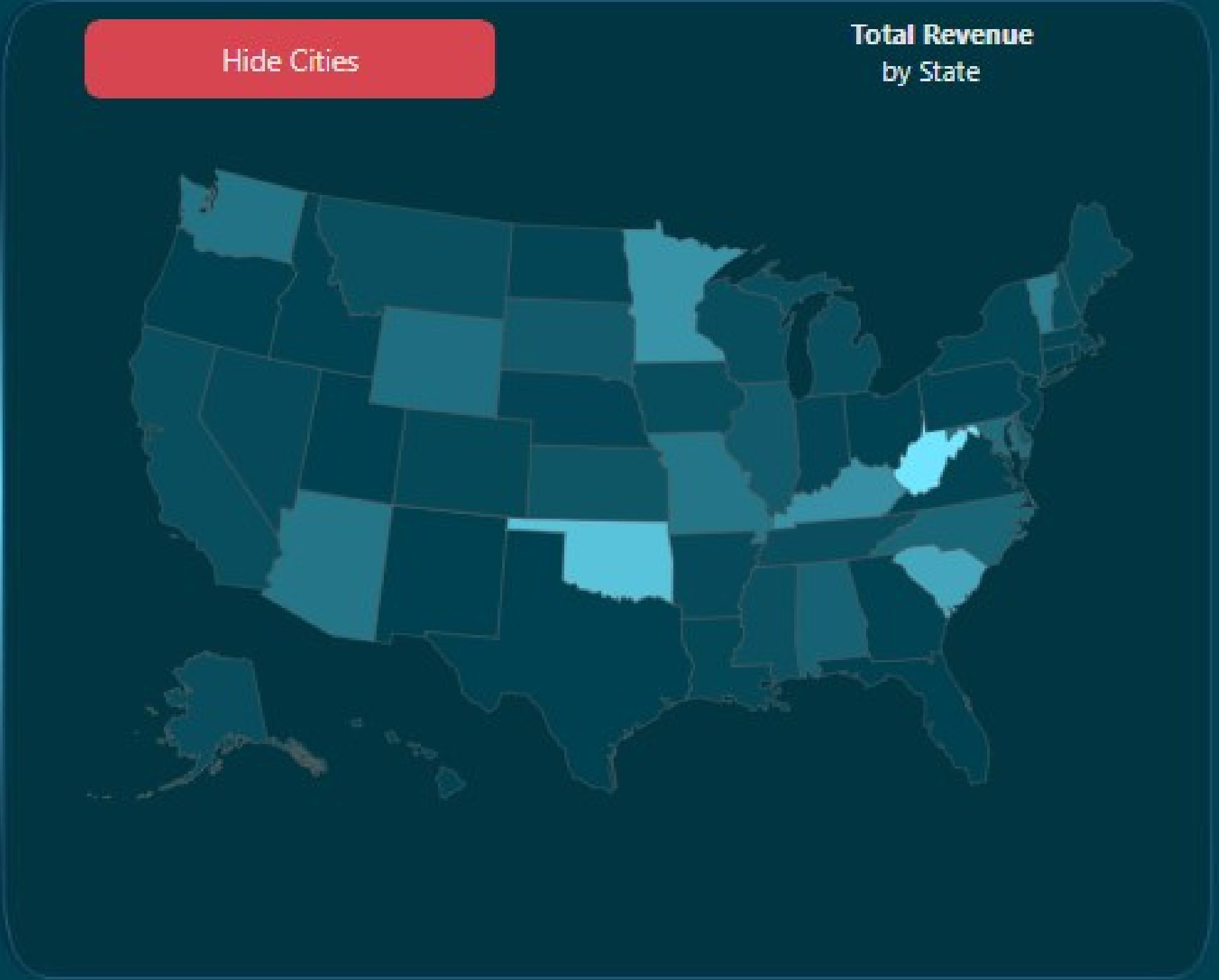
Key Insight

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Total Transaction City is 293

City	Total Revenue
Aa Junction	\$223,881
Airport Road Addition	\$60,395
Alfalfa Center	\$13,731
Alpaugh	\$17,205
Altamaha Park	\$822,935
Angola-on-the-lake	\$1,080,440
Applegate	\$2,278,867
Arbor Meadows	\$3,538,484
Bald Hill Crossing	\$10,376
Ball	\$1,038,063
Ballentine Manor	\$21,053
Balmat	\$711,184
Banner Crest	\$21,917,751



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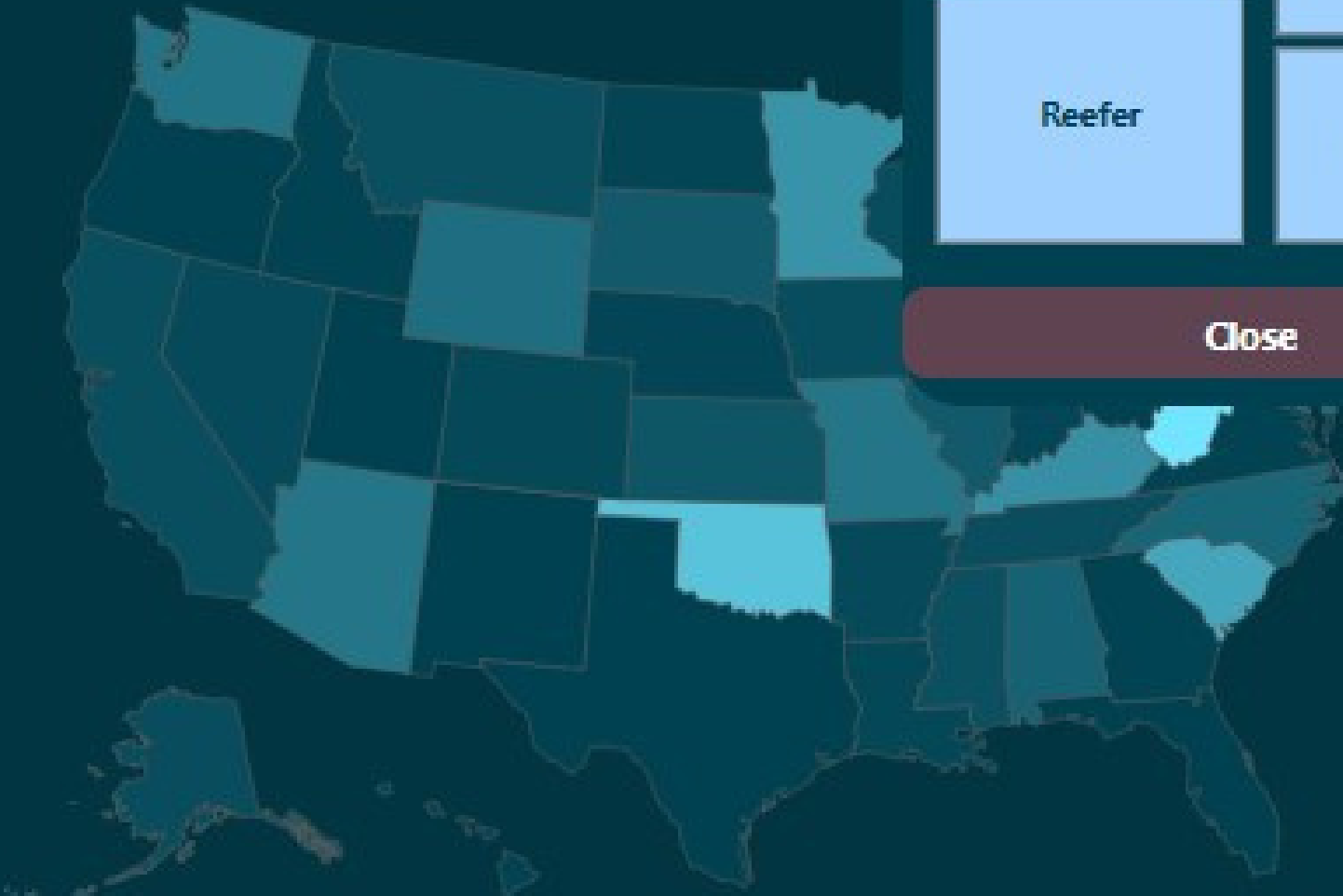
Total Delevir Orders

Trailers Type	Truck Type
Dry	BOX
Fridge	SEMI-TRAILER
Reefer	TRACTOR
	TRAILER

Total Revenue by Year and Month Name



[View Revenue by Cities](#)



[Close](#)


98%



Customers with Multiple Order


90K

2%



Customers with One Order

1,783



Key Insight

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166K



Total Liter Consumed

189



Total Driver

722K



Total KM Traveled

Total Maintenance cost

Total Maintenance cost



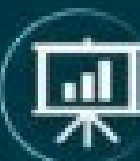
Total Fix Cost

\$2M



Total Fuel Consumed

\$550K



Maintenance Cost

\$171K



Driver	KM Traveled	Liters Consumed	Fuel Consumed	Maintenance cost	Fix Cost
Amman Vega	66,977	20,809	\$69,274	\$14,466	\$142,716
Arslan Cooley	41,685	8,067	\$27,294	\$9,478	\$111,320
Efan Archer	36,998	6,228	\$19,740	\$11,133	\$74,508
Gino Boone	7,637	2,040	\$6,627	\$3,841	\$19,991
Idris Alston	38,884	9,509	\$32,075	\$3,421	\$64,022
Karol Woods	7,073	1,763	\$5,749	\$4,931	\$18,516
Kenny Todd	17,604	3,559	\$12,203	\$3,141	\$68,840
Kenzie Macdonald	27,457	8,003	\$25,388	\$9,709	\$71,905
Kiah O'Connor	25,375	4,983	\$16,381	\$3,949	\$48,290
Maheen Nicholls	68,607	16,694	\$57,044	\$9,340	\$119,825
Marcel Wormald	30,389	5,499	\$18,220	\$4,538	\$46,302
Montell Winters	31,924	6,652	\$21,601	\$10,969	\$70,860
No Driver	58,834	15,089	\$46,830	\$33,310	\$229,952
Nora Kerr	21,970	3,849	\$13,227	\$5,005	\$70,190
Ridwan Greaves	68,734	19,928	\$64,908	\$16,626	\$142,383
Riyad Harris	14,331	2,429	\$8,409	\$1,985	\$28,105
Stevie Schofield	55,511	9,723	\$34,194	\$10,452	\$123,907
Tierney Reynolds	19,657	4,303	\$14,681	\$2,498	\$33,741
Ubaid Key	15,399	3,893	\$13,224	\$4,832	\$34,489
Yasin Buck	66,568	13,019	\$43,353	\$7,678	\$113,518

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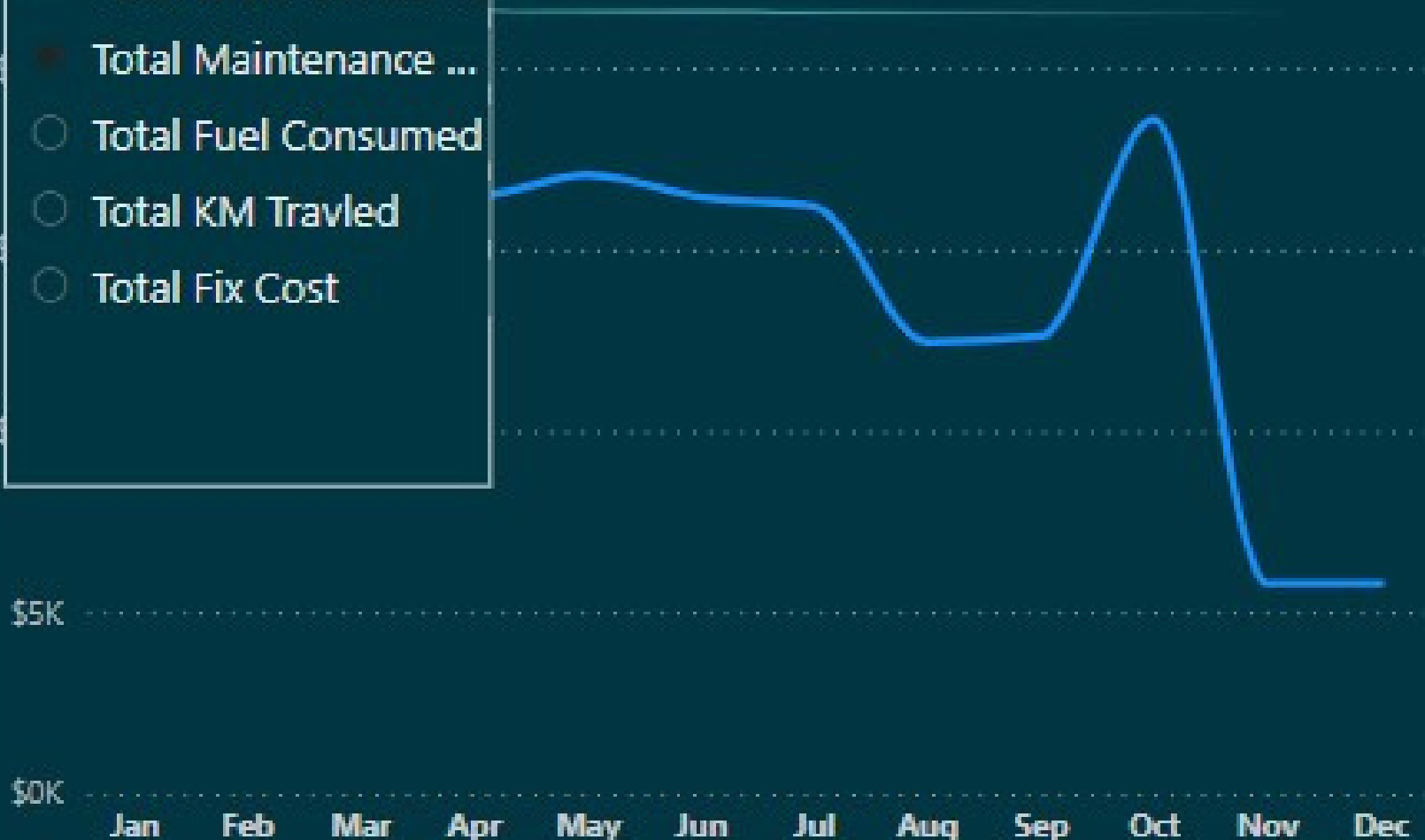


Total KM Traveled

Total Maintenance cost

- ☐ Total Liters Consumed
- ☒ Total Maintenance cost
- ☐ Total Fuel Consumed
- ☐ Total KM Traveled
- ☐ Total Fix Cost

Total Maintenance cost



Total Fix Cost

\$2M



Total Fuel Consumed

\$550K

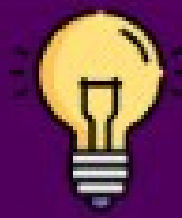


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Key Insight to Improve Customer Retention

If customers with multiple orders are higher than customers with single orders in the dataset, it indicates that there is a significant portion of repeat customers or loyal customers who are placing multiple orders. This can be a positive sign for the business, as it suggests that the company is able to retain customers and generate repeat business. Here are some recommendations based on this observation:

1. ***Customer Retention Strategies:*** Since there is a notable number of customers placing multiple orders, focus on customer retention strategies. Implement loyalty programs, personalized communication, and excellent customer service to encourage repeat purchases and maintain customer loyalty.
2. ***Upselling and Cross-Selling Opportunities:*** Leverage the fact that customers are placing multiple orders to identify upselling and cross-selling opportunities. Analyze the purchase patterns of these customers and recommend relevant products or services to increase their average order value.
3. ***Customer Engagement:*** Engage with customers regularly through email campaigns, newsletters, or social media. Keeping customers informed about new products, promotions, and updates can increase the likelihood of repeat purchases.
4. ***Feedback and Reviews:*** Encourage customers to leave feedback and reviews after each purchase. Positive reviews and feedback can attract new customers and boost customer loyalty.
5. ***Targeted Marketing:*** Segment customers based on their purchase history and behavior. Use targeted marketing campaigns to offer personalized promotions and incentives to encourage repeat purchases.
6. ***Customer Journey Analysis:*** Analyze the customer journey from the first purchase to subsequent orders. Identify any potential roadblocks or pain points in the process and work on improving the overall customer experience.
7. ***Customer Support:*** Provide excellent customer support to address any issues or concerns promptly. Satisfied customers are more likely to