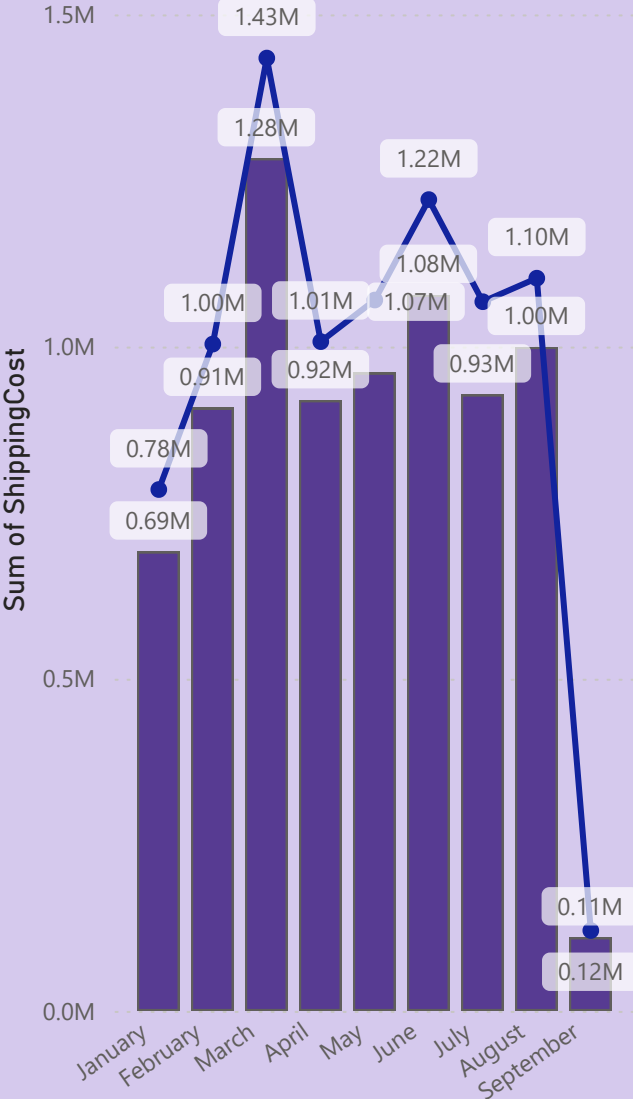


Transport Data Analysis

Shipping Cost and Revenue by Month

Sum of ShippingCost Sum of Revenue



Total Revenue
8813K

Total Shipping Cost
7877K

Total Miles
1265K

Total Loaded Miles
794K

Total Ship Days
7663

Check Points
1808

OriginCityAll

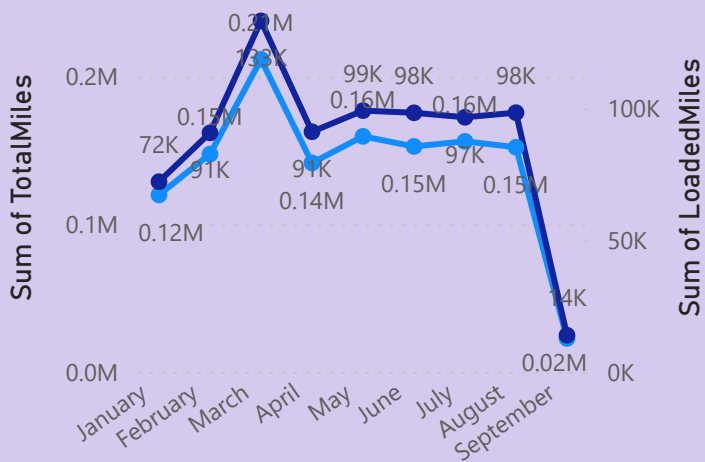
DestinationCityAll

CustomerAll

TripTypeAll

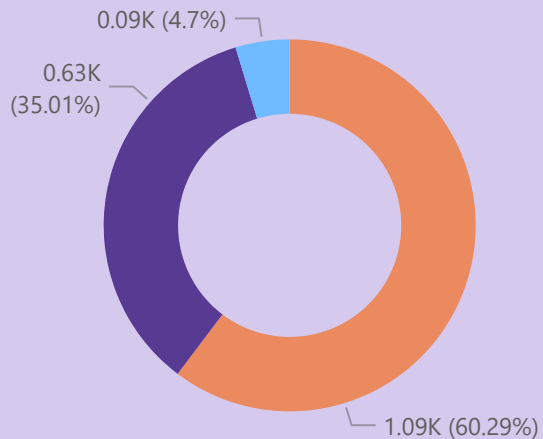
TotalMiles and LoadedMiles by Month

Sum of TotalMiles Sum of LoadedMiles



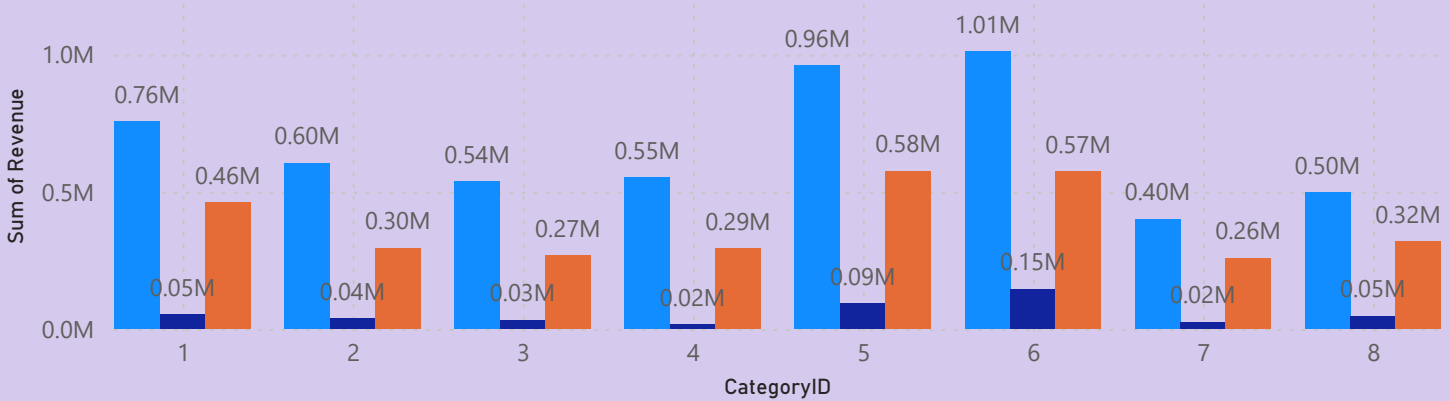
ShipperID by TripType

Domestic International Intercom



Revenue by CategoryID and TripType

TripType Domestic Intercom International



KPI

1. **Trip Distance:** Trips with higher loaded miles and total miles tend to have higher revenue.
2. **Shipping Cost:** Trips with higher shipping costs also tend to have higher revenue.
3. **Capacity:** Trips with higher capacity tend to have higher revenue.
4. **Trip Type:** "International" trip types tend to generate higher revenue compared to "Domestic" trips.
5. **Number of Checkpoints:** Trips with a higher number of checkpoints may contribute to higher revenue.

Here are the calculated Key Performance Indicators (KPIs) for transportation performance:

- **Cost per Mile: 6.2286775485803485**
- **Revenue per Mile: 6.969252874017678**
- **Load Factor: 0.6276358011902522**

These KPIs provide insights into the efficiency and effectiveness of the transportation operations:

- Cost per Mile indicates the average cost incurred for each mile traveled. A lower value suggests better cost efficiency.
- Revenue per Mile measures the revenue generated per mile. Higher values are preferable as they indicate more revenue generation relative to distance traveled.
- Load Factor represents the proportion of miles that were loaded (carrying cargo) compared to total miles traveled. A higher load factor indicates better utilization of transportation resources.

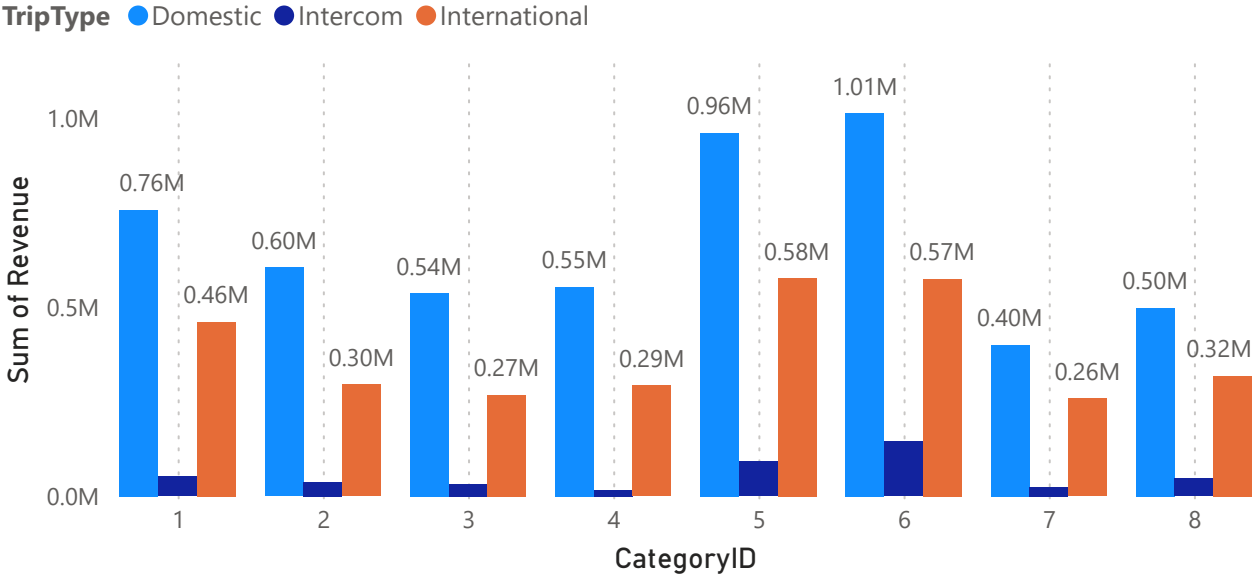
Summary

1. **Trip Details:** The data includes details about various trips such as trip ID, shipper ID, category ID, customer name, shipping and delivery dates, origin and destination cities and states, total and loaded miles, shipping cost, revenue, capacity, trip type, and checkpoints.
2. **Geographical Coverage:** The trips cover various cities across states like Michigan, Wisconsin, Illinois, and Indiana, indicating a regional transportation network.
3. **Shipping Costs and Revenue:** There's a variation in shipping costs and revenue, which could be influenced by factors like distance, capacity utilized, and trip type.
4. **Trip Duration:** The 'ShipDays' column indicates the duration of the trips, which varies, suggesting different logistical planning for each trip.
 - **Highest Revenue:** The trip with the highest revenue generated a total of \$13,410, originating from Joliet, IL to Madison, WI.
 - **Shortest Trip:** The shortest trip in terms of distance among the top 5 is from Northbrook, IL to Naperville, IL, generating \$12,995 in revenue.
 - **International Trips:** Among the top trips, there are two international trips, indicating potentially higher revenue generation from longer or international routes.
 - **Variety of Customers:** The trips involve different customers, suggesting a diverse client base

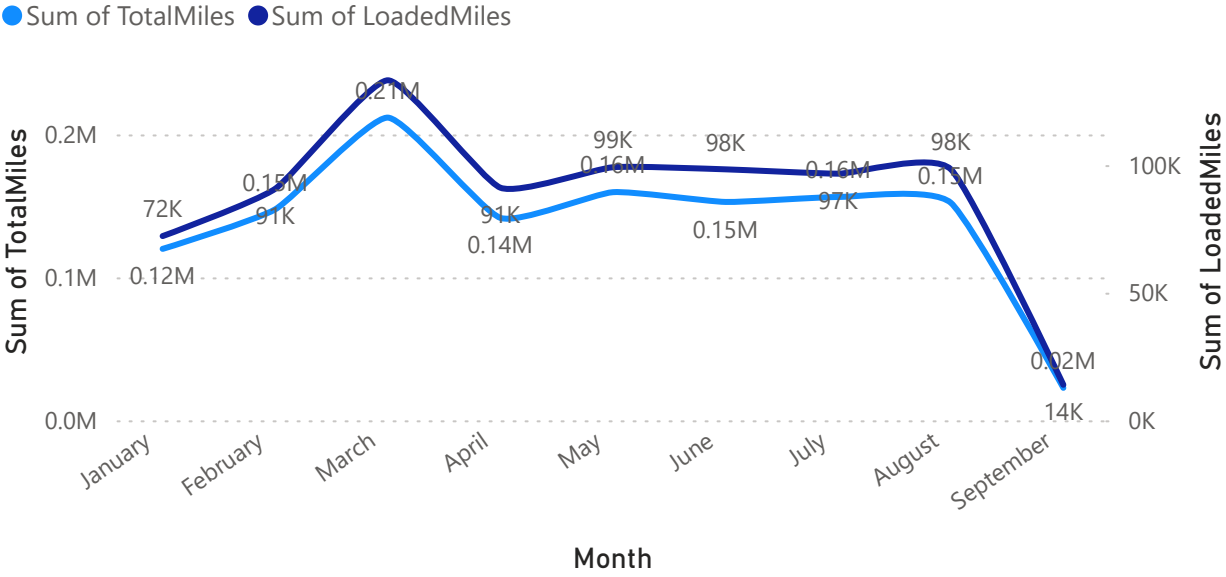
To Increase Revenue

1. **Optimize Routes and Loads:**
 - **Increase Load Factor:** Ensure that vehicles are carrying as much cargo as possible per trip. This can be achieved by improving load planning and coordination.

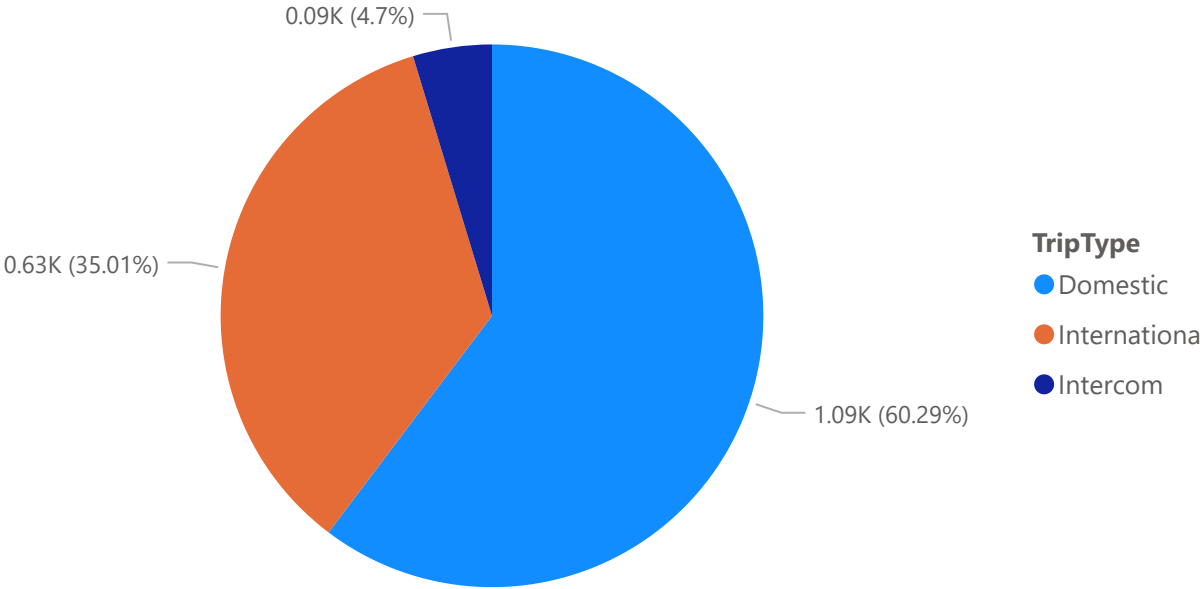
Sum of Revenue by CategoryID and TripType



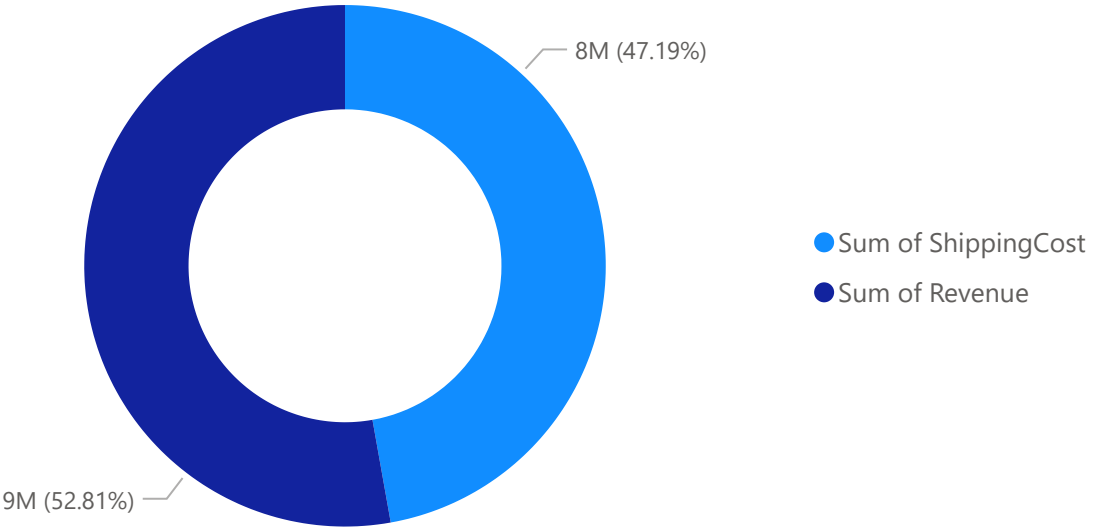
Sum of TotalMiles and Sum of LoadedMiles by Month



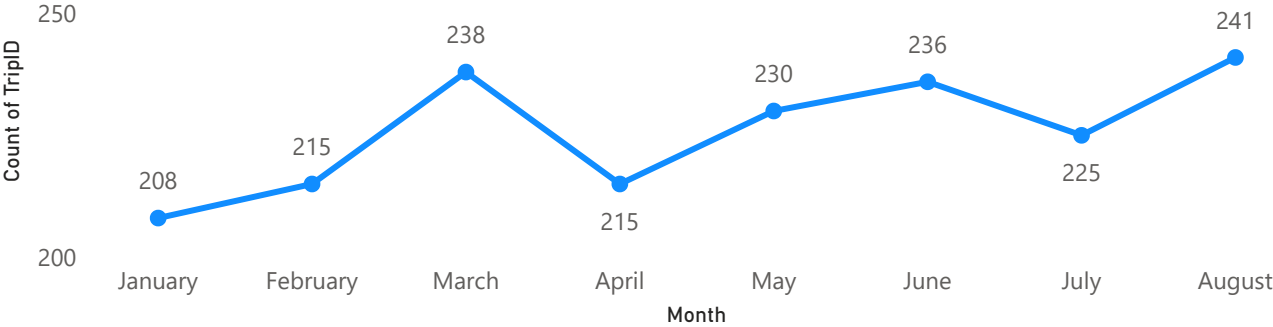
Count of ShipperID by TripType



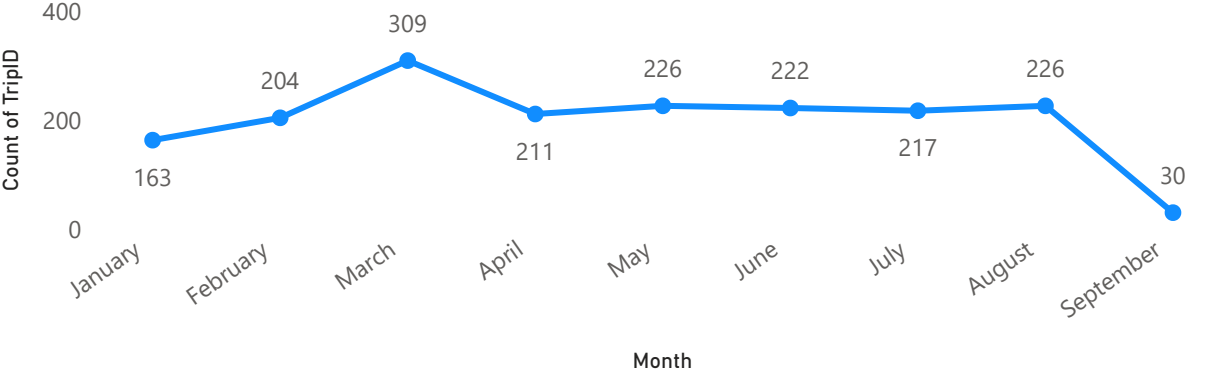
Sum of ShippingCost and Sum of Revenue



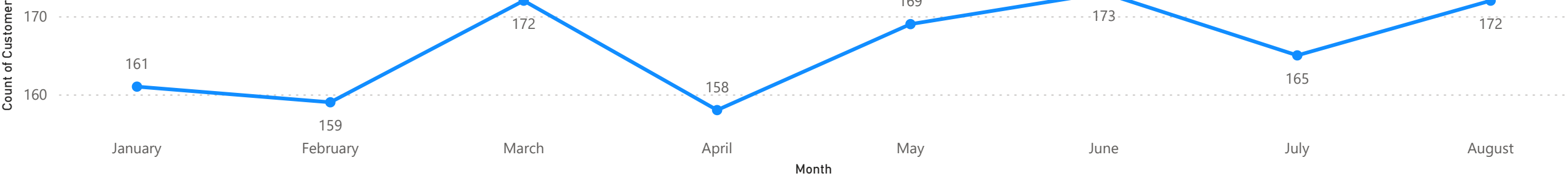
Count of TripID by Month



Count of TripID by Month



Count of Customer by Month



OriginState

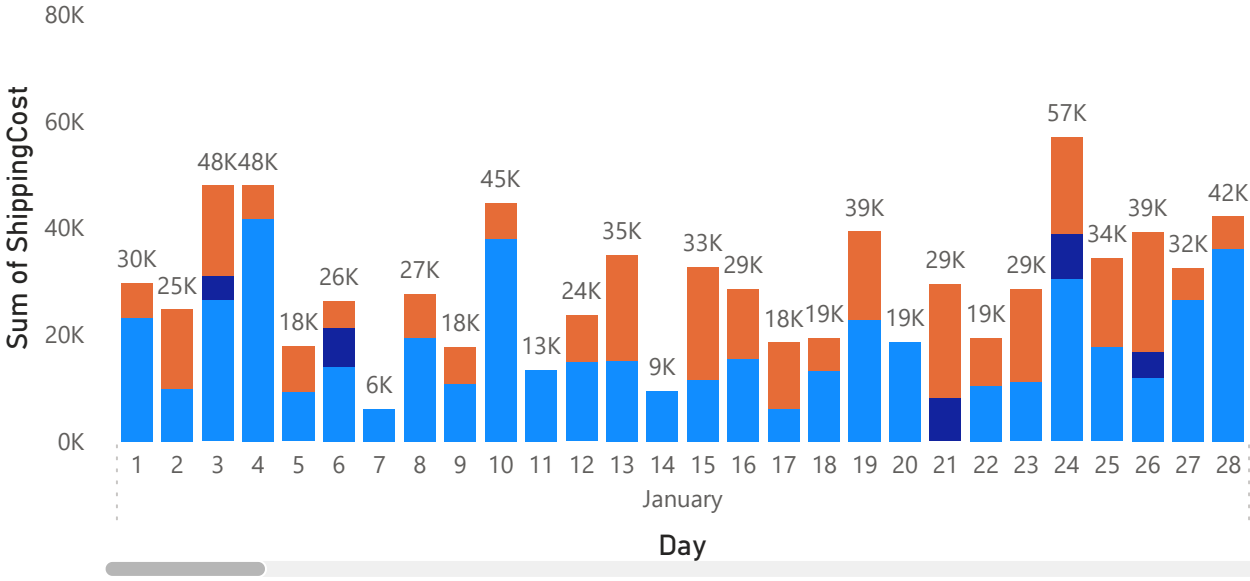


DestinationState

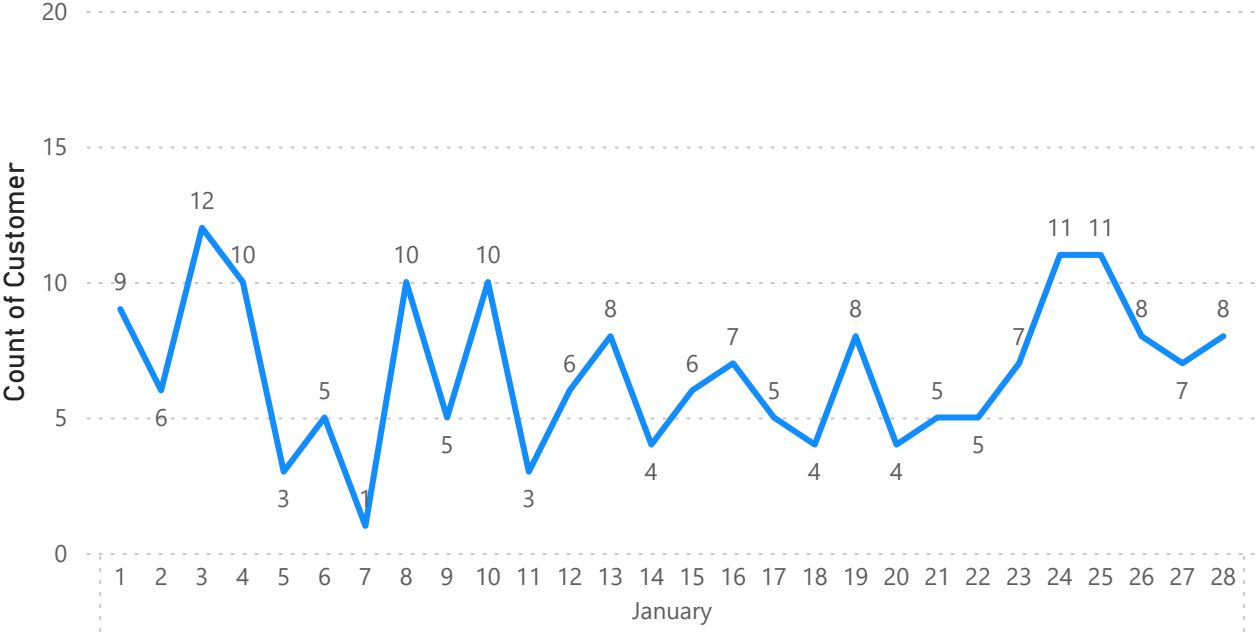


Sum of ShippingCost by Month, Day and TripType

TripType Domestic Intercom International

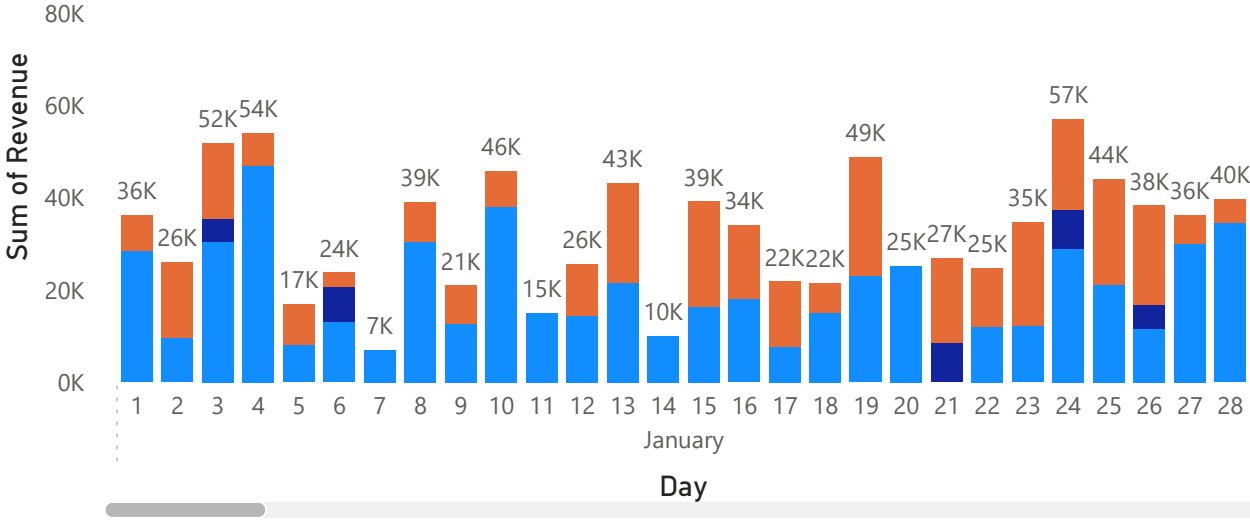


Customer by ShipDate

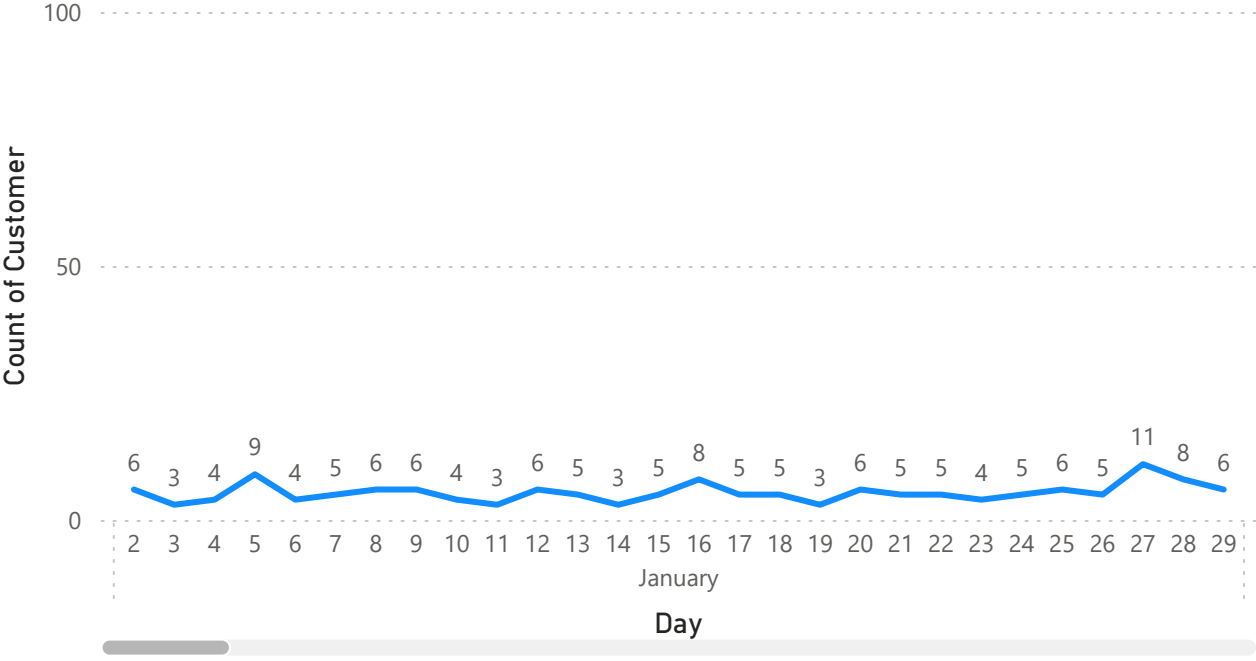


Sum of Revenue by Month, Day and TripType

TripType Domestic Intercom International



Customer by DeliveryDate



135K

Sum of Capacity

3

Count of ShipperID

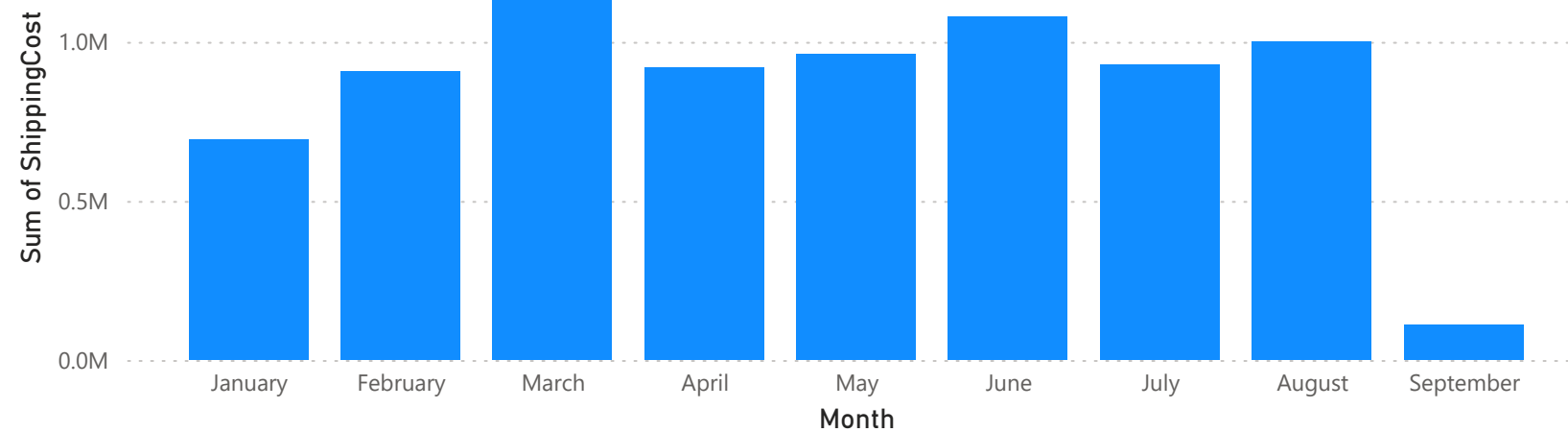
9845

Sum of CheckPoints

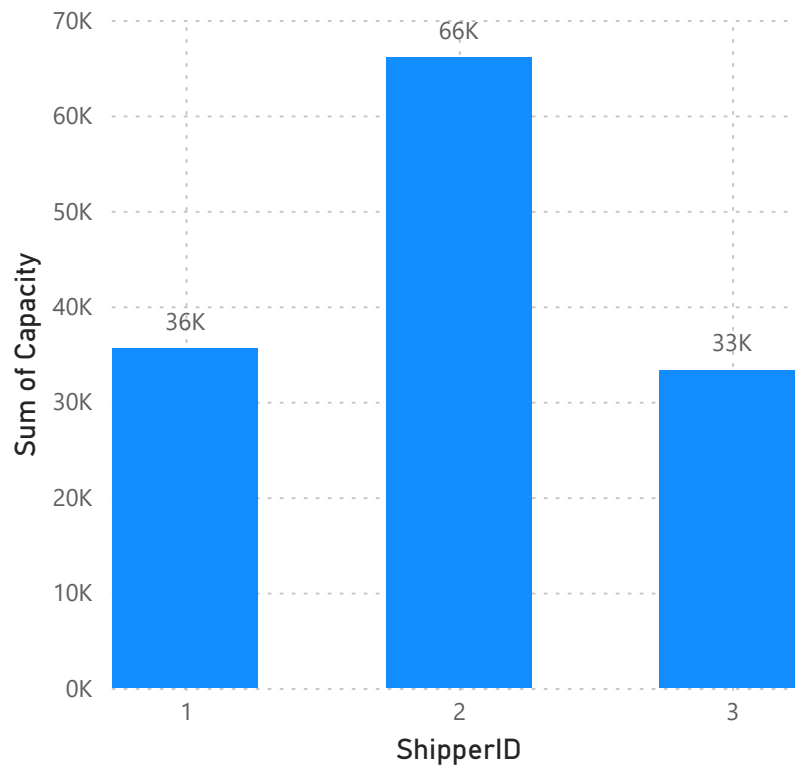
8

Count of CategoryID

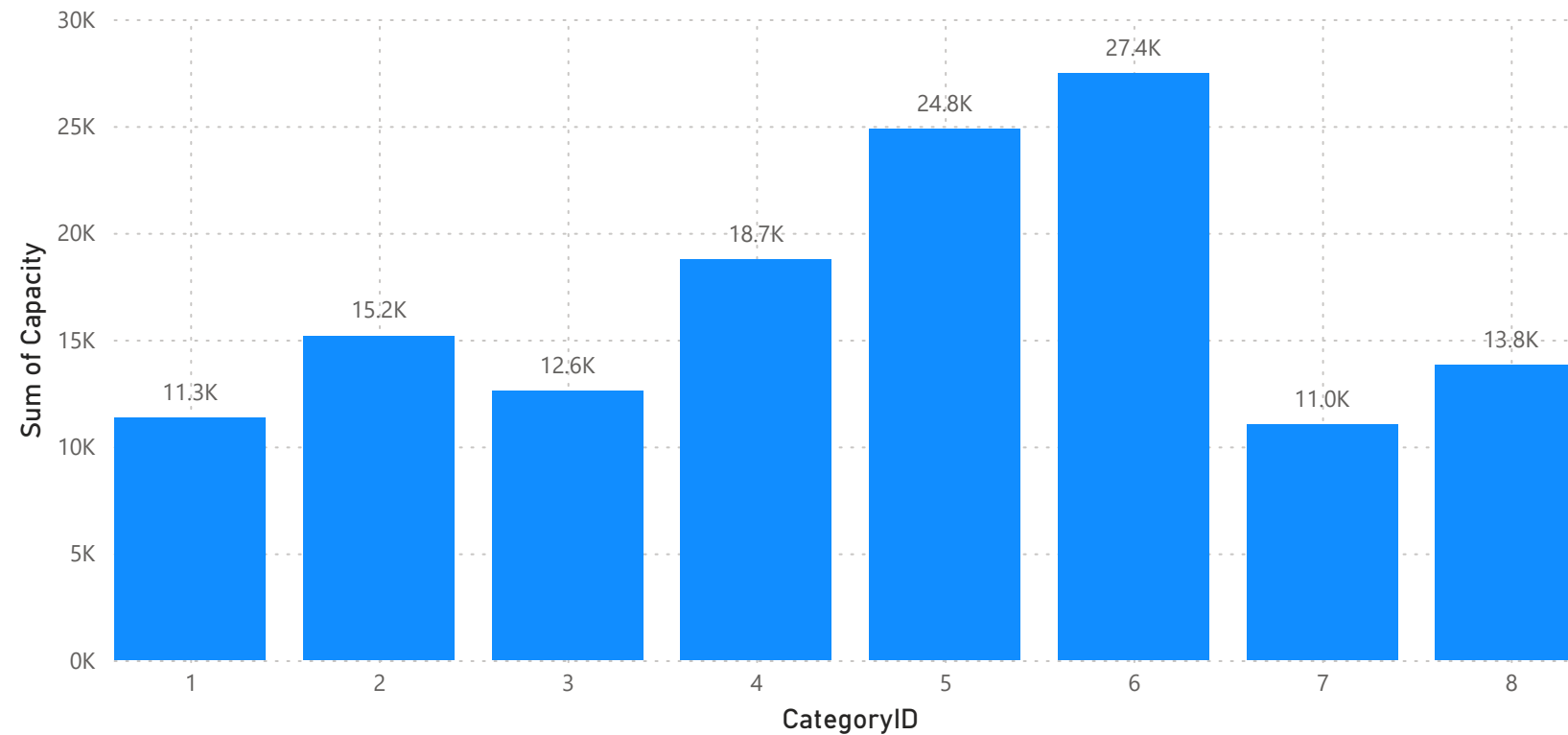
Sum of ShippingCost by Month



Sum of Capacity by ShipperID



Sum of Capacity by CategoryID



Sum of ShippingCost and Sum of Revenue by Capacity and Total_amount

