TRUCK CONVOY MANAGEMENT DASHBOARD

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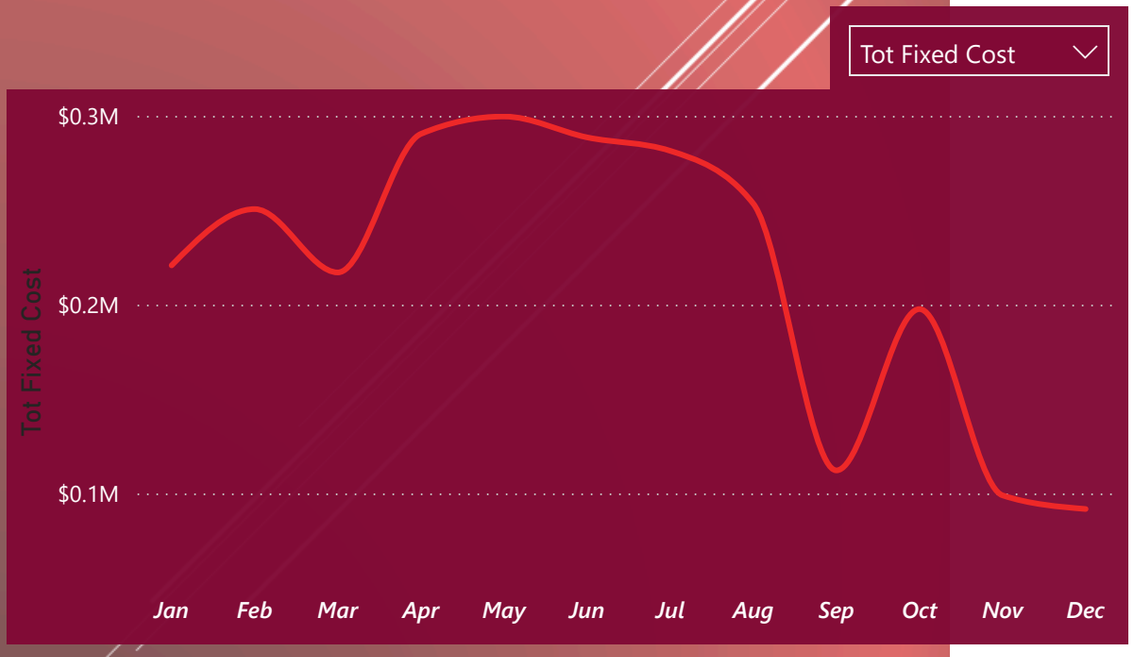
Driver	Km Travelled	Litres Consumed	Fuel Consumed	Fixed Cost	Maintaneance Cost
Yasin Buck	111863	21,751	$73,197	$190,085	$12,814
Ubaid Key	40210	8,306	$28,029	$72,017	$8,336
Tierney Reynolds	19657	4,303	$14,681	$33,741	$2,498
Stevie Schofield	89585	15,623	$55,212	$210,122	$15,513
Salahuddin Arellano	16662	3,097	$11,180	$21,350	$1,908
Riyad Harris	34406	6,058	$20,584	$64,889	$4,567
Ridwan Greaves	114009	33,095	$108,155	$239,869	$27,104
Nora Kerr	31670	5,637	$19,392	$109,757	$7,273
No Driver	84336	22,028	$69,798	$273,320	$41,069
Nikola Weiss	11503	2,194	$7,199	$37,243	$5,096
Montell Winters	31924	6,652	$21,601	$70,860	$10,969
Marcel Wormald	50493	9,141	$31,197	$82,640	$7,557
Maheen Nicholls	109887	26,421	$90,908	$204,299	$15,014
Kiah O'Connor	39245	7,469	$24,659	$86,704	$7,475
Kenzie Macdonald	27457	8,003	$25,388	$71,905	$9,709
Kenny Todd	28516	5,798	$19,967	$108,270	$4,774
Karol Woods	7073	1,763	$5,749	$18,516	$4,931
Idris Alston	38884	9,509	$32,075	$64,022	$3,421
Gino Boone	27126	6,412	$22,202	$58,255	$6,029
Frederick Watt	21593	4,131	$14,811	$35,012	$10,800
Efan Archer	59494	10,358	$33,160	$114,789	$13,807
Asha Cruz	22044	5,243	$17,647	$45,930	$6,365
Arslan Cooley	49284	9,557	$32,867	$146,622	$11,717
Amman Vega	111137	36,589	$122,236	$242,129	$28,661
Total	1178058	269,138	$901,895	$2,602,344	$267,407

269K
Tot Litres Consumed

1178K
Tot Km Travelled

295
Tot Drives



$2,602K
Tot Fixed Cost

$902K
Tot Fuel Consumed

$267K
Tot Maintaneance Cost

Amman Vega

First Driver

295
Tot Drives

4
Avg Fuel Efficiency

3,993.42
Avg Speed

$1
Fuel Cost Per KM

0.23
Total Fuel Consumption per KM

91%
(%)YoY Growth Revenue

68%
(%)YoY Growth weight(CUBIC)

93%
(%)YoY Growth delivery orders

71%
(%)YoY Growth weight(TONS)

82%
(%)YoY Growth Goods Value

$485M
Tot Revenue

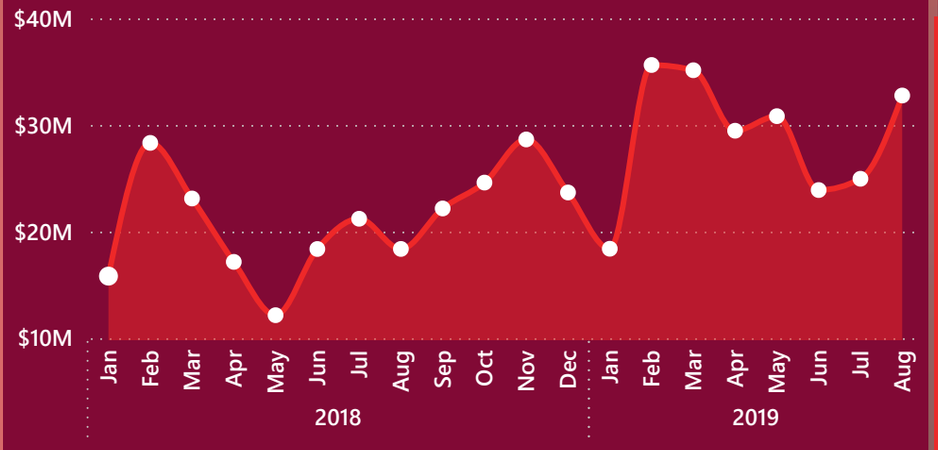
447M
Tot Weight(CUBIC)

92K
Tot Delivery Orders

664.17K
Tot Weights(TONS)

$12bn
Tot Goods Value

TOT REVENUE BY MONTH AND YEAR



98%
% of Repeat Customers

0
% of Single_Buy Customers

90K
Customers with multiple orders

1,783
Customers with single orders

Total Transactional Cities is 293

City	Tot Revenue
Yucca Valley	$19,687,465
Woodstock	$19,887
Woodlawn Manor	$2,609
Woodland Heights	$2,885,957
Woodford	$7,300
Woodcreek	$2,335
Winkelmans	$339,476
Wildcat Landing	$120,771
Wheatland	$9,377,882
West Ridgeway	$5,488
West Corners	$418,078
Watson	$240,132
Waterloo Mills	$14,047
Waterloo	$153,154
Warwick	$35,377
Walsburg	$453,488
Total	$484,527,627

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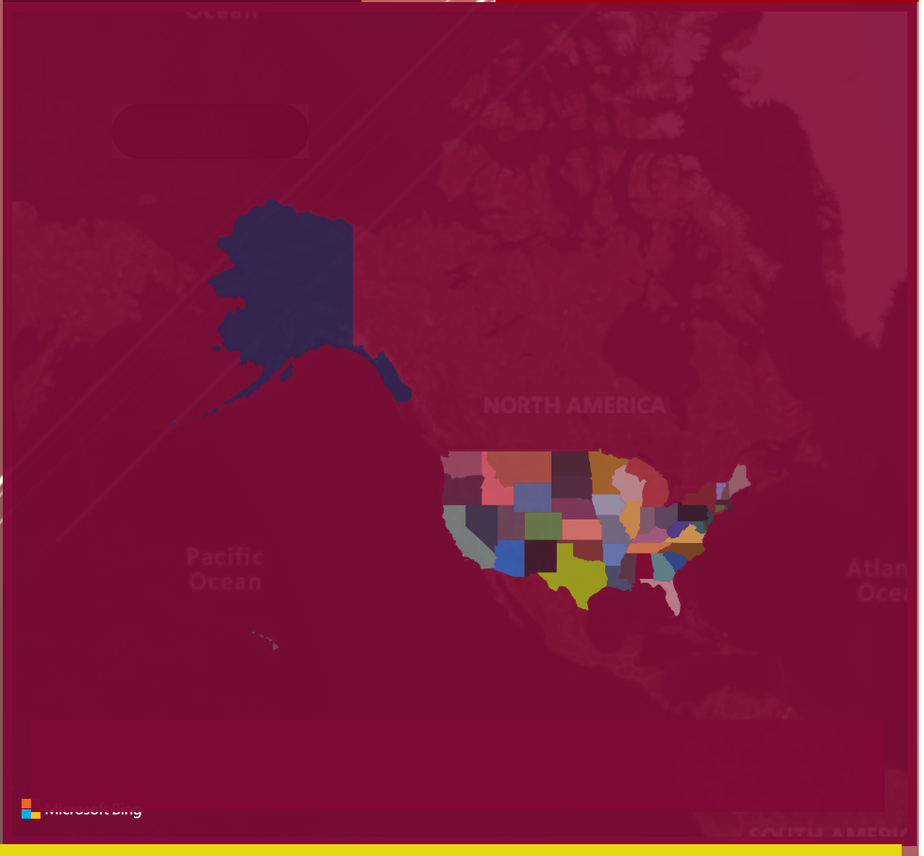
Hide Cities



Customers with Multiple Orders are higher than Customer with Single order. Hence focus on repetitive customers.

KEY INSIGHTS AND SUGGESTIONS

As per analysis customers with multiple orders are higher than customers with single order. This is a positive sign for the management and should focus on improving the sales and generate more revenue by retaining more customers

- **Target Marketing**: By Clustering customers based on purchasing power , the management can perform targeted marketing and offer incentives and promote the business
- **Cross Selling Opportunities**: Highlighting the customer with multiple purchases, relevant products or substitutes.
- **Engage with customers**: Engage with customers through email, newsletters, social media, pamphlets etc. Keep them informed about the lates product launch, offers and discounts.
- **Feedback**: Get day to day feedback from customers, accept constructive advises and improve customer loyalty