

RENTAL OPERATIONS REPORT

Year

All

Month

All

Week

All

Region

All

Customer

All

Category

All

Order Stat...

All

Method

All

Equipment

All

Subscript...

All

Store #

All

Transacti...

All

\$5,055,496,077

Total Revenue

\$2,523,838,764

Total Profit

49.9%

Profit Margin %

\$50,569

Avg. Order Value

254.8%

Avg. ROI

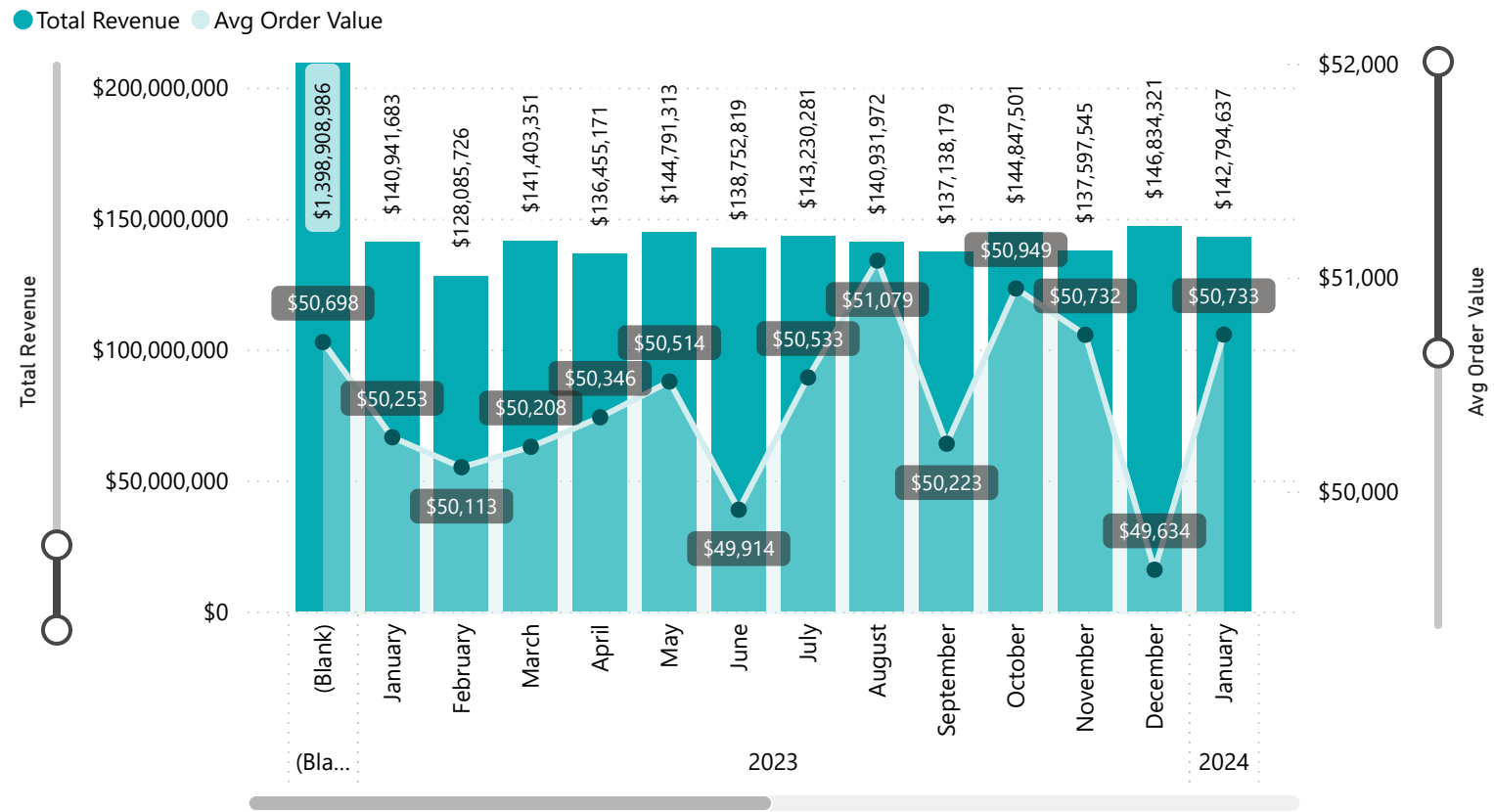
500

Active Customers

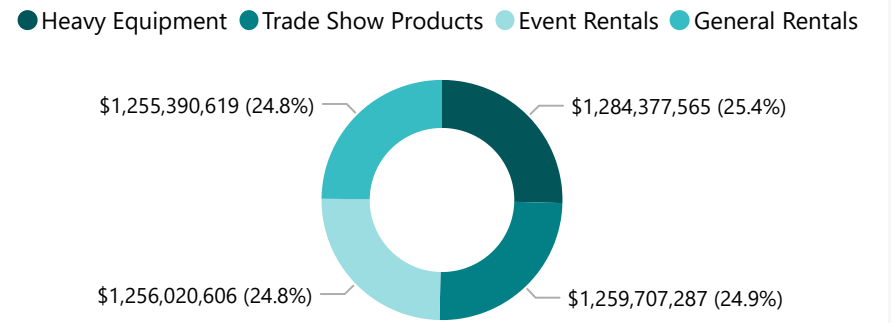
100,000

Transactions

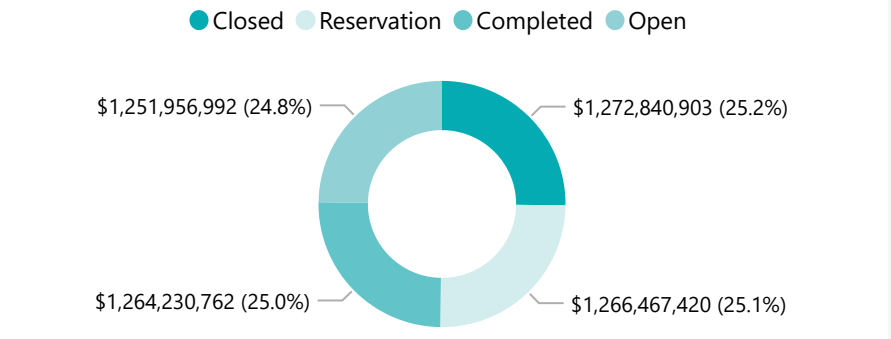
Total Revenue & Avg. Order Value Per Month



Revenue Breakdown by Category



Revenue Breakdown by Order Status



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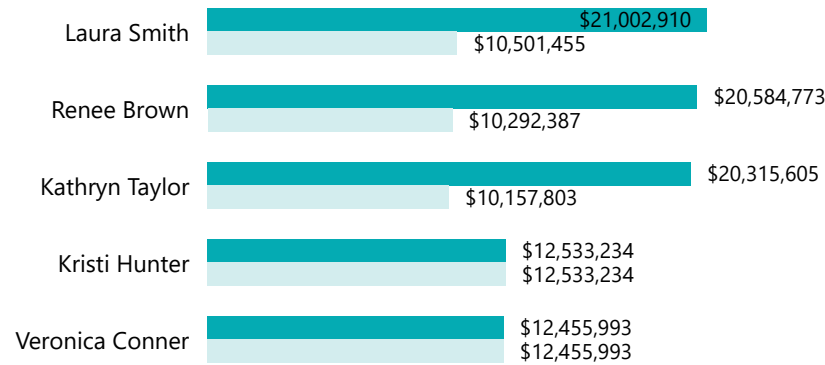
All

Transacti...

All

Total & Avg Revenue Per Customer

● Total Revenue ● Avg. Revenue Per Customer

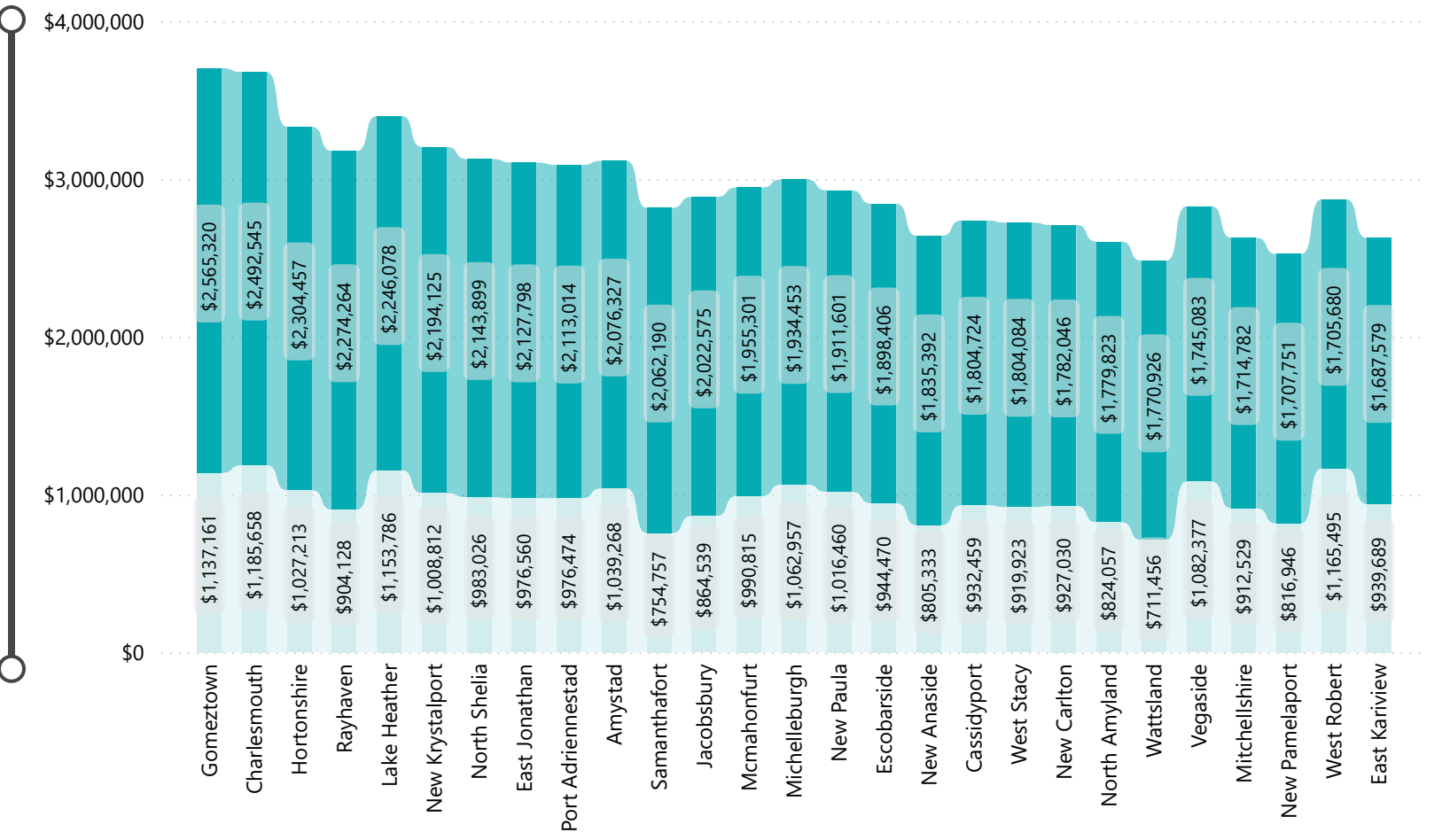


Total Revenue Per Sales Rep.



Total Revenue & Profit Per Store

● Total Revenue ● Total Profit



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Method

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Equipment

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Subscript...

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Store #

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Transacti...

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Revenue (\$)

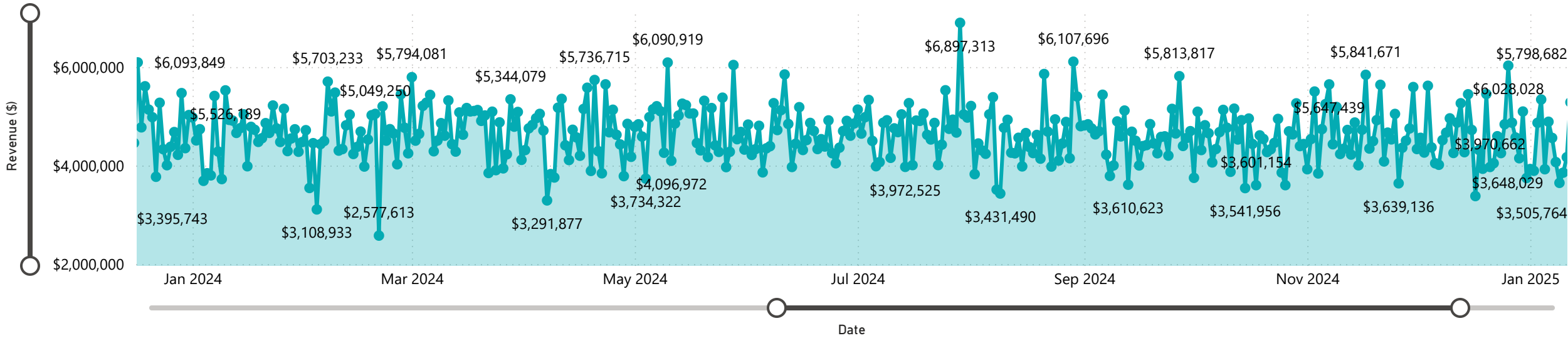
Profit (\$)

ROI (%)

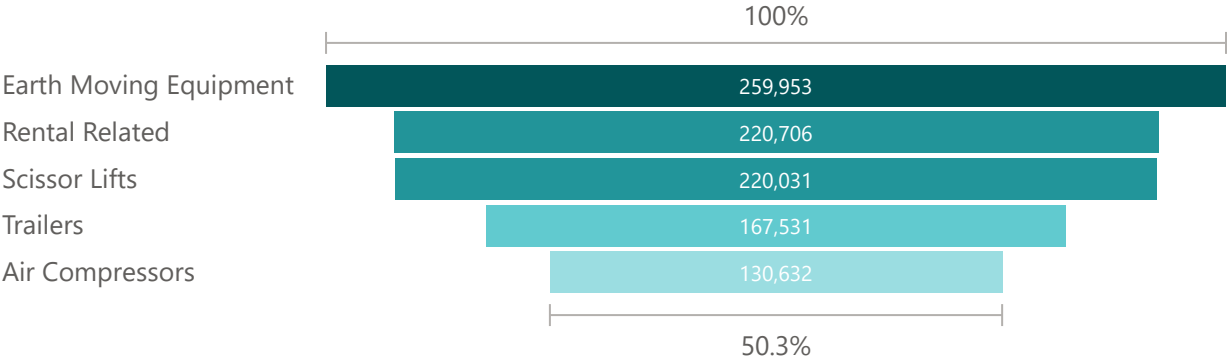
Avg Order Value (\$)

Utilization (%)

Revenue (\$) by Date



Total Equipment Demand (Units)



Monthly Equipment Needed (Units)

Equipment	Total	2023							
		January	February	March	April	May	June	July	August
Air Compressors	36,343	36,343	3,747	3,082	3,732	3,372	3,740	3,439	3,665
Earth Moving Equipment	72,896	72,896	7,056	6,318	7,610	6,956	7,473	7,321	7,202
Rental Related	61,175	61,175	6,058	5,560	6,044	5,961	6,186	5,939	6,487
Scissor Lifts	60,484	60,484	6,226	5,551	5,907	5,617	5,957	6,630	6,541
Trailers	45,938	45,938	4,548	4,310	4,396	5,318	5,006	4,653	5,066
Total	276,836	276,836	27,635	24,821	27,689	27,224	28,362	27,982	28,961

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Region

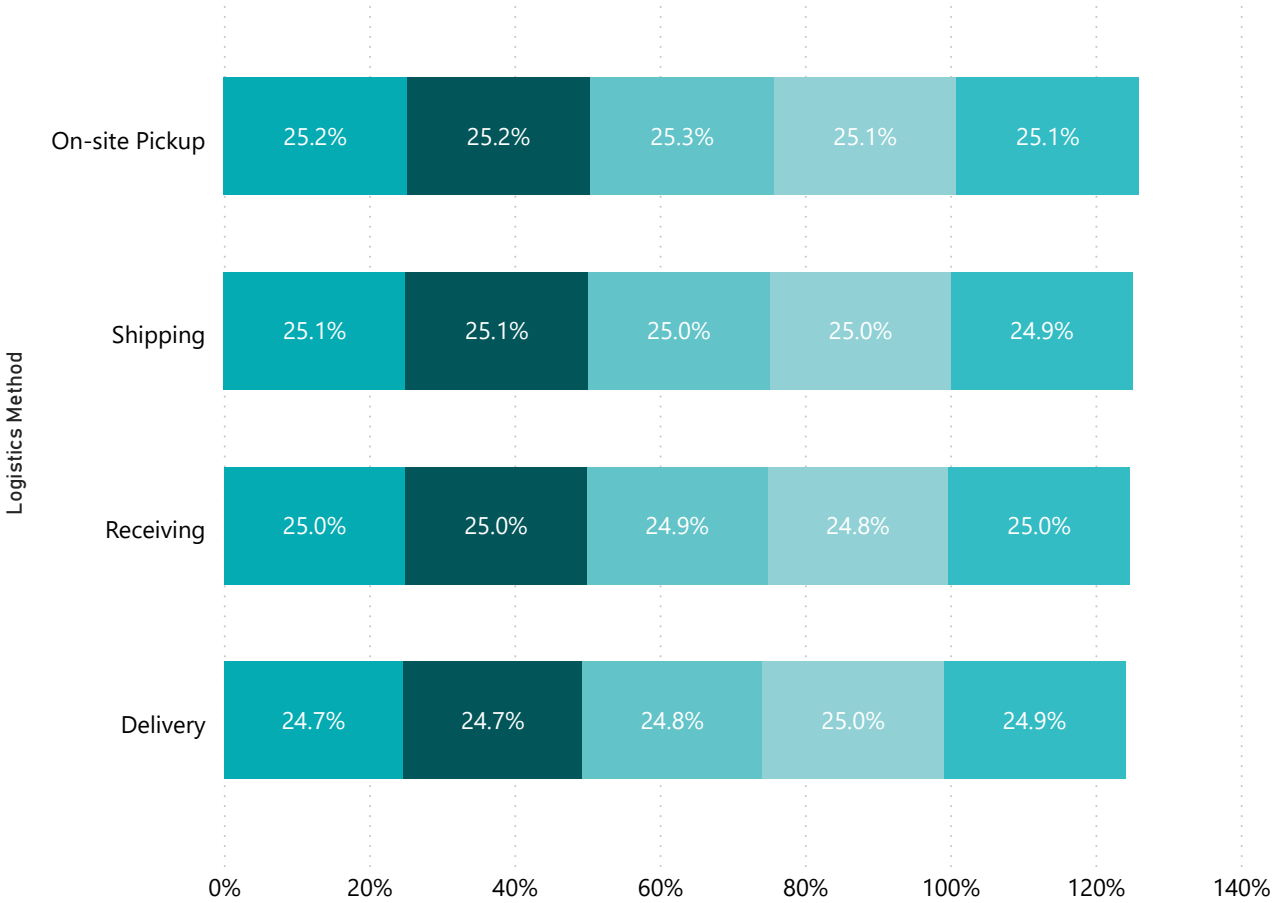
Store Location

Logistics Method

Equipment Type

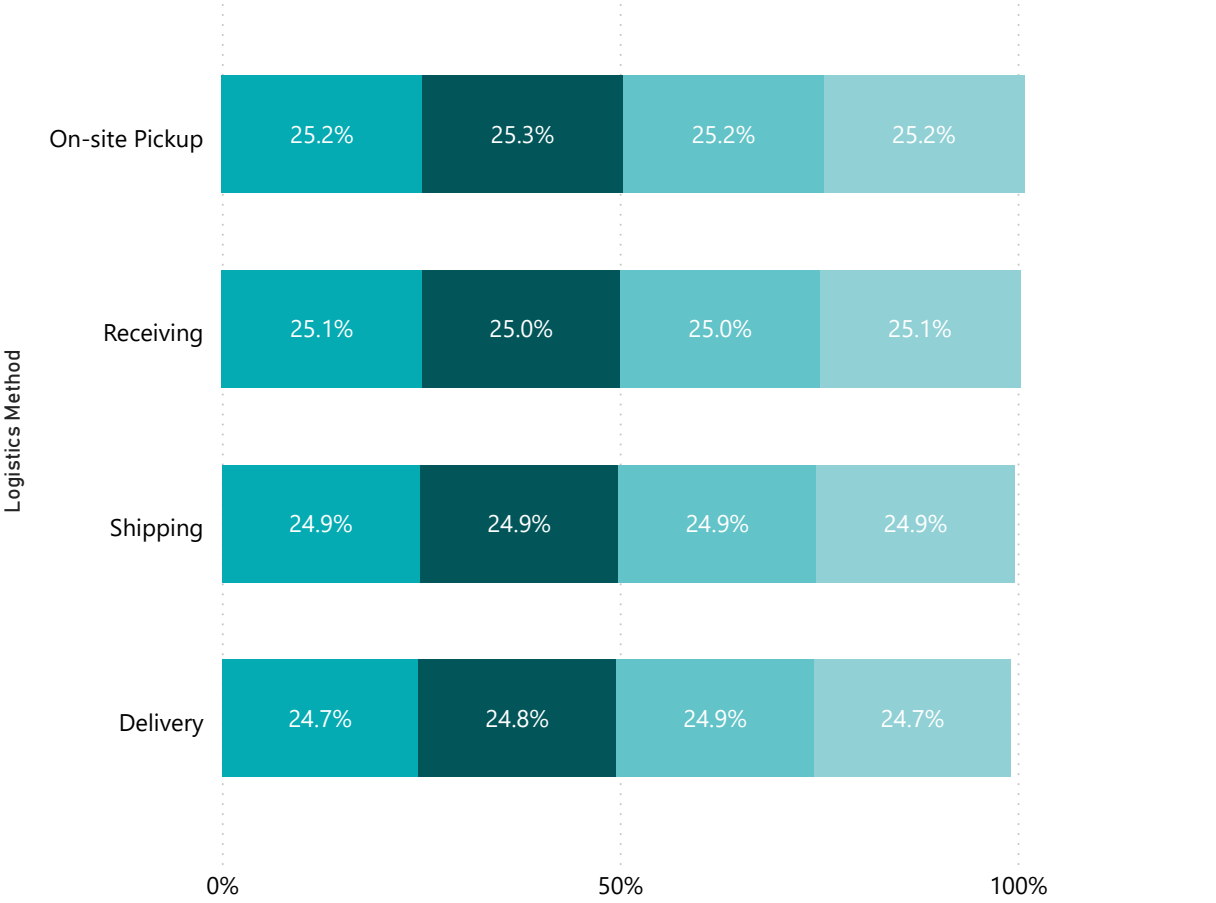
Costs Breakdown

● GL Cost ● Purchase Cost ● External Cost ● Misc. Cost ● Repair Cost



Profitability Breakdown

● Revenue ● Profit ● Mark Up ● Subscription Revenue



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Year	Month	Week	Region	Customer	Category	Order Stat...	Method	Equipment	Subscript...	Store #	Transacti...
All	All	All	All	All	All	All	All	All	All	All	All

Transactional Decomposition

\$2,542

Avg. Delivery Cost

24,841

Deliveries Completed

\$50,569

Avg. Contract Value

100,000

Active Contracts

494

Regions Served

497

Customers Served

5

Equipment Type

