

RENTAL OPERATIONS REPORT

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

\$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

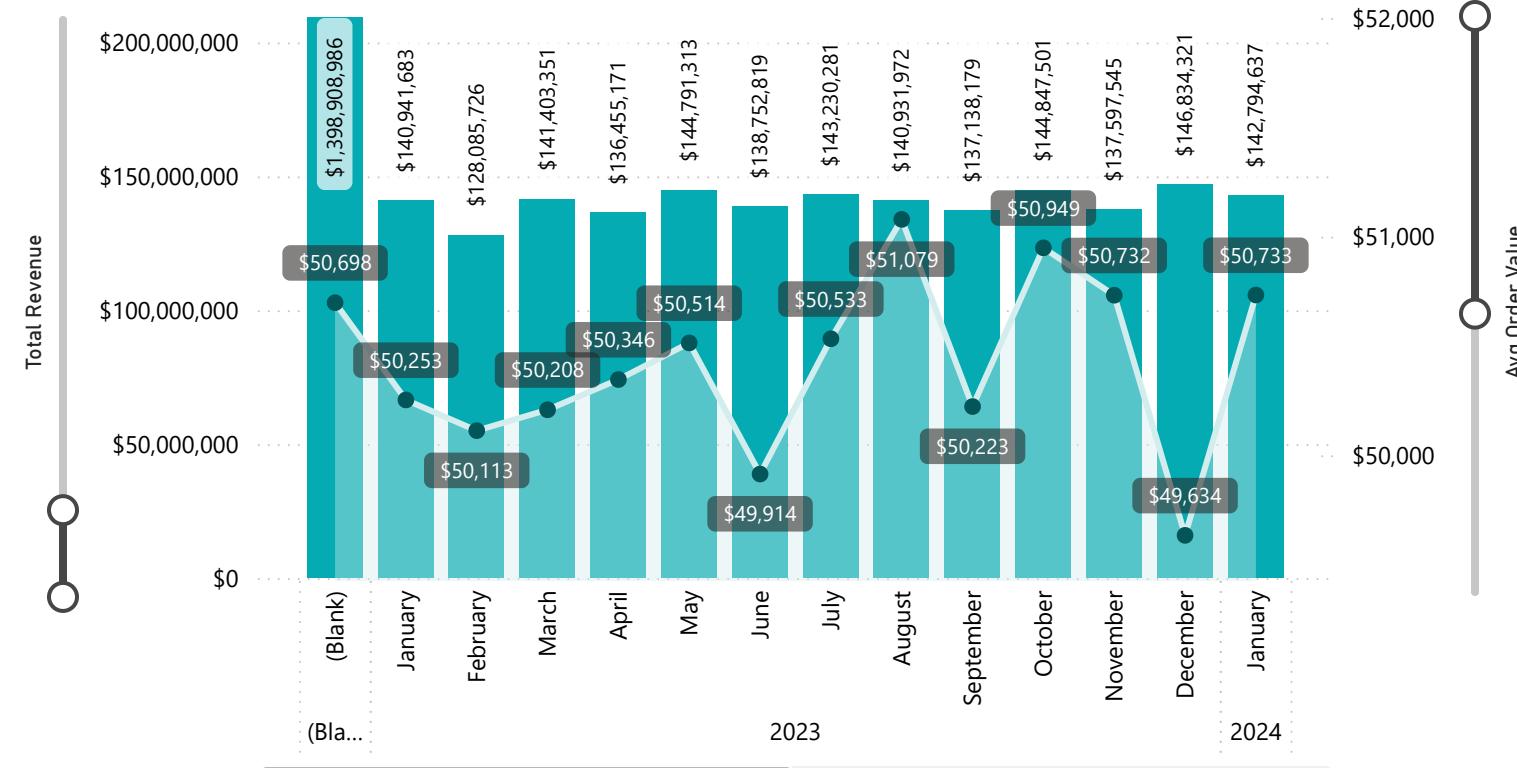
Active Customers

100,000

Transactions

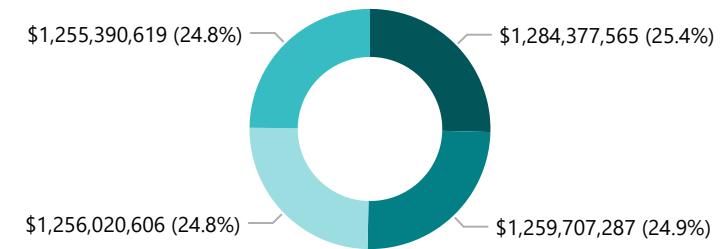
Total Revenue & Avg. Order Value Per Month

● Total Revenue ● Avg Order Value



Revenue Breakdown by Category

● Heavy Equipment ● Trade Show Products ● Event Rentals ● General Rentals



Revenue Breakdown by Order Status

● Closed ● Reservation ● Completed ● Open

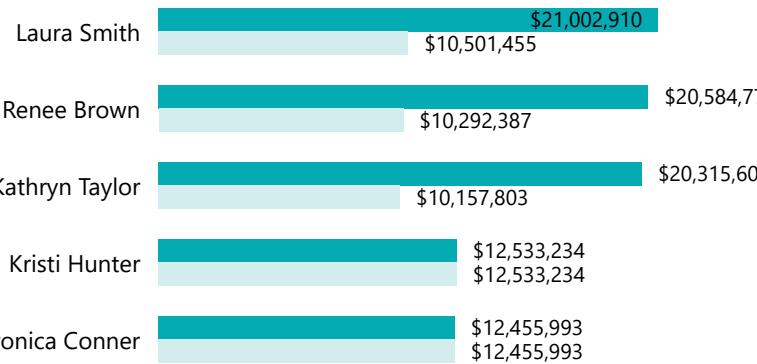


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Total & Avg Revenue Per Customer

Total Revenue Avg. Revenue Per Customer

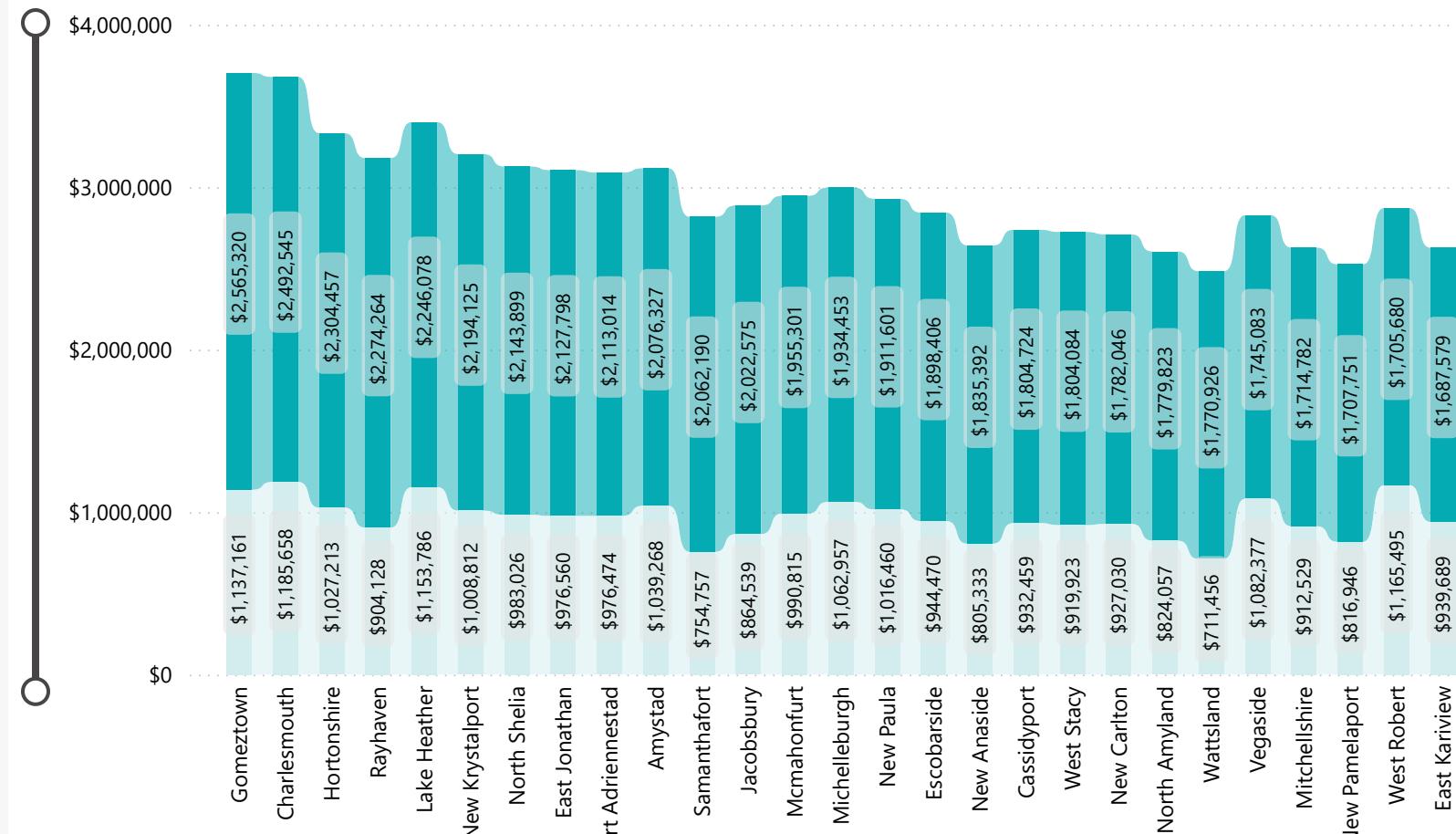


Total Revenue Per Sales Rep.



Total Revenue & Profit Per Store

Total Revenue Total Profit

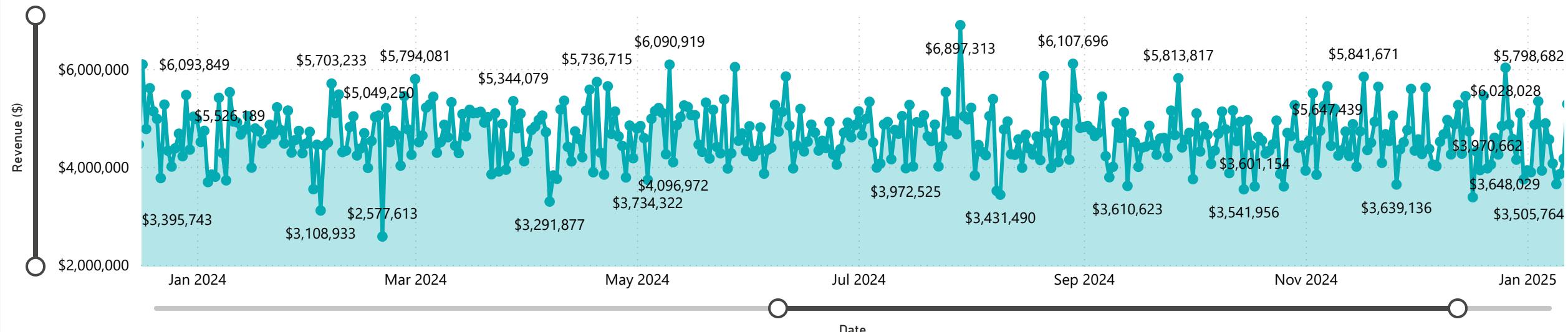


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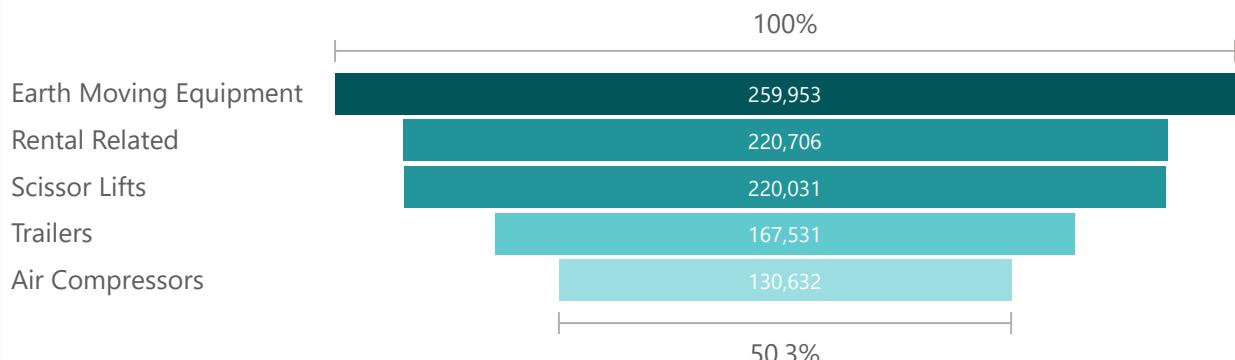
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Revenue (\$)	Profit (\$)	ROI (%)	Avg Order Value (\$)	Utilization (%)
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Revenue (\$) by Date



Total Equipment Demand (Units)



Monthly Equipment Needed (Units)

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

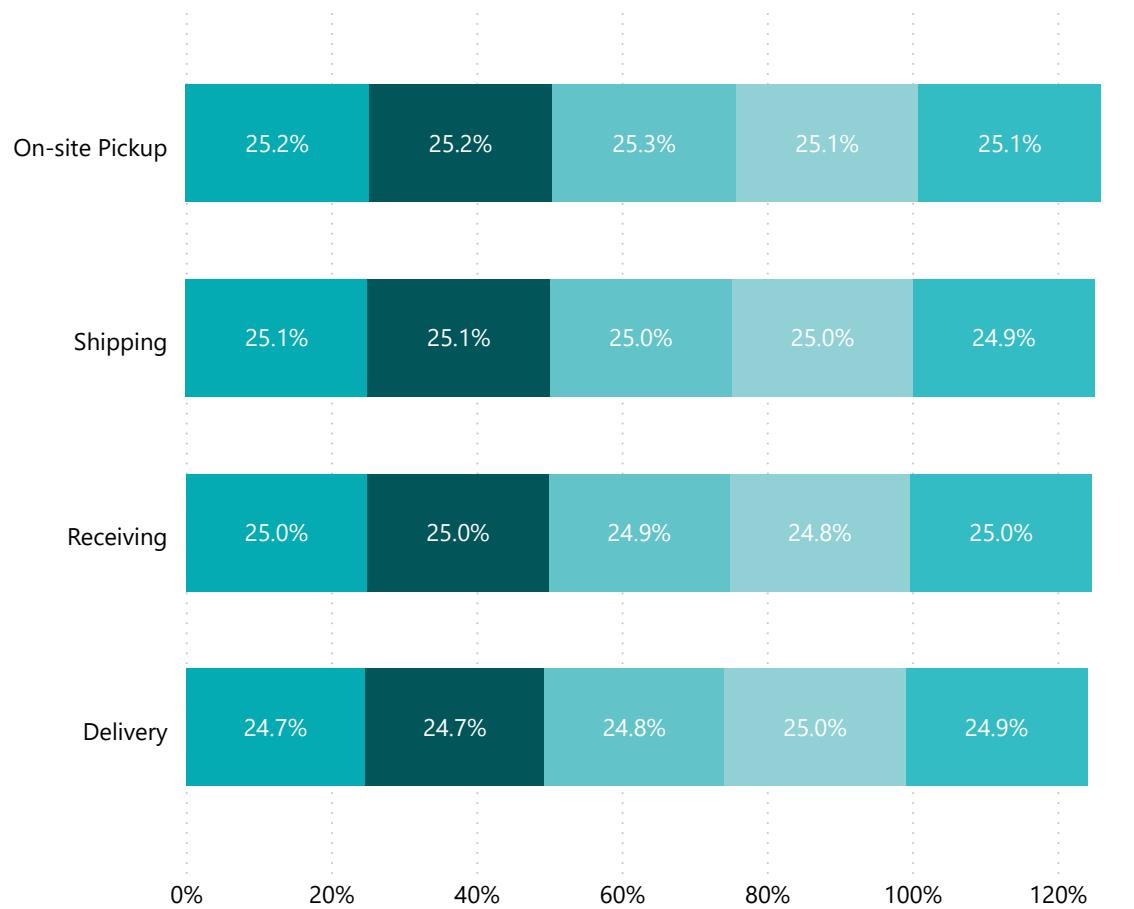
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Region	Store Location	Logistics Method	Equipment Type
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Costs Breakdown

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



Profitability Breakdown

● Revenue ● Profit ● Mark Up ● Subscription Revenue



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Transactional Decomposition

