📊 Dashboard Assignment

Title:
Freight and Supply Chain Performance Dashboard

Objective:
Create an interactive dashboard to help the logistics management team analyze freight performance, cost efficiency, and customer patterns.

Dataset
Click here to get the Dataset 👉 Link. Please download it for your reference.

🔀 Task Instructions
You are part of a freight analytics team and have been given monthly freight operations data. Your task is to design a basic yet insightful dashboard using tools like Excel, Power BI, or Tableau (based on class preference) to visualize key performance indicators.

❓ Guiding Questions / Prompts to Frame the Dashboard
1. Overview KPIs:
   - What is the total freight revenue (Final Amount) per month?
   - What is the average rate per mile?
   - What are the total expenses vs. total revenue?

2. Customer Insights:
   - What proportion of shipments are from "Retaining" vs. "New" customers?
   - Which destinations are most frequently served?

3. Load Analysis:
   - What are the most common types of loads (Wood, Sand, etc.)?
   - What is the average tonnage by load type?

4. Cost Breakdown:
   - What are the top three cost drivers (Fuel, Insurance, Driver Pay, etc.)?
   - How do expenses vary by truck type?

5. Geographic Analysis:
   - Visualize shipment destinations on a map or a chart (group by province).
   - Which destination generates the most revenue?

6. Trend Analysis:
   - How do shipments and tonnage trend over the months?
   - Is there a seasonal variation in freight volume or cost?

☑ Dashboard Must Include

- At least 3 interactive filters (e.g., Month, Customer Type, Destination)
- At least 4 charts, such as:
- - Bar chart of revenue per destination
- - Pie chart of load type distribution
- - Line graph of monthly tonnage
- - Table of detailed freight costs

❖ Dynamic Dashboard Features (Optional but Recommended)

- Slicers or dropdown filters for Date, Customer Type, and Destination
- Dynamic KPI cards showing totals that respond to filters
- Conditional formatting to highlight high-cost or high-revenue routes
- Interactive map showing destinations with hover details
- Drill-down capabilities to go from summary to detailed records

✓ Deliverables

- Submit the dashboard file (Excel).
- Include 1 slide/summary page explaining your key findings.