

Profit pulse: key metrics for heavy machinery

Track operational, maintenance, and safety metrics that drive fleet performance at a glance. Build custom views in minutes using [Dashboard Studio's](#) template.

WHAT

HOW is it measured?

WHY it is important to know?

For an Executive & Operations director

Overall fleet utilization	Average utilization across all equipment	Strategic sizing of fleet; supports “buy, rent, or reallocate” decisions
Total fleet downtime	Aggregated downtime hours or %	High-level reliability insight; directly affects jobsite throughput

For a Fleet operations manager

Equipment utilization rate	% of available time the machine is actually working	Identifies under / overused machines; informs fleet right-sizing and allocation
Idle time	% of time engine running while not moving	Helps to cut fuel waste, improves operational discipline
Geofence compliance	Quantity of events when equipment leaves assigned zones or enters restricted ones	Prevents misuse, equipment hoarding, and unauthorized movement

For a Maintenance manager

Preventive maintenance compliance	The number of equipment that requires scheduled inspection	Reduces breakdowns and unplanned downtime
Maintenance cost per operating hour	Total maintenance cost / actual operating hours	Clear lifecycle economics, exposes aging vehicles that should be retired
MTTR (Mean time to repair)	Total repair time / number of repairs	Reduces downtime, informs staffing and spare-parts decisions
Equipment availability	% of (scheduled hours – downtime) / scheduled hours	Measures readiness; low availability directly threatens project timelines

For a Safety & compliance manager

Geofence safety alerts	Quantity of entries into hazardous / restricted zones	Prevents accidents (e.g., unauthorized blast-zone entry)
Overspeed incidents	Times equipment exceeds site speed thresholds	Lowers accident risk and insurance costs; strengthens operator discipline
After-hours usage	Equipment used outside approved schedules	Detects misuse, unauthorized jobs, or theft attempts
Tampering alerts	Average utilization across all equipment	Strategic sizing of fleet; supports “buy, rent, or reallocate” decisions

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Profit pulse: key metrics for leasing fleet

Use this cheat sheet for a quick, clear view of the operational, maintenance, and safety metrics that directly impact profitability, reliability, and overall fleet performance.

WHAT

HOW
is it measured?

WHY
it is important to know?

For a Fleet operations manager

Idle time	% of engine-on but stationary time	Cuts fuel waste and unnecessary engine wear
Avg distance / Hours per vehicle	Typical use intensity per asset	Detects underused or overworked units to rebalance utilization
Vehicle availability / Uptime	% of time asset is operational vs in repair	Ensures high availability to lessees, reduces service disruptions
Route plan vs actual	Actual vs planned time/distance	Exposes systemic inefficiencies in routing
Empty miles	% of miles with no cargo	Improves load planning, increases profitability
Stops / Deliveries per day	Productivity indicator for leased vehicles	Increases revenue per vehicle, detects underperforming runs

For a Maintenance manager

Downtime (planned + unplanned)	Hours / days out of service	Direct capacity loss; key indicator of maintenance efficiency
MTBF	Average operating hours between failures	Reliability benchmark. Key for replacement decisions
Maintenance cost per mile	Total maintenance spend ÷ miles driven	Signals aging / expensive units, supports retire / replace decisions

For a Safety & compliance manager

Harsh events count	Hard braking / acceleration / cornering per 1,000 miles	Predicts risk & mechanical stress; reduces accidents and wear
Speeding violations	Speed limit breaches / time overspeed	Key safety & fuel KPI; lowers insurance premiums

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Profit pulse: key metrics for cold chain

Track operational, maintenance, and safety metrics that drive fleet performance at a glance. Build custom views in minutes using [Dashboard Studio's](#) template.

WHAT

HOW
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WHY
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For a Fleet operations manager

Real-time fleet status	Live GPS tracking and real-time temperature for each reefer unit	Immediate visibility; helps to detect issue instantly
On-time delivery rate	% of deliveries arriving on schedule	Ensures product integrity and service quality
Temperature / equipment alerts	Automatic alerts for high temp, reefer failure, route deviation	Enables rapid intervention before product loss
Door open / reefer status	Real-time door events and reefer on/off status	Prevents temperature rise due to negligence or tampering
Dwell time	Time spent waiting at depots, warehouses, customer sites	Reduces heat-exposure risk; improves flow and efficiency
Fleet utilization & availability	% of reefer trucks in use; downtime tracking	Optimizes fleet size; reduces idle assets and service delays
Cost per mile / shipment	Fuel, labor, maintenance per mile or per delivery	Identifies inefficiencies; improves route economics

For a Safety & compliance manager

Compliance dashboard	Quantity of violations, alerts, % of shipments fully compliant	Monitors quality in real time; drives continuous improvement
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Profit pulse: key metrics for logistics fleet

Track operational, maintenance, and safety metrics that drive fleet performance at a glance. Build custom views in minutes using [Dashboard Studio's](#) logistics template.

WHAT

HOW
is it measured?

WHY
it is important to know?

For a Fleet operations manager

Vehicle utilization rate	% of time the asset is actually in use vs idle	Optimizes fleet size and exposes under-used assets
Idle time	% of time engine running while not moving	Helps to cut fuel waste, improves operational discipline
TCO / Maintenance cost per mile	Cost to operate / maintain per mile and over lifecycle	Highlights when to retire or replace vehicles
Stops / Deliveries per day	Productivity indicator for leased vehicles	Increases route density, decreases unit cost
Dwell time	Time spent waiting at depots, warehouses, customer sites	Identifies process bottlenecks, increases throughput
On-time delivery rate	% of deliveries made on or before schedule	Improves customer satisfaction and SLA compliance

For a Maintenance manager

Preventive maintenance compliance	The number of equipment that requires scheduled inspection	Reduces breakdowns and unplanned downtime
TCO / Maintenance cost per mile	Cost to operate / maintain per mile and over lifecycle	Highlights when to retire or replace vehicles

For a Safety & compliance manager

Geofence alerts	Quantity of unauthorized exits / entries or after-hours movement	Prevents theft/misuse, strengthens route adherence
Speeding incidents	Number of over-speed events	Reduces accident risk and insurance cost

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