**Data Analysis | Questions & Answers**

Webinar February 27th, 2019

**Q: What is data?**

A: A range of numbers, statistics that in itself does not allow you to draw conclusions or base your decisions on

**Q: What is data analysis?**

A: Data is measured, collected and reported, and analysed, whereupon it can be visualized using graphs, images or other analysis tools. Data analysis provides information that can be used to make decisions and improve the organisation’s performance.

**Q: What is the difference between data and information?**

A: A range of numbers, statistics that in itself does not tell you anything. When you combine data sets, it will give you insight allowing you to make decisions. You can combine with historical data, other operational data or objectives/KPI’s

**Q: Why is data analysis important for fleet management?**

A:. To be able to monitor and improve the performance of your fleet management:

* To operate in a safe way (number of crashes, number of fatalities and injuries as a re sult of a road crash, number of near misses) and to mitigate future risks;
* To know if the fleet supports programme delivery (in other words: because of the transport service programme staff can reach more beneficiaries). This is often expressed in: how many beneficiaries reached per kilometre, availability and utilisation of the vehicles, number of hours that staff spend in the field (with beneficiaries) etc.;
* To have insight in costs (Total Cost of Ownership, fuel costs, maintenance and repair costs, etc.) and operate the fleet in the most cost-efficient way;
* To operate in a green and clean way: emissions, litre

**Q: How can data analysis support improvement of my fleet management performance?**

A: Data analysis will give you insights to improve your fleet management performance. This can be insights related to operational performance, for example a driver with a fuel consumption that is much higher than the fuel consumption of colleagues. Insights can also be at tactical level. Analysis of data related to brand and type of vehicles show that specific types of vehicles have a lower Total Cost of Ownership. This will be guidance for procurement

**Q: How do I decide what data I should collect?**

A: 27. Organisations are increasingly interested in their performance (also to answer to beneficiaries, donors and other stakeholders) and they see the value of data analysis. However, there is another side to having too much data or where the data is confusing, misconstrued and send the organisation in unexpected direction or wrong conclusions. So ensure that you set objectives for your department and stay focused on these objectives. Only collect data that is needed to get information about these set objectives

**Q: Is data only to be used for monitoring if driver performance?**

A: No, data can be used for monitoring of driver performance and for getting insights and wisdom that allows to take decision on tactical level. For example how to support programme objectives with your fleet or what types and models of vehicles have the lowest Total Cost of Ownership

**Q: What is the best way to present data?**

A: Presentation of data is about presenting the outcomes of your data analysis in a very clear and simple way. Some tips:

* You have to present very clear messages. Limit your messages and be very clear
* Tell your story to make your messages clear. If you tell your audience a story, they are likely to listen much more carefully and move towards a logical conclusion: the insight to which you are trying to lead them.
* Use visual information. A lot of people struggle to understand numbers or tables

**Q: How do we measure fuel consumption if drivers are changing vehicles every day!**

A: That makes it harder to measure fuel consumption. We recommend to have as much as possible the same driver(s) for the same vehicle. Not only does it make the measurement easier, but it will also encourage drivers to feel more responsible for “their” vehicle. A group of drivers for a number of vehicles works the same. Then you can have a conversation with the group regarding the group performance. If drivers do change vehicles every day, there are technical tools that can track fuel usage. In that way you can measure fuel usage and km’s driven on a daily basis. This allows you to measure fuel consumption per driver.

**Q: When the difference is based on the weather or traffic - it is justified in a way.... But what is the percentage of acceptance?**

A: To determine the percentage of acceptance, you can compare drivers to each other. All drivers will drive in the same weather circumstances that impacts their performance. Overall you will see the impact of the weather. And you will see a variance of the impact between drivers. There you can find your percentage of acceptance.

**Q: What other data is relevant for fleet management reporting? (apart from fuel consumption data)**

A: In the document attached you will find a list of relevant topics that you can use.

**Q: What are some of the fleet KPIs used commonly?**

A: In the document attached you will find a list of relevant topics that you can use.

**Q: In our organisation we have monthly fuel consumption. We are using it since 2015. Do you think it is better to use it by daily Fuel follow up?**

A: Daily fuel follow up is very labour intensive. As long as you can still gain insights from the monthly fuel consumption and still find room for improvement, it is best to stick to monthly figures.

**Q: How much does vehicle idling affect fuel consumption? It is significant?**

A: For the average vehicle with a 3-litre engine, every 10 minutes of idling costs 300 millilitres (over 1 cup) in wasted fuel – and one half of a litre (over 2 cups) if your vehicle has a 5-litre engine. Unnecessary idling wastes fuel – and wasted fuel is wasted money.

Idling longer than 10 seconds uses more fuel and produces more CO2 compared to restarting the engine. But will turning off the vehicle to avoid idling result in higher maintenance costs and extra wear and tear for the starter and battery? Actually, the break-even point to offset any incremental maintenance costs is under 60 seconds. You'll save money on fuel that should more than offset any potential increase in maintenance costs. And your vehicle won't produce unnecessary emissions of CO2, the principle greenhouse gas that contributes to climate change.[[1]](#footnote-1)

**Q. Are we going to have a recording of this webinar? Some of had poor network**

A. Yes, this webinar was recorded for you to watch at a more convenient time. It can be viewed on YouTube through our [Knowledge Platform](https://knowledge.fleetforum.org/knowledge-base/article/webinar-video-data-analysis).

1. Natural resources Canada, government of Canada [↑](#footnote-ref-1)