Streamline Logistics Solution - Project Report

# 1. Project Overview

Streamline Logistics Solutions, a national logistics company, faced issues with operational inefficiencies, including delivery delays, customer dissatisfaction, and high operational costs. This project aims to optimize order fulfillment using Microsoft Excel and Office Scripts.

# 2. Project Objectives

- Visualize order fulfillment progress  
- Allocate delivery resources efficiently  
- Track delays and delivery times  
- Improve customer communication  
- Reduce backlog and boost satisfaction

# 3. Tools & Technology

- Microsoft Excel (Dashboard & Data Analysis)  
- Office Scripts (Automation)  
- Power Automate (Updates & Notifications)

# 4. Key Performance Indicators (KPIs)

- Order Completion Rate  
- Average Delivery Time  
- Delay Impact (avg delay & % delayed)  
- Customer Satisfaction Score  
- Backlog Rate  
- Resource Allocation Efficiency

# 5. Dashboard Insights

## General Dashboard

- 49% of orders completed  
- Zone 2 completed more orders with better delivery time, indicating higher operational efficiency  
- Zone 1 had the highest average delivery time, but not the highest delay rate  
- Custom allocation rules performed better than expedited rules  
- Zone 1 had the most negative customer feedback despite lower delivery delays

**Recommendations:**  
- Optimize zone-based allocation strategies  
- Review causes of inefficiencies in expedited rules  
- Re-examine delivery routes for Zone 1

## Customer Satisfaction Dashboard

- Customer Satisfaction Score: 32%  
- On-Time Delivery: 3%  
- Zone 1 received most negative feedback  
- Dips in satisfaction align with delivery delays and tracking gaps

**Recommendations:**  
- Launch real-time tracking and proactive customer notifications  
- Target service recovery efforts in Zone 1  
- Address gaps in communication around delivery windows

-Enhance end-to-end delivery experience. Consider post-delivery surveys and proactive updates.

## Order Fulfillment Dashboard

- Backlog Rate: 51%  
- Peak delays from 12 PM to 2 PM  
- Expedited rules had highest average delay (15.03 mins)  
- Drivers D86 and D44 had the most consistent issues

**Recommendations:**  
- Shift delivery dispatch from peak hours  
- Avoid overuse of expedited allocation rule  
- Monitor and support drivers with delay patterns

# 6. Automation Workflow

Using Office Scripts, the following were automated:  
- KPI calculations from raw data  
- KPI card layout on a summary sheet

# 7. Business Recommendations

- Improve delivery distribution across zones, especially Zone 1  
- Align resource allocation with demand hotspots  
- Establish dynamic scheduling to avoid peak delay windows  
- Re-evaluate cost-effectiveness of expedited deliveries  
- Track and coach underperforming drivers  
- Implement customer feedback programs

# 8. Next Steps

- Review & finalize dashboards  
- Apply recommendations in Q3 cycle  
- Scale automation for monthly reports  
- Staff training on the new process