Aleks Aperans / AleksAperans@gmail.com

Analytics Dashboard for Carriers

Goal

This project aims to provide additional visibility tools and features within the project44 platform to accelerate value for Carriers integrating into the existing system. The payoff for integrating into the current project44 platform should address a Carrier's key pain points, solidify relationships with existing Shippers, introduce new business opportunities, and deepen the connection with the project44 platform.

Vision

Once a Carrier goes through the effort of integrating within project44 and starts transmitting real-time data, they will have the opportunity to assess and analyze their business trends. A meaningful analytics experience will enable Carriers to not only use the project44 platform as a visibility platform but also as a robust system of record for the long haul.

User Persona

Forest Trucking - small to medium-sized "mom-and-pop" trucking operation Forest Trucking maintains a small to medium fleet of trucks that have recently been integrated into the project44 platform. Forest Trucking has outfitted its fleet with ELD devices and is beginning to reap the benefits of providing real-time visibility to its Shippers. At this stage, they are seeking additional features that will help them scale up their operations and provide internal and external benefits.

- Mark, the CEO, is primarily concerned with obtaining new business, maintaining relationships, and retaining and monitoring his workforce. He does not have a dedicated IT department.

Pain Points

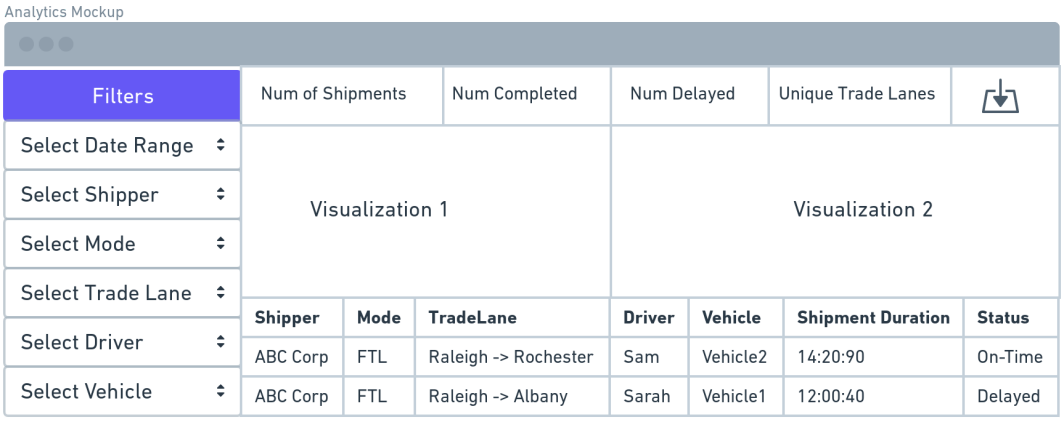
1. Mark recently lost a potential deal to secure a dedicated trade lane because he could not compete with larger providers who had access to metrics supporting their operational efficiency. Mark does not have a resource available to compile metrics on his behalf.

2. Mark has difficulty understanding which trade lanes are running smoothly and which are more problematic. He wants to understand which lanes are the most profitable and where the best opportunities are.

3. Mark has difficulty evaluating the performance of his drivers and fleet. He wants to reward drivers based on performance and understand if particular individuals or vehicles need support.

Ideas

1. Introduce a Front End “Carrier Scorecard” Analytics Dashboard to help Managers / CEOs understand their operational strengths and weaknesses. Presenting tables, graphs, and charts highlighting strengths can be leveraged to obtain new business, and identifying weaknesses can help improve future operations. The analytics dashboard can be treated as a premium service for additional revenue or offered as an additional incentive for more Carriers to sign up and integrate.



Pros	Cons / Risks
1. Front End Provides Dynamic Metrics. Improved Usability. 2. No additional integration work is required from the Carrier. Leverage historic data connections. 3. Curated views can control and orchestrate the experience the user has in the application. 4. Additional time spent in the application. More value add 5. Analytics could be productized as an external-facing API. 6. Possible new revenue stream or feature to retain customers. 7. Attractive demo-able feature for Sales to generate additional revenue.	1. Incorporate Analytics Application within the platform - Licensing. 2. Additional Front-End Development 3. Operational costs of housing the data 4. Dependence on data volume and quality. Insufficient and or poor quality data will lead to poor metrics. 5. Potential onboard training for users.

Use-Cases

1. Mark, the CEO, is negotiating a contract for a new prospect to provide a dedicated trade lane (Raleigh to Albany). He logs into the analytics dashboard and looks up historical data against that trade lane, showcasing his performance for other Shippers. Reviewing the report, the prospect is convinced Forest Trucking can meet their needs. This use case can be used to support and maintain existing relationships as well.

2. Mark hears from his Drivers that a particular destination is always problematic. The drivers are arriving on time, but the receiving warehouse is overbooked and ill-prepared. Mark wants to confirm by reviewing the data and accessing the analytics dashboard. He reviews inbound shipments to a particular destination and notices a consistent “delayed” trend. He decides to either 1. temporarily suspend sending his drivers to that location until conditions improve. Or 2. Speak with the destination to see what improvements can be made. With both options, Mark is enabled to make a data-driven business decision.

3. Mark has hired a series of new Drivers and is trying to assess which routes to assign them. He reviews the analytics dashboard to identify consistent, simple lanes to get them started. Once identified he is now able to track and monitor their performance against historical records.

Feature List / Prioritization

- Priority: 1 MVP Feature, 2 Can be postponed to a future release
- Technical Complexity: 1 Least Complex, 3 Most Complex
- User Impact: 1 Most Impact, 3 Least Impact

Feature	Priority	Technical Complexity	User Impact
Data Schema - Define Key data attributes to capture - Date Range, Shipper, Mode, etc.	1	1	1
Basic Shipment KPIs - Number of Shipments - Status Of Shipments	1	2	1
Data Table - Showcase history of shipments with details	1	2	1
Advanced KPI - How am I performing vs. the market	2	3	1

Analytics Graphics Illustrations	1	2	1
Data Infrastructure - Housing and Storage	1	3	1
Privacy / Permission Management. Ensure only particular users/tenants have access to data	1	2	1
User Management - Manager / CEO View	1	2	1
User Management - Driver / Dispatcher View	2	2	1
Report Generation (XLSX, CSV, PDF)	2	2	2
Language Support (English vs. EU)	2	2	3
Alert Management - Send notifications and alerts when particular events or thresholds occur	2	1	2
Mobile Deployment - Deploy analytics to be accessible via iOS or Android.	2	2	2
Data Refresh Rate - How frequently will analytics refresh (real-time, once a day)	2	2	2

The MVP Solution should support baseline data and KPIs. Additionally, it should have the essential privacy and role management to support the Manager / CEO Persona. Future releases would include advanced analytics, external reporting, multi-language support, and views for other users such as the Driver or Dispatcher.

Measuring Success

In order to decide if this project is a success we will use the following Metrics

1. Number of Carrier Users accessing the analytics dashboard
    a. Times per day/week/month
2. Number of Carrier Users generating reports front the analytics dashboard
    a. Times per day/week/month

Summary & Pitfalls

Providing Carriers with a “Carrier Scorecard” Analytics Dashboard will provide multiple benefits for them. It will serve as a health check for maintaining existing relationships, reveal insights for cleaning up operations internally, and introduce new business opportunities - all with data that already exists within the platform. Most importantly, Carriers will not be required to provide technical resources to kick off the project keeping it lightweight and accessible.

To ensure the project is a success it is imperative development be done in partnership with select Carriers to ensure meaningful KPIs are developed and bloated metrics are avoided. Moreover, for analytics to be beneficial it will require a baseline of quality data. Criteria will need to be established outlining which Carriers are in possession of “good enough” data and therefore can take advantage of analytics.