Problem Statement

The company wants to understand and process the data coming out of data engineering pipelines:

- Clean, sanitize and manipulate data to get useful features out of raw fields
- Make sense out of the raw data and help the data science team to build forecasting models on it.

All the other questions are answered in the notebook itself.

Insights:

- Data contains orders from 2018
- Data contains orders from September and October months
- Average actual time for a trip is 57 hours
- 1179 orders are coming from Maharashtra region only
- Trip between cities Hyderabad to Shamshabad saw the highest average time for completion
- Trip between cities Angamaly to Chalakudy saw the least average time for completion
- There are a total of 658 routes in the data set
- Mean of actual time is higher than that of osrm time
- Mean of actual time has a significant difference than the mean of segment osrm time
- FTL transportation used is 69%
- Carting transportation used is 31%
- Most orders occurs mid week
- Most orders come from Bhiwandi Mankoli HB
- The busiest route is Bhiwandi Mankoli HB to Mumbai
- Most orders are coming from Maharashtra
- Most orders are going towards Maharashtra

Recommendations:

- Company can use more transportation on the route between Bhiwandi Mankoli HB to Mumbai, being the busiest and more number generating route.
- Followed by that the second most prominent state is Karnataka, should plan some transportation changes on that route too, in order to decrease average actual time.

- Psychologically, we should also incur this transportation change during festive seasons as the demand will tend to increase, at least on these two revenue churning states.
- North, South and West zone comidors have significant traffic of orders. But we have smaller presence in Central, Eastern and North – Eastern zone. Though, it is still difficult to comment on this having only two months of data. Having said that, it is worth investigating and increasing our presence in these regions.
- Since most orders are occurring mid week, we can make some aggressive transportation frame work, especially on priority areas.

Thanks