Network Health Visibility

Intern Project Showcase — Summer 2025
By Anthony Baptiste - Network Planning

Project Background - Limited Zip Visibility

Background

- A new metro was launched to expand coverage and activate a key retail partner across multiple zip codes.

Issues

- Due to a backend misconfiguration, only one zip code was active, limiting availability across the rest of the area.

Blindspot

- Without visibility into order volume by zip code, the issue went unnoticed for extended period of time

What I Built

Dashboard 1

- **Map visualization depicting key metrics at the zip code level**
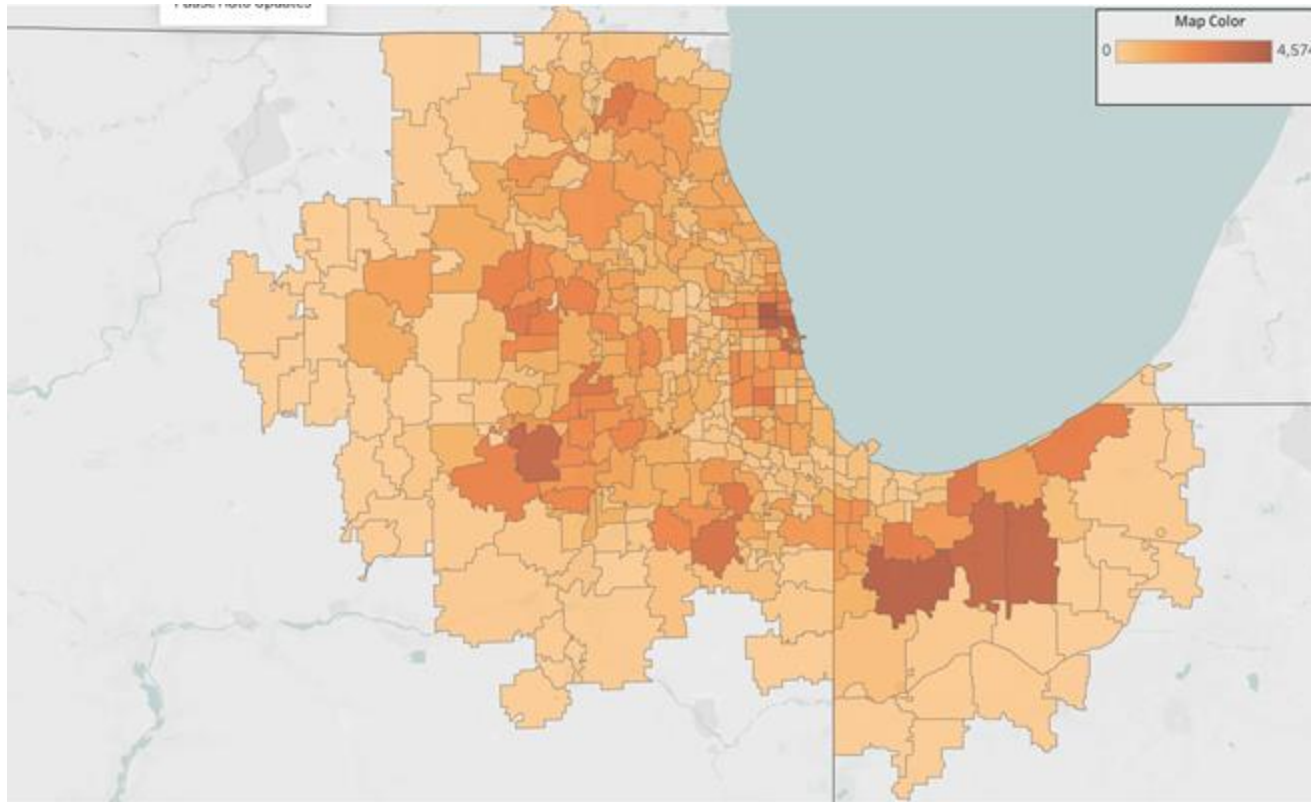- **Leveraging filters to provide customization by date range, geo, retailer, order type, etc.**

Dashboard 2

- **The first map in dashboard one and a second map that is used as a comparative map**
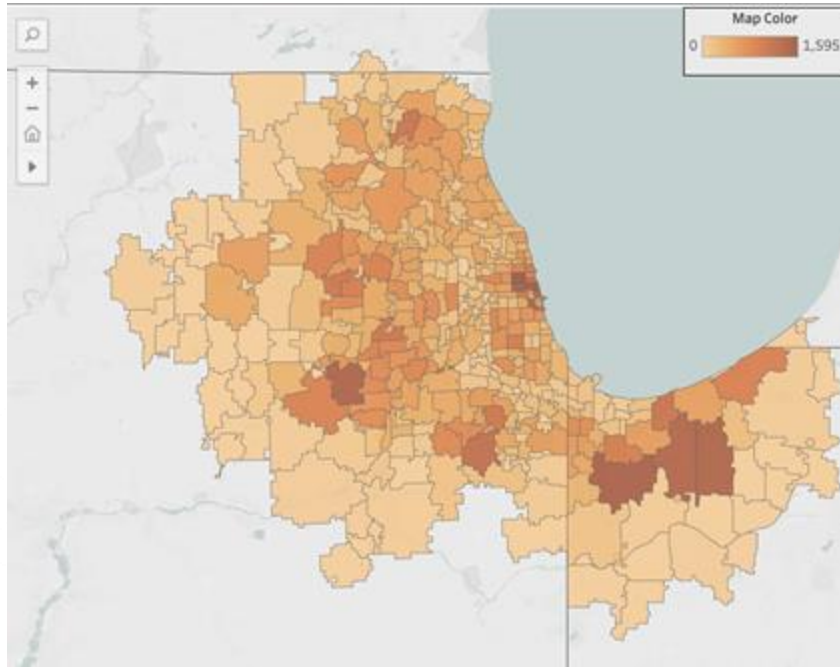- **This helps compare different date ranges, metrics, metros, etc.**

Use Cases

- **View performance of expansion zips**
- **View Pre vs. Post Go Big performance**
- **Enable visual identification of performance for further investigation**
- **Encourage proactive, self-directed performance optimization by Market Ops**
- **Exploring same metrics by different dates**
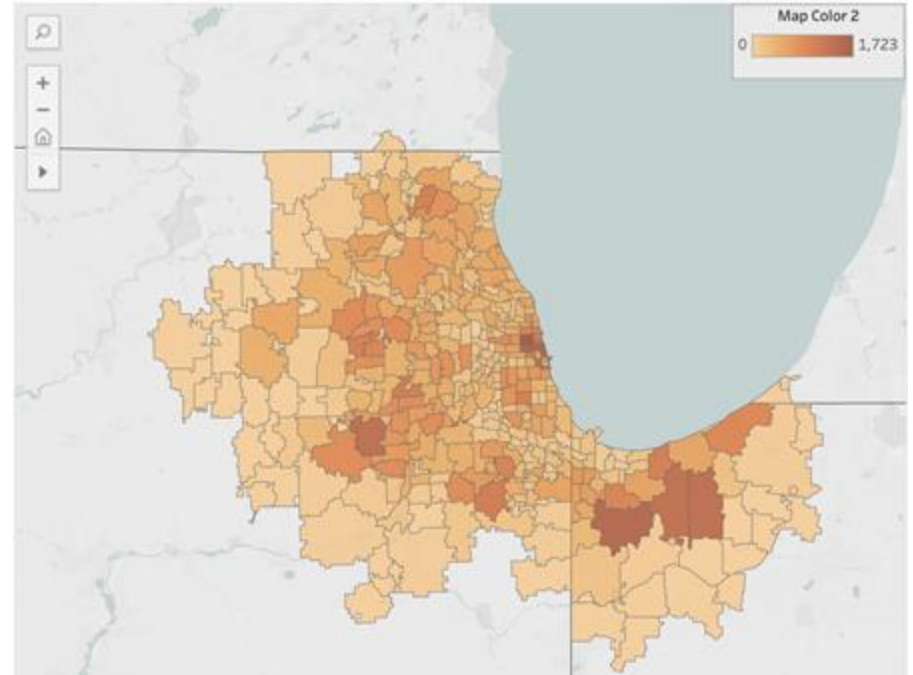
Order Volume Across Chicago Metro
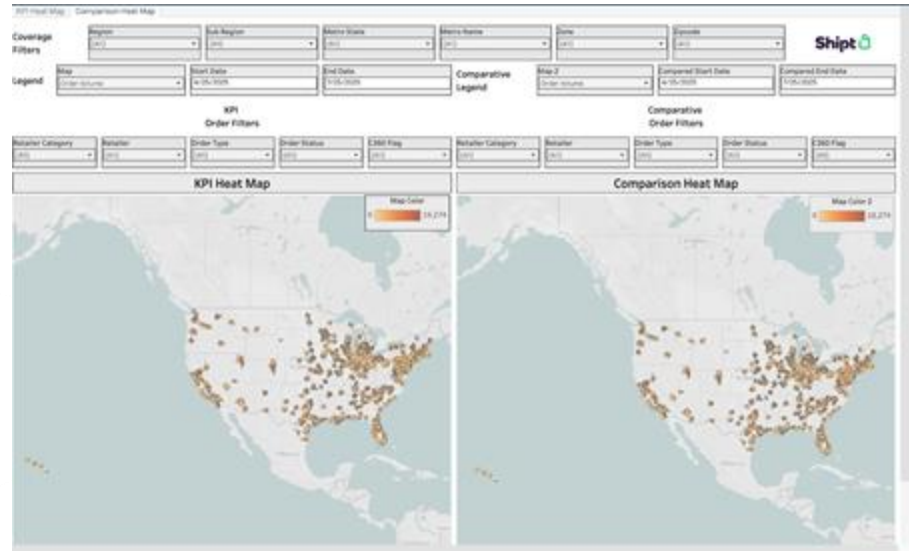
Order Volume May vs. June

May Order Volume

June Order Volume

More Pictures

THANK YOU!