WISER — Balanced Logistics Intelligence (Innovation Brief)

Goal: Predict delays, rebalance orders, and optimize on-time %, cost, and CO_2.

Data: orders, delivery, routes, fleet, inventory, costs, feedback.

Models: RandomForest baselines for SLA breach and delay hours.

Actions: Switch carrier, lane reallocation, greener allocation.

KPIs: On-time rate, Avg cost/order, Total CO_2.

Pilot Plan: Start on 2–3 lanes, measure lift vs baseline, iterate.