



Diminos Delivery Time Analysis – Executive Insights



Objective

Evaluate store performance against Diminos SLA: **95th percentile delivery time < 31 minutes** and identify actions to protect franchise continuity.



Key Findings (What Matters Most)

- **SLA at Risk:** Although average delivery times are acceptable, the **95th percentile exceeds 31 minutes**, directly violating Diminos' evaluation metric.
 - **Peak-Hour Bottleneck:** Delivery delays surge during **lunch (12–3 PM)** and **dinner (7–10 PM)** due to demand exceeding delivery capacity.
 - **Distance-Driven Delays:** **Long-distance orders dominate the slowest 5%**, disproportionately inflating the 95th percentile.
 - **Operational, Not Kitchen Issue:** Delays correlate more with **order volume and delivery logistics** than food preparation time.
 - **Weekend Weakness:** SLA breaches are **more frequent on weekends**, increasing franchise risk.
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Business Impact

- Even a **small fraction of delayed orders** can trigger **free deliveries, revenue loss, and franchise penalties**.
 - Current operations are **capable**, but **capacity planning is misaligned with peak demand**.
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Recommended Actions

- Deploy **dynamic rider staffing** during peak hours and weekends.
 - Apply **distance-based order throttling or surge control** during rush periods.
 - **Pre-position delivery riders** in high-demand zones.
 - Track **95th percentile daily**, not just average delivery time.
 - Encourage **off-peak ordering** via targeted discounts.
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Executive Takeaway

The store's average performance masks a critical risk: **peak-hour and long-distance delivery delays push the 95th percentile beyond Diminos' SLA**. Focused delivery-capacity optimization is essential to safeguard the franchise.