
SYNERGY LOGISTICS

STRATEGY REPORT



synergy logistics

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01

Resume

02

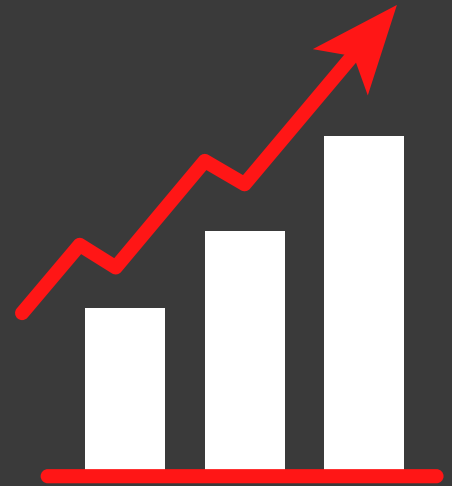
Suggested option as
the basis of the
strategy

03

Code and final
Thoughts

BEST ROUTE

The most profitable route for the company is the export of cosmetics from France to the United States, by Klorane Corp with a total value of 2,850,000,000



BEST COUNTRY

The country with the most profits for the company is China, with a total value of exports and imports of 45,210,046,000

MEANS OF TRANSPORT

The mean of transport with which the most profits are generated for the company is air, with a total value of exports and imports of 100,530,622,000



SUGGESTED OPTION AS THE BASIS OF THE STRATEGY

From the analysis it was obtained that the best option for the strategy is to focus the company's efforts on importing from China to North America by air, since this route / transport has a large percentage of the global total.

Air freight is the preferred mode of transport for the new global economy's high value-to-weight manufactured goods such as microelectronics, pharmaceuticals, aerospace components and medical devices. The electronics industry accounts for around 40% of the value of the entire international air cargo industry.

For the economies of Asia, where there is relatively little cross-border land transport compared to North America and Europe, air cargo is a vital bridge to the global market. China have excellent ocean access to busy shipping routes but are also heavily dependent on air freight for imports and exports. They have been integrated into the global electronics production chain because they send their products to North America and Europe by air within 24 or 48 hours – by ship this would take up to 30 days. It may cost seven times more to carry goods by air than by sea, but when the cargo comprises time-sensitive products that rapidly suffer from obsolescence, such as computers, MP3 music players and cell phones, these goods have a relatively short marketing life and every day counts.

Nearly 60% of the world's air freight is carried on routes between North America, Europe and Asia. As air-freighted electronic goods are incorporated into an increasingly wide number of domestic and professional equipment throughout all sectors of the economy, large parts of the economies of Europe and North America have effectively become dependent on these trade routes.

The fastest growing air cargo market in the world is between China and North America with an annual growth rate of more than 10% year. Around 40% of air freight shipped from China to the USA comprises consumer goods and 29% high-tech products, such as computer electronics. China is the second largest air freight market after the USA, and depends increasingly on air cargo to get its high tech goods to market.

CODE

Online documentation:

https://github.com/EduardoAlcala/emtech_project_2



PROJECT 2

I hope you find this program useful, it shows the best option as the basis of the strategy for Synergy Logistics

If you are having issues, please let me know: eduardoalcalahuerta@gmail.com

LICENSE

The project is licensed under the GNU GPLv3 license.





It was a wonderful learning experience for me while working on this project. This project took me through the various phases of data analysis and gave me real insight into the world of data science.

The joy of working and the thrill involved while tackling the various problems and challenges gave me a feel of the data scientist's industry. It was due to this project I came to know how data analysis is made. Thank you!

EMTECH
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