Shipping Data Analysis

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Introduction

- An e-commerce company operating multiple warehouse blocks seeks to analyse its shipping data to glean valuable insights regarding the following:

❑Revenue

❑Shipment delivery

❑Customer base

Key Questions from Stakeholders

- What is the total weight of all product shipments?

- What is the total revenue generated from all product sales?

- What percentage of total shipments reached customers on time?

- Which warehouse block shipped the most products?

- Which warehouse block received the most customer care calls?

Key Questions Cont'd

- What was the most frequently used mode of shipment?

- Any significant difference between male and female customers in terms of product shipments, revenue and customer care calls?

- Products of what level of importance enjoyed the highest percentage discount?

- Products of what level of importance accounted for the most revenue?

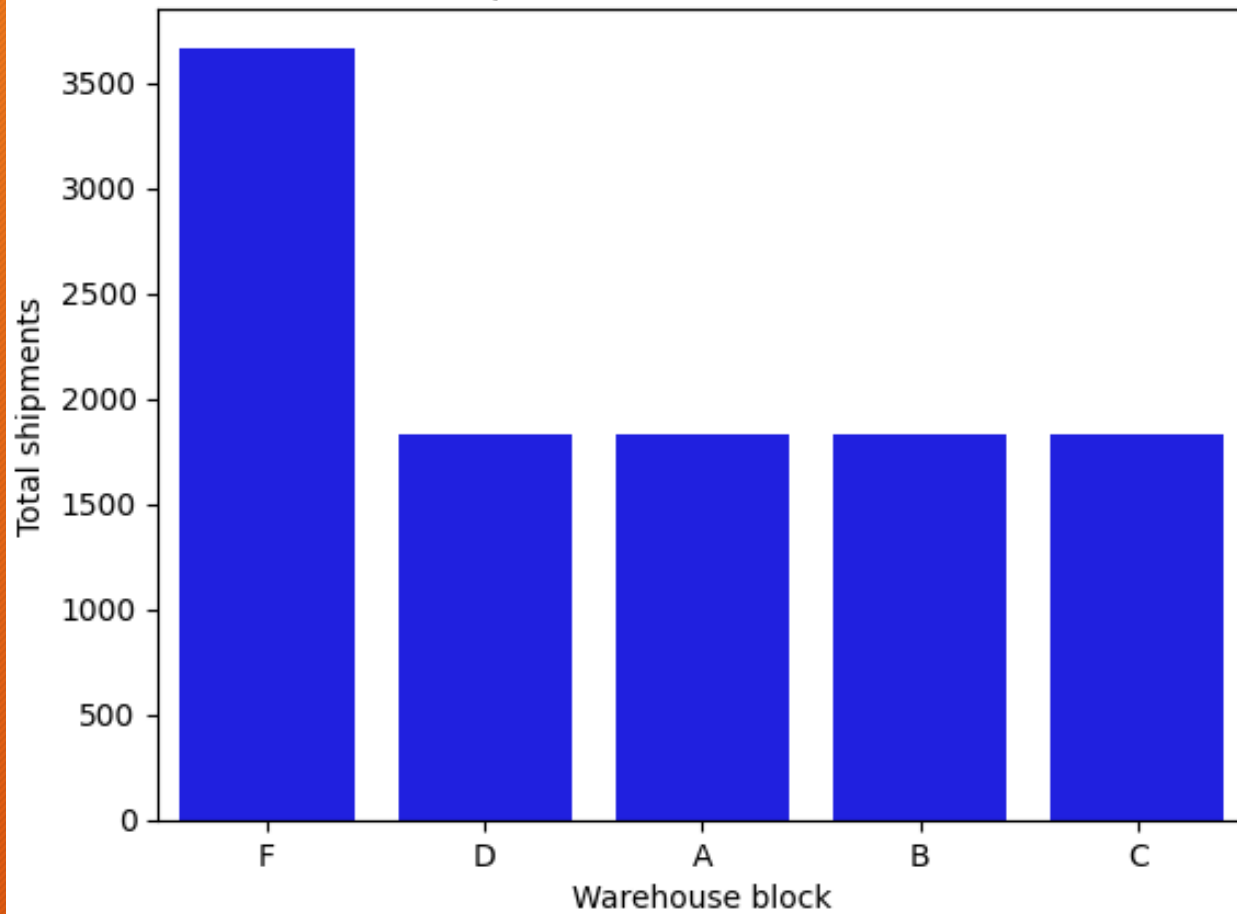# Key findings

Percentage of shipments delivered on time

- Total Weight of all Products shipped was 39.97 tonnes.

- Total Revenue from all Products shipped was $2,164,863.

- Average revenue per tonne of shipment was $54,161.
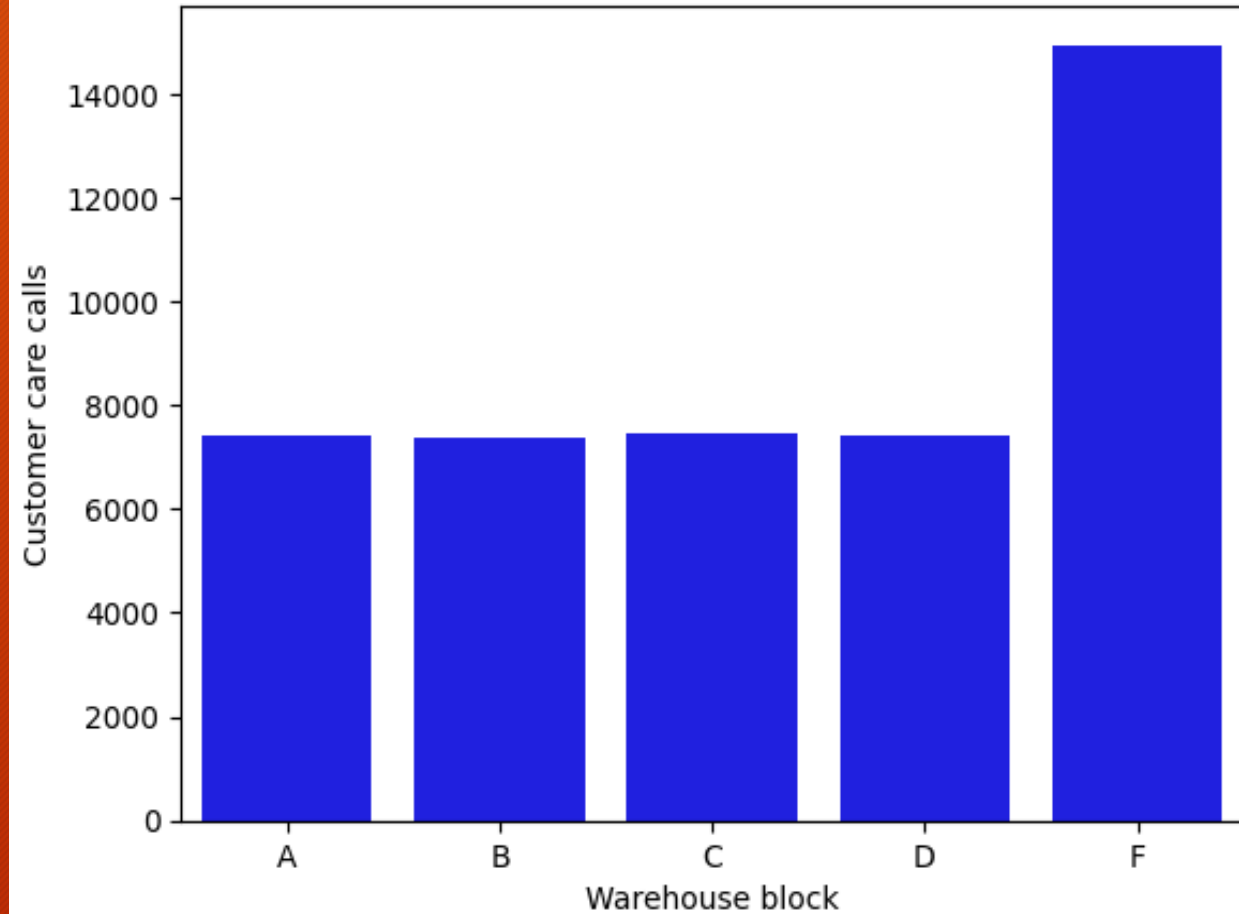
- Roughly 60% of all shipments arrived on time.
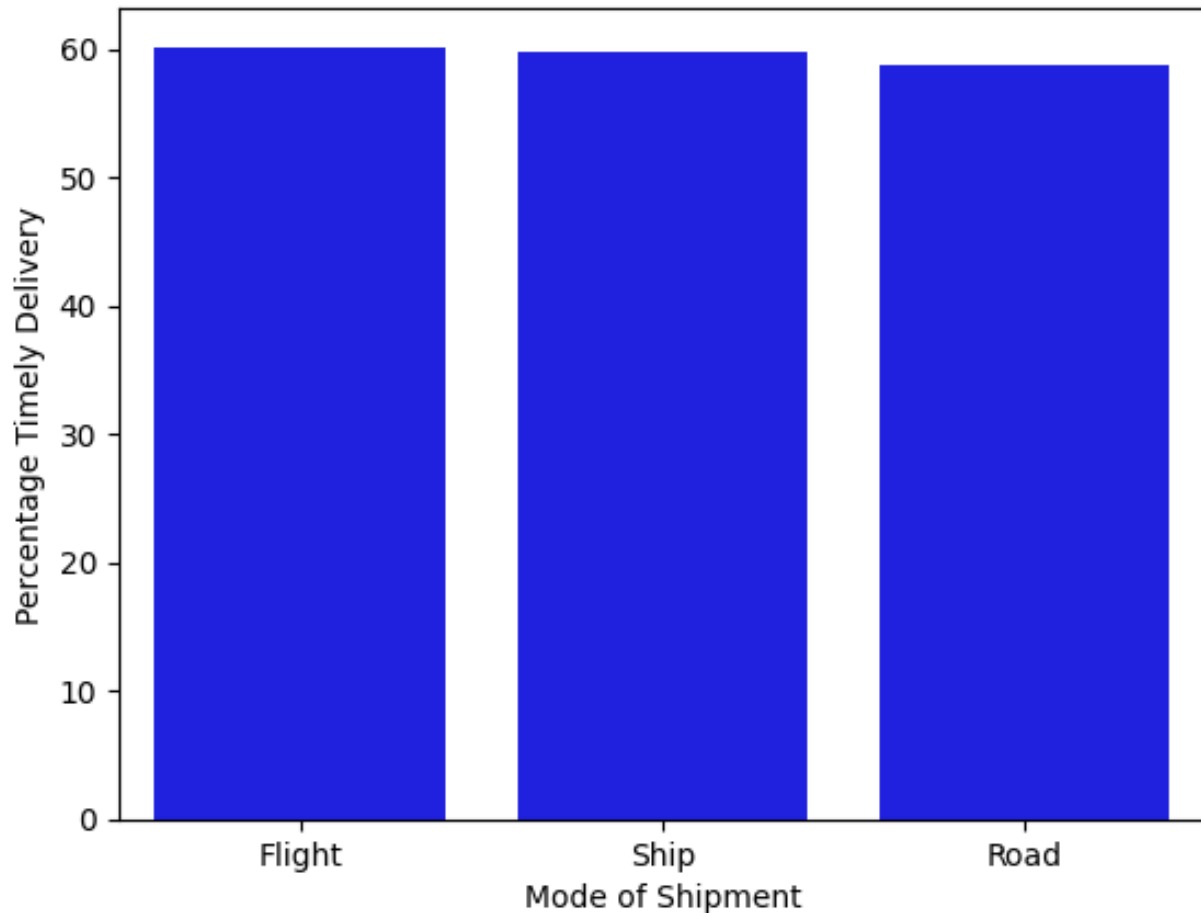
- Warehouse block F shipped the most products and received the most customer care calls
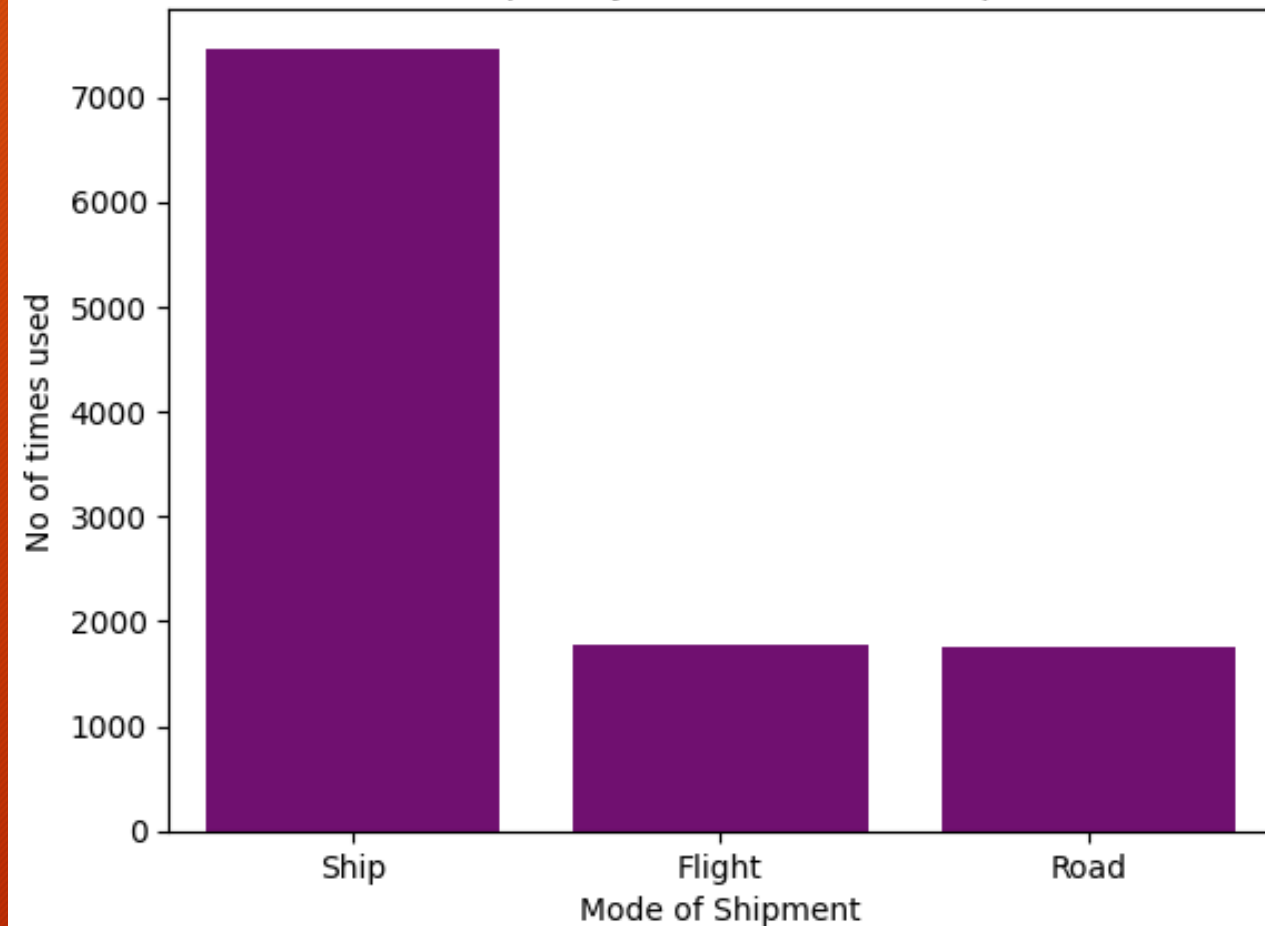
- There was very little variation in the percentage of product shipments that reached customers on time across the modes of shipment.
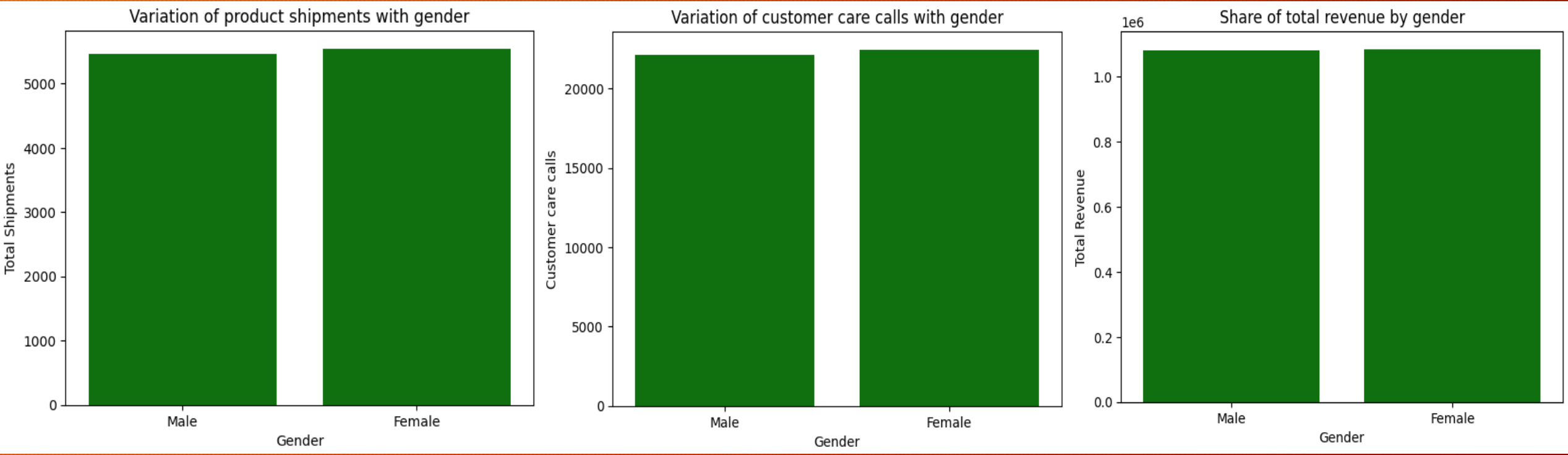- The Ship was the most frequently used mode of shipment.

Variation of timely product delivery with mode of shipment


Most frequently used modes of shipment

- Female customers accounted for slightly more product shipments (5,545 vs 5,454), customer care calls (22,466 vs 22,129) and revenue ($1,085,115 vs $1,079,748) compared to the male customers.

- High importance products had the highest percentage discount (7.2%) than medium (6.4%) and low importance products (6.2%).
- Low importance products accounted for the majority of the revenue, followed by medium importance products, with the least being the high importance products.

Discount offered based on Product Importance

Revenue Share based on Product Importance
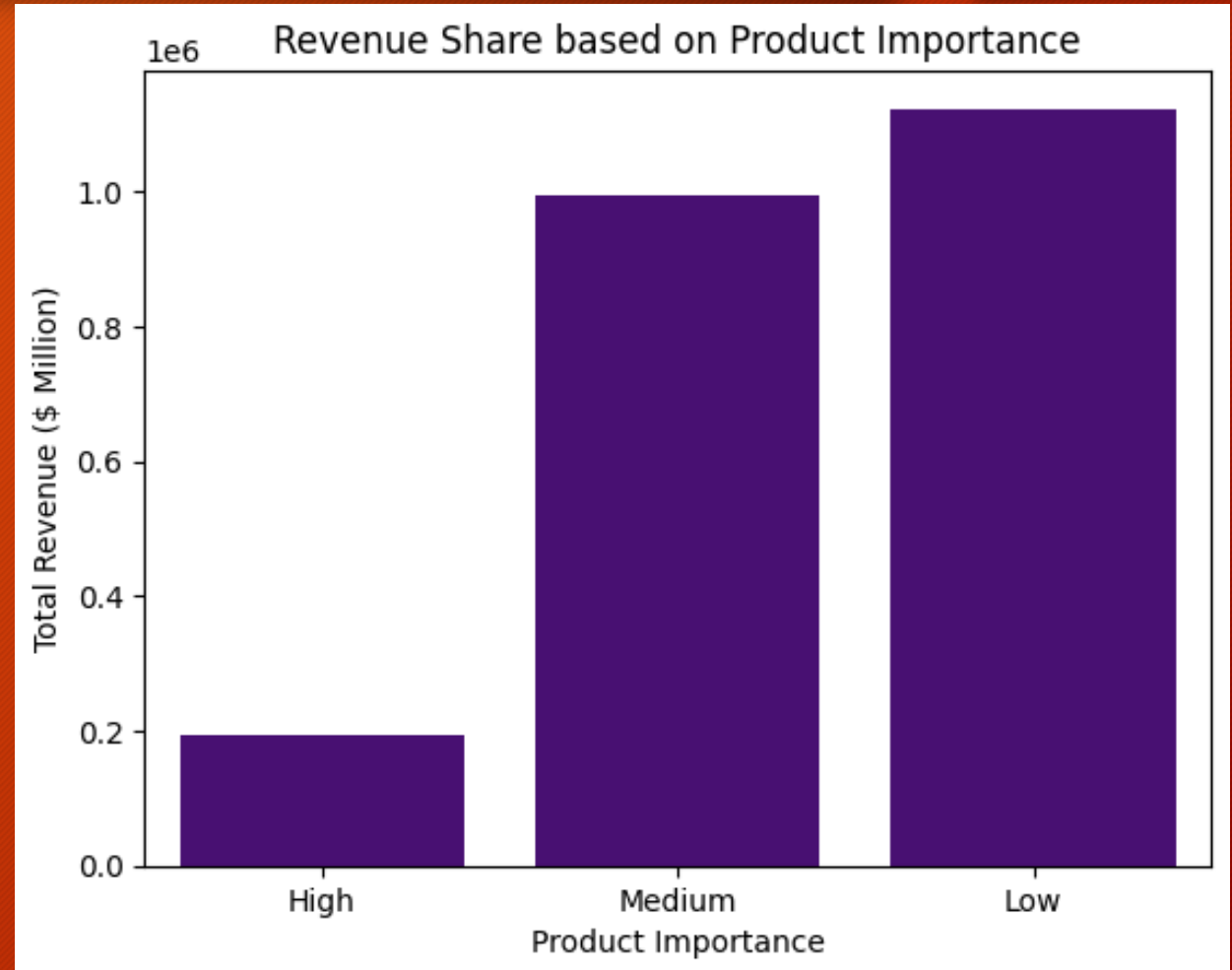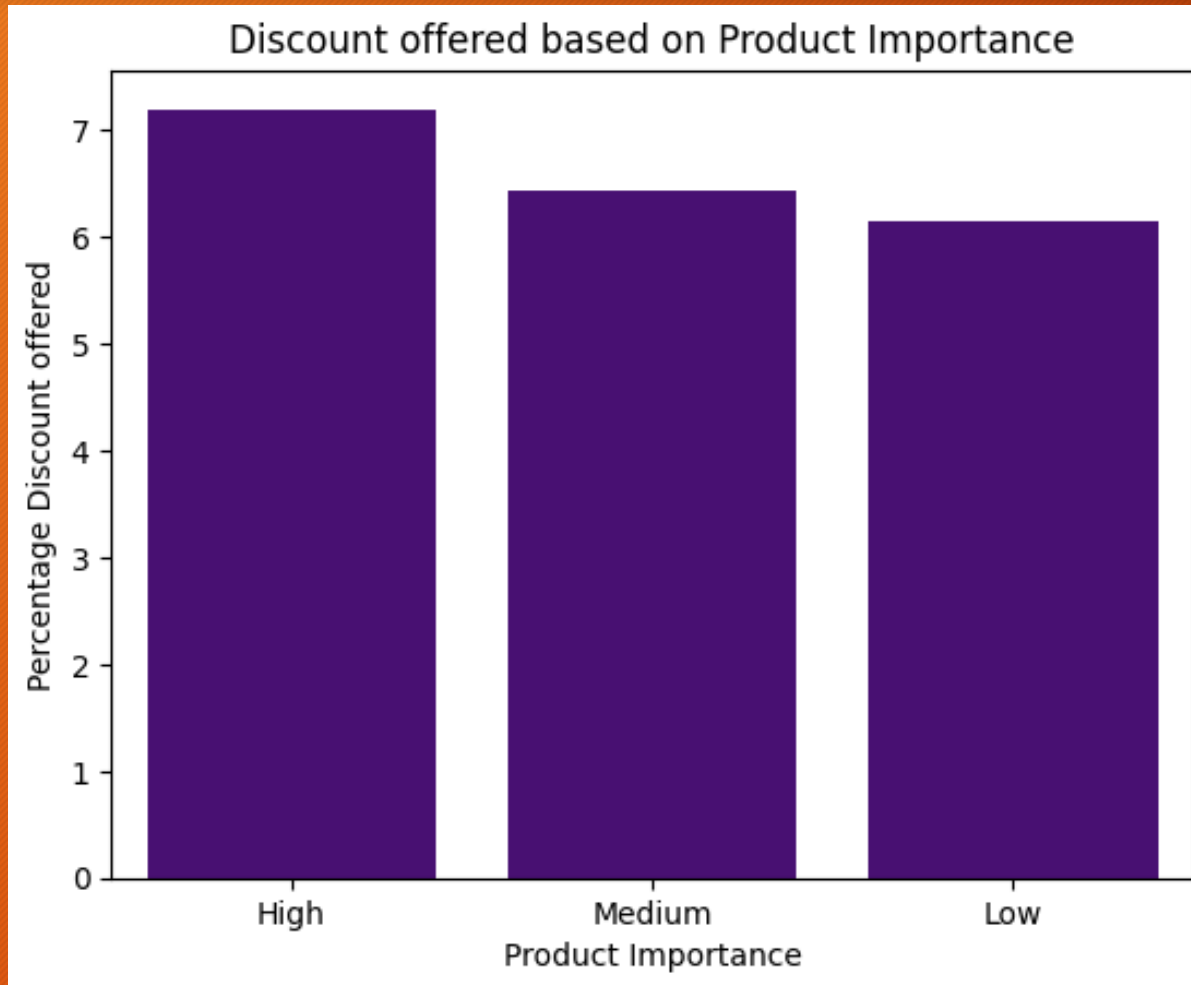
Recommendations

1. Increase the staff capacity of Warehouse block F as it accounts for the bulk of the revenue and receives the most customer care calls.

2. Since the mode of shipment had very little impact on the likelihood of timely shipment delivery, utilise the ship as the preferred mode of shipment for an even greater proportion of total shipments regardless of product importance.

3. Increase the percentage discount offered on products of low and medium importance and reduce the percentage discount offered on products of high importance.

Thank you.