



Customer Analytics (B2B)

(LTL (Less-Than-Truckload) shipping services company)

- **Identified the costs** involved in Linehaul operations and **allocated these costs to individual shipments**
- **Evaluated margin % for each customer to** understand their profitability and identify outlier customers
- **Identified frequent offenders** (customers) claiming lower weight, volume / class while placing the orders

CUSTOMER ANALYTICS (B2B) FOR LTL SHIPPING SERVICES COMPANY

ABOUT THE CLIENT

Client provides **LTL (Less-Than-Truckload) shipping services** to businesses across all major metro cities in the U.S.

SITUATION



- Client **lacked visibility into profitability of the customers** due to complexity in identifying and distributing all related costs such as Linehaul, Pickup, Delivery, Dock, Maintenance, Drayage, Deadhead etc. Also, there was **no insight into the customers (defaulters) who frequently claim incorrect weight or volume** of shipments while ordering.
- Merilytics partnered with the client to **build a reporting suite to track customer performance** and identify frequent defaulters.

VALUE ADDITION



- **Identified the costs involved in shipping, devised a logic to appropriately allocate trip / terminal level costs** to individual shipments and calculated the revenue margin at a shipment and customer level.
- Analyzed all the shipments with re-weighs/inspections and calculated the change in revenue due to incorrect shipment information provided by the customers.
- **Built an automated self-service analytics platform on Power BI to:**
 - **Track customer profitability** (margin, revenue, costs)
 - **Monitor inactive customers**
 - **Track frequent defaulters** causing revenue impact due to wrongful claims (in Weight/Volume/Class)

IMPACT



- The dashboard **provided visibility into the profitability and enabled the client to have efficient** pricing negotiations with customers and implement any operational changes to optimize the revenue margins.
- **Tracking Customer Activity** has enabled the client to take necessary measures to improve customer retention.
- Revenue impacted due to wrongful claims is now quantified and monitored at a customer level, enabled the client to take preventive measures and **potentially reduce revenue loss of USD 500k per month.**

APPROACH & METHODOLOGY

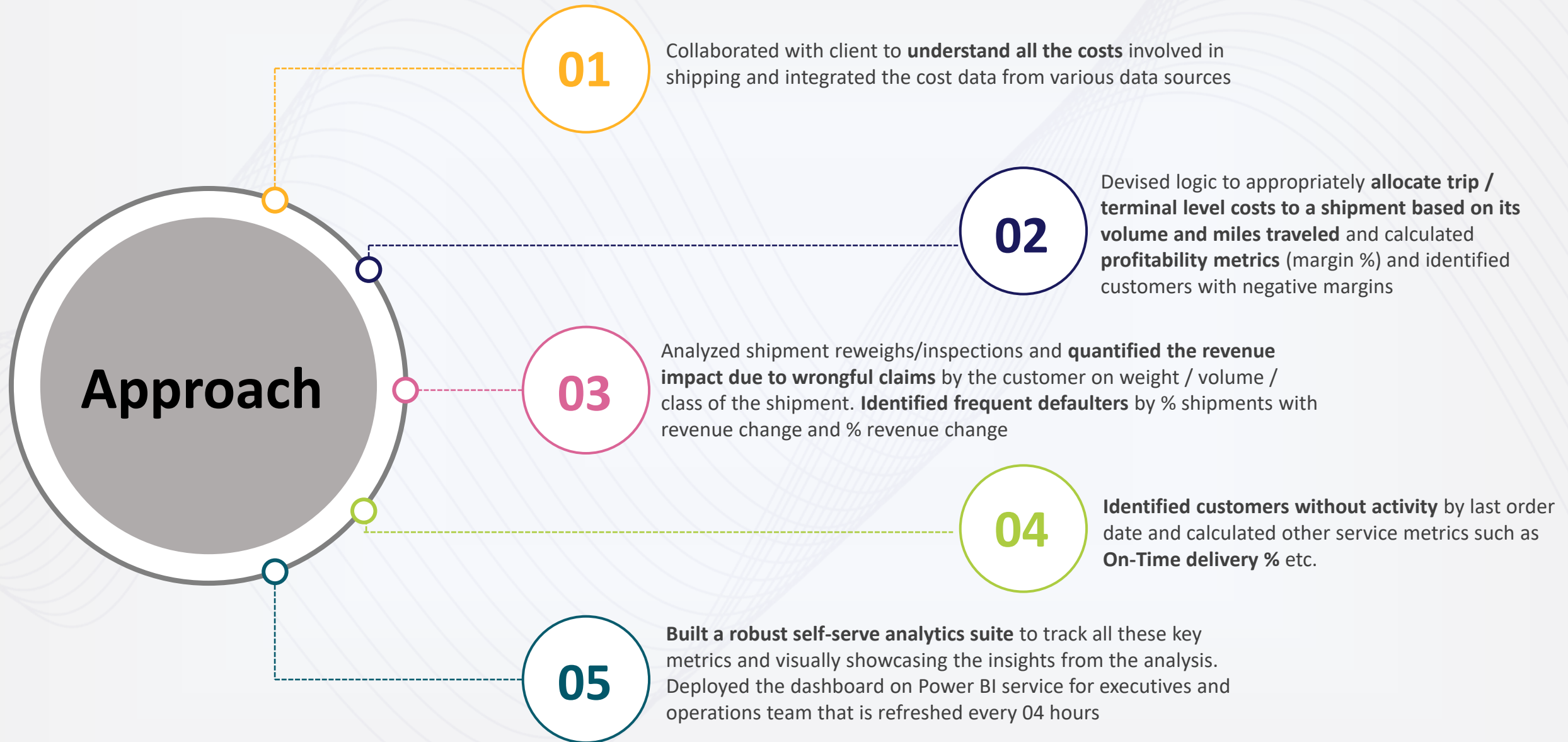
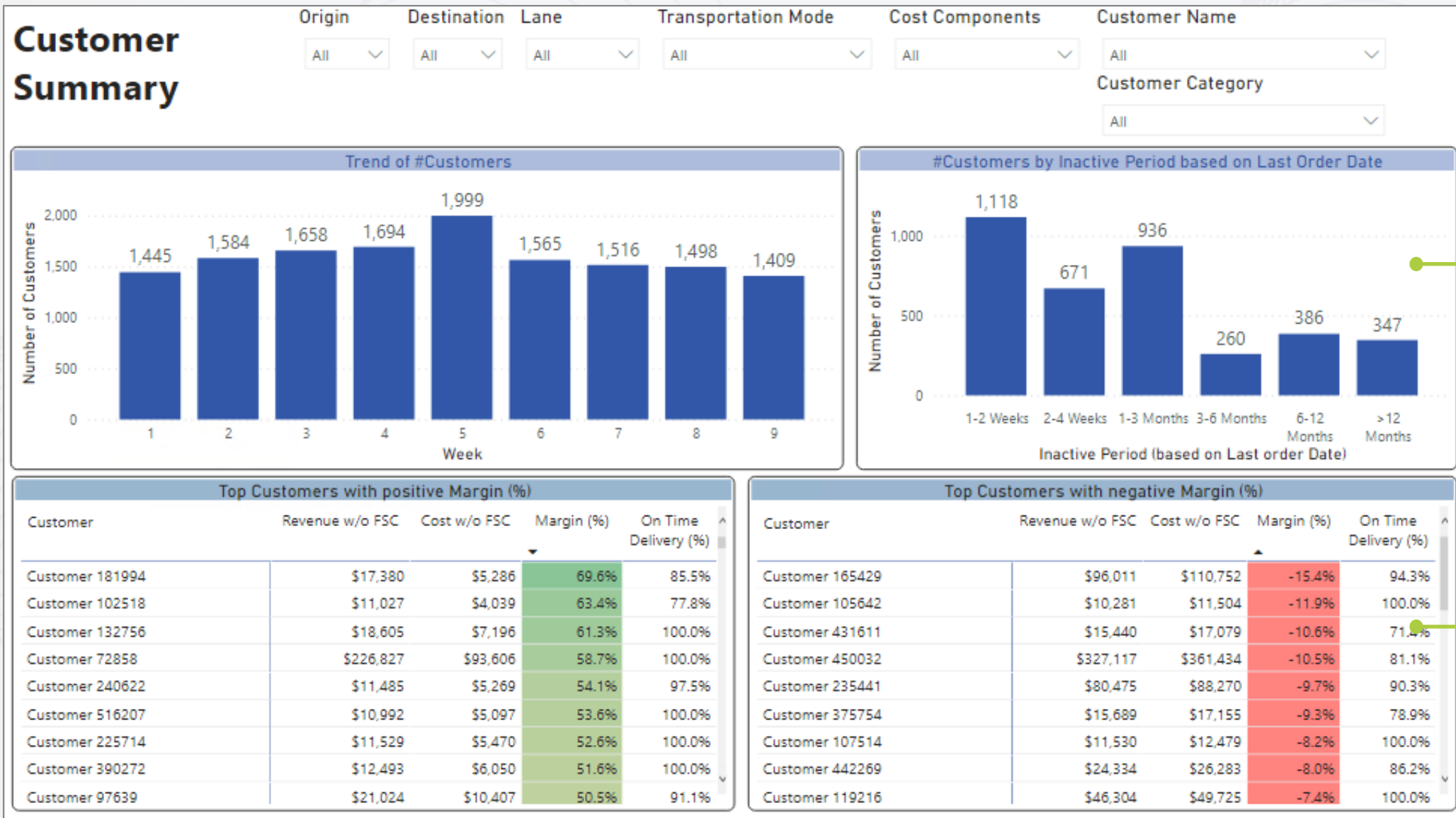


EXHIBIT 1 - CUSTOMER SUMMARY

ILLUSTRATIVE



Identifies customers with no activity. Each inactive period bucket can be further drilled through to see the customer details under that bucket

Identifies the top customers with negative margin

ILLUSTRATIVE

EXHIBIT 2 - CUSTOMER DETAILS

Customer Details

Origin

Destination

Lane

Transportation Mode

Cost Components

Customer Name

All

All

All

All

All

All

Customer Category

All

Customer Details													
Customer	Inactivity period	On Time Delivery (%)	Total Revenue with FSC	Share of Revenue (%)	Total Cost With FSC	Total Margin with FSC	Margin (%) with FSC	Revenue w/o FSC	Share of Revenue (%)	Total Cost w/o FSC	Total Margin w/o FSC	Margin (%) w/o FSC	#Shipments
Customer 355677	1-2 Weeks	99.8%	\$108,326,062	21.03%	\$100,136,048	\$8,190,014	7.6%	\$103,486,505	22.09%	\$92,378,852	\$11,107,652	10.7%	303,445
Customer 448764	1-2 Weeks	99.9%	\$30,553,066	5.93%	\$21,070,260	\$9,482,806	31.0%	\$28,442,292	6.07%	\$19,846,165	\$8,596,127	30.2%	188,487
Customer 409886	1-2 Weeks	75.8%	\$22,076,594	4.29%	\$17,511,301	\$4,565,293	20.7%	\$20,301,671	4.33%	\$16,387,569	\$3,914,102	19.3%	61,000
Customer 450269	1-2 Weeks	78.1%	\$16,953,100	3.29%	\$13,519,161	\$3,433,939	20.3%	\$14,591,475	3.12%	\$12,641,795	\$1,949,680	13.4%	45,160
Customer 389138	1-2 Weeks	76.7%	\$15,245,365	2.96%	\$11,322,552	\$3,922,813	25.7%	\$13,766,724	2.94%	\$10,637,049	\$3,129,675	22.7%	52,267
Customer 110569	1-2 Weeks	76.8%	\$11,660,647	2.26%	\$9,020,055	\$2,640,592	22.6%	\$10,532,164	2.25%	\$8,469,573	\$2,062,591	19.6%	37,401
Customer 598881	1-2 Weeks	78.3%	\$11,657,953	2.26%	\$8,964,987	\$2,692,966	23.1%	\$10,413,425	2.22%	\$8,404,443	\$2,008,982	19.3%	35,158
Customer 399795	1-2 Weeks	76.2%	\$8,940,246	1.74%	\$7,709,944	\$1,230,301	13.8%	\$7,983,732	1.70%	\$7,200,824	\$782,907	9.8%	23,536
Customer 551764	1-2 Weeks	71.2%	\$8,058,049	1.56%	\$6,276,105	\$1,781,944	22.1%	\$7,167,335	1.53%	\$5,878,763	\$1,288,572	18.0%	22,758
Customer 610264	1-2 Weeks	74.2%	\$7,277,736	1.41%	\$5,712,139	\$1,565,598	21.5%	\$6,461,822	1.38%	\$5,341,358	\$1,120,464	17.3%	21,462
Customer 74169	1-2 Weeks	88.0%	\$6,959,933	1.35%	\$5,090,219	\$1,869,713	26.9%	\$6,013,135	1.28%	\$4,782,960	\$1,230,175	20.5%	19,307
Customer 248448	1-2 Weeks	95.6%	\$6,166,927	1.20%	\$5,975,421	\$191,505	3.1%	\$5,866,579	1.25%	\$5,524,447	\$342,131	5.8%	24,834
Customer 166074	1-2 Weeks	85.3%	\$4,781,899	0.93%	\$3,406,092	\$1,375,807	28.8%	\$4,469,866	0.95%	\$3,198,058	\$1,271,808	28.5%	20,559
Customer 104221	1-2 Weeks	99.1%	\$4,311,421	0.84%	\$3,431,567	\$879,854	20.4%	\$3,823,178	0.82%	\$3,249,197	\$573,981	15.0%	16,406
Customer 162108	1-2 Weeks	82.3%	\$3,949,706	0.77%	\$3,578,887	\$370,820	9.4%	\$3,419,753	0.73%	\$3,332,602	\$87,151	2.5%	14,689
Customer 230647	1-2 Weeks	75.0%	\$3,544,825	0.69%	\$3,119,523	\$425,303	12.0%	\$3,243,492	0.69%	\$2,921,998	\$321,494	9.9%	14,652
Customer 101247	1-2 Weeks	99.9%	\$3,203,579	0.62%	\$2,632,987	\$570,591	17.8%	\$3,010,215	0.64%	\$2,458,212	\$552,003	18.3%	9,660
Customer 349327	1-2 Weeks	76.7%	\$3,196,108	0.62%	\$2,499,223	\$696,886	21.8%	\$2,863,870	0.61%	\$2,337,901	\$525,968	18.4%	10,514
Customer 331020	1-2 Weeks	73.5%	\$3,068,967	0.60%	\$2,496,124	\$572,843	18.7%	\$2,817,053	0.60%	\$2,326,868	\$490,185	17.4%	7,230
Customer 105428	1-2 Weeks	72.0%	\$2,846,011	0.55%	\$2,353,495	\$492,516	17.3%	\$2,660,401	0.57%	\$2,227,074	\$433,326	16.3%	15,952
Customer 297520	1-2 Weeks	79.6%	\$2,825,839	0.55%	\$2,163,953	\$661,886	23.4%	\$2,524,646	0.54%	\$2,019,101	\$505,544	20.0%	13,431
Customer 450032	1-2 Weeks	70.0%	\$2,804,554	0.54%	\$2,723,044	\$81,510	2.9%	\$2,370,828	0.51%	\$2,532,518	(\$161,690)	-6.8%	10,568
Customer 121198	1-2 Weeks	90.0%	\$2,751,160	0.53%	\$2,185,494	\$565,665	20.6%	\$2,498,428	0.53%	\$2,024,618	\$473,810	19.0%	8,533
Customer 395377	1-2 Weeks	53.5%	\$2,684,795	0.52%	\$2,379,369	\$305,426	11.4%	\$2,434,870	0.52%	\$2,223,784	\$211,086	8.7%	15,062
Total		84.6%	\$514,982,181	100.00%	\$416,129,863	\$98,852,319	19.2%	\$468,395,447	100.00%	\$387,877,231	\$80,518,216	17.2%	1,786,780

Summarizes all financials (Revenue, Cost, Margin) and service metrics (On-Time Delivery %) at a customer level

EXHIBIT 3 - INSPECTIONS TREND

ILLUSTRATIVE



Shows the trend of % shipments that have a revenue change due to reweigh or inspection done

EXHIBIT 4 - INSPECTION SUMMARY BY CUSTOMER

Inspection Summary by Customer

Origin: All
 Destination: All
 Lane: All
 Transportation Mode: All
 Shipper Name: All
 Shipper Category: All

Customer Name: All
 Customer Category: All

Inspections Summary by Customer											
Customer	#Shipments	Original Revenue (\$)	#Shipments Examined	#Revenue Changes	%Examined shipments with Revenue Change	Change in Revenue (\$)	%Change in Revenue	Change in Revenue due to Re-Weigh (\$)	%Change in Revenue due to Re-Weigh	Change in Revenue due to DIM or Inspection (\$)	%Change in Revenue due to DIM or Inspection
Customer 140309	30	\$12,462	29	20	69%	\$9,128	73%	\$1,767	14%	\$7,361	59%
Customer 199230	13	\$5,120	13	7	54%	\$2,710	53%	\$0	0%	\$2,710	53%
Customer 516180	16	\$4,045	16	9	56%	\$2,092	52%	\$28	1%	\$2,064	51%
Customer 408886	12	\$3,416	12	10	83%	\$1,733	51%	\$0	0%	\$1,733	51%
Customer 98769	14	\$3,219	14	12	86%	\$1,592	49%	\$1,130	35%	\$461	14%
Customer 247209	82	\$23,027	81	39	48%	\$9,958	43%	\$615	3%	\$9,342	41%
Customer 448059	11	\$3,045	11	6	55%	\$1,262	41%	\$695	23%	\$567	19%
Customer 516981	27	\$5,160	27	5	19%	\$1,959	38%	\$0	0%	\$1,959	38%
Customer 428517	13	\$2,775	13	2	15%	\$1,005	36%	\$978	35%	\$27	1%
Customer 116359	233	\$33,445	221	160	72%	\$11,384	34%	\$309	1%	\$11,075	33%
Customer 177131	79	\$47,037	79	20	25%	\$15,464	33%	\$772	2%	\$14,692	31%
Customer 108397	12	\$3,850	12	7	58%	\$1,241	32%	\$176	5%	\$1,065	28%
Customer 433057	500	\$124,574	495	212	43%	\$38,928	31%	\$40	0%	\$38,888	31%
Customer 125739	24	\$7,034	24	14	58%	\$2,194	31%	\$31	0%	\$2,162	31%
Customer 209838	43	\$11,608	42	24	57%	\$3,538	30%	\$1,207	10%	\$2,331	20%
Customer 210335	11	\$3,940	11	8	73%	\$1,157	29%	\$453	11%	\$704	18%
Customer 323193	15	\$4,186	15	5	33%	\$1,227	29%	\$3	0%	\$1,224	29%
Customer 116921	82	\$16,784	82	36	44%	\$4,720	28%	\$3,523	21%	\$1,197	7%
Customer 100491	11	\$1,342	11	3	27%	\$376	28%	\$0	0%	\$376	28%
Customer 102513	17	\$7,406	15	1	7%	\$1,888	25%	\$0	0%	\$1,888	25%
Customer 99813	26	\$12,169	26	11	42%	\$3,057	25%	\$1	0%	\$3,056	25%
Customer 275166	36	\$7,362	36	9	25%	\$1,838	25%	\$210	3%	\$1,628	22%
Customer 312578	242	\$40,349	235	54	23%	\$9,960	25%	\$698	2%	\$9,262	23%
Customer 159452	72	\$18,879	70	15	21%	\$4,507	24%	\$477	3%	\$4,030	21%

Identifies top defaulters by '% change in revenue' due to reweighs or inspections. These customers are quoting incorrect shipments details (volume or weight or class) while ordering, leading to potential revenue loss for the client