PROJECT

LOGISTICS PROCESS OPTIMIZATION THROUGH MICROSOFT TOOLS

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CONTEXT

Our logistics operation was facing challenges with repetitive freight quotation tasks, lack of standardization between shipment types, and limited visibility of estimated costs across regions.

With a growing volume of freight requests and a need for agility in decision-making, we decided to automate this process and provide better analytical tools to support the logistics team.

PROBLEMS

Our freight quotation process was entirely manual, relying on spreadsheets, emails, and individual judgment.

This led to:

- Inconsistencies between plants and regions
- Delays in responding to commercial demands
- Errors in cost estimation due to lack of standardization
- No visibility of cost indicators such as R$/ton or R$/km
- Difficulty scaling the process as freight volume grew

SOLUTION

I developed an integrated solution using Power Automate and Power BI to streamline the freight quotation process.

The automation applies business rules to classify requests and trigger custom actions, while the dashboard allows real-time cost simulation, improving agility and decision-making.

COST REDUCTION

Automation reduced processing time and minimized manual errors.

BUSINESS VALUE

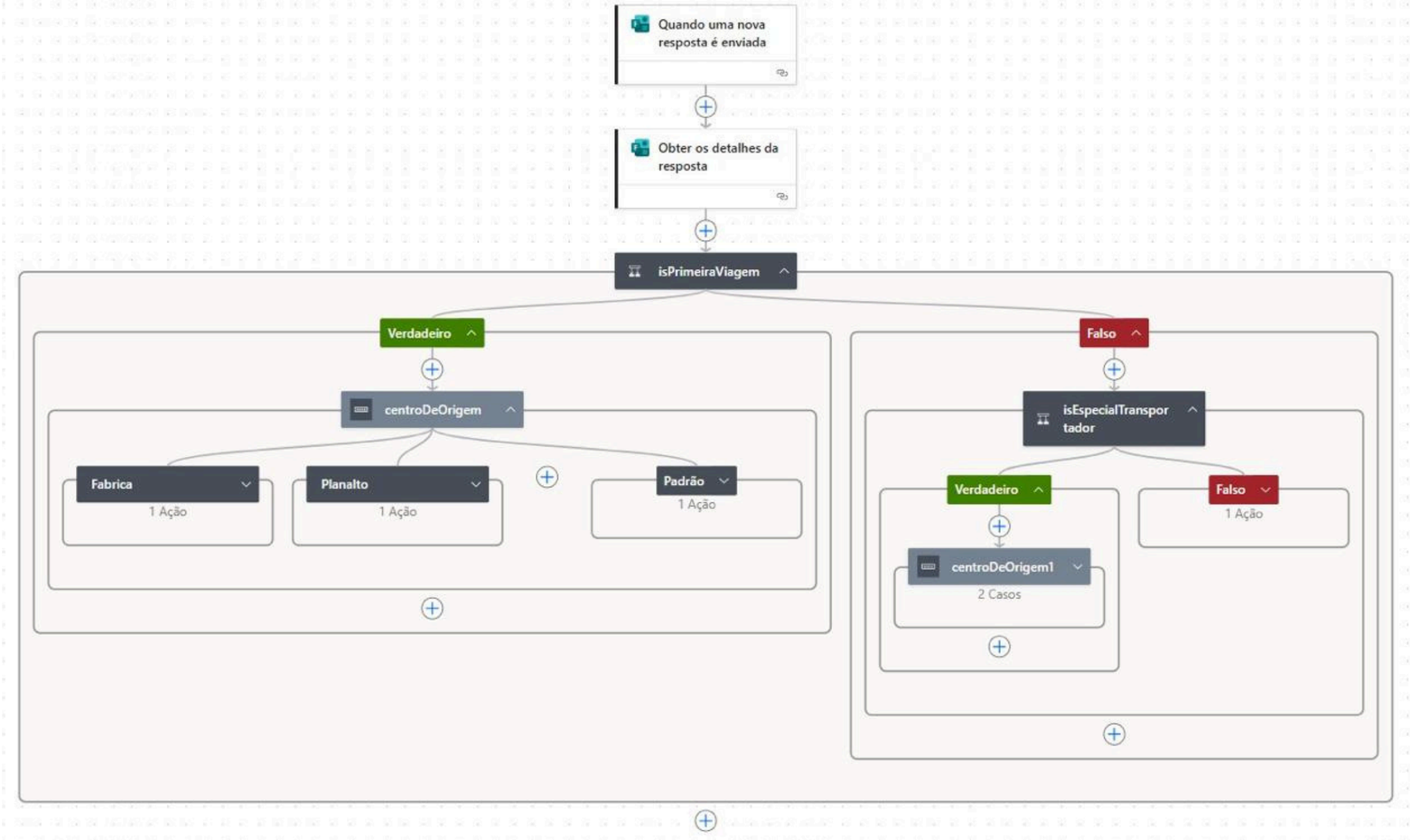
Clear freight estimation supports better commercial decisions and negotiation.

ACCESSIBILITY

A centralized and user-friendly simulator, accessible to internal teams.

FLOW OVERVIEW

The flow checks key conditions like shipment type, origin, and transporter to trigger customized responses automatically.



POWER BI OVERVIEW

I created an interactive dashboard in Power BI to simulate freight costs based on variables such as origin, cargo type, distance, and rural road conditions.
The simulator provides:

- Estimated cost per ton and per km
- Dynamic user input for quick adjustments
- Google Maps integration to validate routes in real time

This tool empowers both logistics and commercial teams to make informed decisions faster and with greater confidence.

RESULTS

The implementation of this solution had a significant impact on the logistics workflow.

By replacing manual quotation tasks with automated flows and a centralized simulator, I was able to reduce processing time, improve cost accuracy, and provide fast, consistent answers to internal teams.

These improvements not only optimized internal efficiency, but also supported better commercial strategies through reliable and accessible data.

- **80% REDUCTION IN MANUAL PROCESSING TIME**
- **HIGHER ACCURACY IN FREIGHT ESTIMATIONS**
- **FASTER AND MORE CONFIDENT DECISION-MAKING**

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