**TMP\_Trans\_Border\_Freight\_Analysis**

**From Chaos to Control: The Power of Data in Freight Logistics Optimization**

Freight transportation plays a crucial role in sustaining global trade, ensuring the seamless movement of goods across supply chains. However, the sector faces multiple challenges, including inefficiencies in logistics, rising transportation costs, safety concerns, and environmental impacts. The complexity of these issues requires a data-driven approach to improve decision-making and optimize freight operations.

This project leverages data from the Bureau of Transportation Statistics (BTS) and applies the CRISP-DM framework to systematically analyse freight logistics. The goal is to uncover actionable insights that enhance operational efficiency, mitigate risks, and support sustainability efforts. Through in-depth analysis of freight movement patterns, environmental impacts, and economic disruptions, this study seeks to provide stakeholders such as logistics managers, policymakers, and business analysts with valuable data-driven recommendations.

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**Links**: [Link to GitHub Repository](https://github.com/Nfayem/trans_border_freight_data_analysis.git)

[Link to Medium Article](https://medium.com/@nfayem.imoromensah/from-chaos-to-control-the-power-of-data-in-freight-logistics-draft-1-79c3456aa086)

[Link to PowerPoint Presentation](https://docs.google.com/presentation/d/1OZKjKbVL7twD0bWXGcIKA2xrcl-uDrYC/edit?usp=sharing&ouid=109210487212495668782&rtpof=true&sd=true)

[Link to PowerBI Dashboard](https://app.powerbi.com/view?r=eyJrIjoiYTA0YzE0ZmMtN2ViZS00ZTExLThhYmUtYzg0MDM2ZDhjMzYzIiwidCI6IjQ0ODdiNTJmLWYxMTgtNDgzMC1iNDlkLTNjMjk4Y2I3MTA3NSJ9)

[Link to Full Report Word Document](https://docs.google.com/document/d/1QGpCOWbm1xNAeUeOhW8PUPsUNQp_hWZ8/edit?usp=sharing&ouid=109210487212495668782&rtpof=true&sd=true)