# **Logistics Performance and Delivery Optimization Strategy Using Power BI**

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**1. Shipment Mode & Delivery Delays**

I noticed that **Shipments through "Ship" mode** are more likely to be on time.  
But **Road and Flight deliveries** are showing more delays — maybe due to traffic or external conditions?

**2. Warehouse Performance**

Some warehouse blocks, especially **B and C**, had slightly higher delay rates.  
Whereas **Block F** performed the best — looks like their operations are well-handled!

**3. Customer Care Calls & Delays**

When I checked how often customers were calling, I saw that the **delay rate increased with more calls** (especially 3 or 4 calls).  
So, people mostly reach out when they're frustrated with delays — which makes sense.

**4. Customer Ratings Distribution**

Most customers gave ratings between **2 and 4**, which means the service isn’t the worst, but it’s not “wow” either.  
There’s definitely scope to improve customer experience here!

**5. Are Expensive Products Treated Better?**

Surprisingly, **expensive products still faced delays**!  
I expected them to be treated with more care, but the data didn’t show much difference.

**6. Loyal Customers & Service Quality**

I wanted to see if people who had bought more times before were getting faster deliveries… but sadly, no.  
Even **repeat customers had similar delay issues**. That's not great for long-term trust.

**7. Product Importance vs Delivery**

High-importance products were **not always delivered on time**.  
This really stood out — you'd expect critical items to be prioritized, but the system isn’t doing that well.

**8. Delivery Experience by Gender**

I checked if male vs female customers had any big difference in delivery issues — but luckily, **no major bias was seen**.  
It felt good to see that both genders are treated almost equally!

**9. Discounts & Delay Connection**

Products with **higher discounts** were slightly more delayed.  
Maybe discounted items are getting less attention logistically? Just my assumption based on the trend.

**10. Weight & Delivery Delays**

Heavier products (above 3kg) were **facing more delays**.  
I think maybe packaging or courier partners need improvement for bulky shipments.

**11. Multi-Dimensional Matrix (Warehouse × Mode × Importance)**

This was my favorite visual!   
I combined 3 fields and found that **Warehouse B using Road shipments for Medium-importance products** had the highest delays.  
That kind of pinpointing was really satisfying!

**What I Learned Overall:**

* Making this dashboard helped me **connect data to real-life problems**, like where delays happen and why.
* I also learned to use **DAX**, formatting tricks, and how to explain insights without being too technical.