Recommendation:

After reviewing and analyzing the dataset we can observe some point, where Delhivery team can start to work on that point:

1. **Total trip time and Expected trip time:** Total trip time doesn't match with expected total trip time. This differences may be happened due to many reasons like traffic, road construction etc. So, for transporters and customers, better to improve the trip planning system.

2. **OSRM time and Actual time:** osrm time and actual time also doesn't match. That's mean, may be the delivery will take more than expected time. So, for Delhivery team needs to make sure this difference is reduced and better delivery time prediction can be made for customer's convenience.

3. **OSRM distance and Actual distance:** osrm distance and actual distance covered also not same. The reason behind different distances maybe the delivery person is not following the predefined route which may lead to late deliveries or osrm devices is not properly predicting the route based on distance, traffic and other factors. So, Delhivery team needs to look into it.

4. **OSRM time and Segment osrm time:** osrm time and segment osrm time are also not same. That's mean Delhivery team should focus on osrm device and the factors of prediction.

5. **Busiest corridors:** Delhi, Haryana, Uttar Pradesh and Punjab, these are the top interstates busiest corridors and Maharashtra, Karnataka, Tamilnadu, Haryana and Telangana are the top busiest corridor as per trips. So, these corridors can be further enhanced to improve the penetration in these areas.

6. **Customer profiling:** On the basis of source state, customers from Maharashtra, Karnataka, Haryana and Tamil Nadu ordered the highest number. So, profiling the customers on the basis of orders to get to know the reason of coming major orders from these states and to improve customers' buying and delivery experience.

7. Also we can observe that from the north-eastern states of India, Delhivery gets lowest orders that may be for bed terrain condition in these cities. This will be a good indicator to plan and cater to demand during peak seasons.

As per my point of view, those are the key points where Delhivery team should focus on and those can help Delhivery to increase the number of customers, as well as profit and also helping them to expand their business.