

SpeedHaul Logistics

Scenario:

You are interviewing for a **Data Analyst role** at **SpeedHaul Logistics**, a small but growing **logistics company** in Accra, Ghana. The **company** provides **freight transport, warehouse storage, and last-mile delivery services** for e-commerce businesses and retailers in Ghana.

The hiring manager has **never worked with a data analyst before** and is unsure how data analysis can improve business performance. Your task is to **demonstrate your value** by analyzing a case study, outlining a data-driven approach, and pitching your role in the company.

Case Study:

SpeedHaul Logistics is facing some key challenges:

1. **Late deliveries and inefficiencies:** Many deliveries exceed expected arrival times.
2. **Underutilized fleet:** Some delivery trucks are overworked while others are underused.
3. **Customer complaints about tracking:** Many clients struggle to track their shipments accurately.

The COO asks:

"How can we use data to improve delivery efficiency, optimize fleet usage, and enhance customer experience?"

Task Instructions for Learners

1. **Analyse the Business Problem:**
 - o Identify delivery patterns and peak congestion periods.
 - o Examine truck usage and determine inefficiencies in fleet management.
 - o Evaluate common reasons behind customer complaints.
2. **Provide Business Insights:**
 - o How can SpeedHaul optimize delivery scheduling?
 - o What strategies can improve fleet utilization?
 - o How can the company enhance customer experience using real-time tracking?
Suggest **specific data points** to track.
 - o Recommend **tools or dashboards** to simplify reporting.
3. **Develop a 10-Minute Presentation:**
 - o Present data-backed recommendations to the hiring manager.
 - o Suggest route optimization tools, fleet tracking solutions, or warehouse management improvements.
4. **Engage in Q&A:**
 - o Pitch your role - Clearly explain how **hiring a Data Analyst** will benefit the company.

- o The hiring manager will ask follow-up questions about your approach.
- o You must defend your ideas with logical reasoning and examples.