SHIPMENT ANALYSIS PROJECT PART 2

1. Descriptive Analytics (What happened?)

- What is the average shipment cost by company and mode?

- What are the top 5 most common shipment routes?

- What is the distribution of delays across all companies?

- How many shipments were returned or delayed in each month?

2. Diagnostic Analytics (Why did it happen?)

- Why are delays more frequent in certain cities or modes?

- Why do some companies have lower profits per shipment?

- What factors contribute to high total shipment cost?

- Why do fragile or high-value shipments experience issues?

3. Predictive Analytics (What will happen?)

- Will a given shipment be delayed based on current features?

- What is the expected profit for a new shipment?

- Can we predict the customer rating based on delivery performance?

- Will a COD shipment be returned?

4. Prescriptive Analytics (What should we do?)

- Which shipping mode should be selected to minimize delay and cost?

- Should we avoid certain city pairs or companies for high-value items?

- How can we optimize the shipment routing strategy?

- Should we prioritize prepaid shipments over COD to reduce returns?