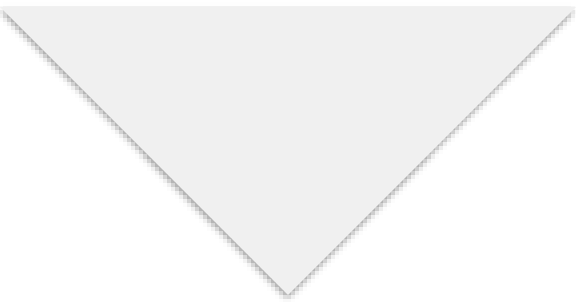# Case Study: How Data Analytics Transformed Amazon's Logistics

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Amazon

Assignment and Project Goal

- Task: Analyze a real-world case where data analytics impacted business operations.

- Goal: Showcase practical application of data analytics and demonstrate analytical expertise.

Case Overview: Amazon (2024)

- In 2024, Amazon used data analytics and ML to improve logistics.
- Sources: Reuters, Bloomberg, CNBC (Mar–Apr 2024)
- Reasons: Cost increase, delivery issues, demand for speed

Data Analyzed

Delivery routes

Customer behavior

Weather & traffic

Inventory

Finance

Methods Used

ML Forecast   Clustering   Regression   A/B Test   Dashboard

Results and Impact

↓ **15%** Delivery time	↓ **12%** Logistics cost	↑ Inventory accuracy	↑ **9%** Customer satisfaction

Conclusions and Value

✗ Without Analytics
- High costs
- Inefficient routes
- Customer dissatisfaction

✓ With Analytics
- Predictive decisions
- Faster delivery
- Better insights

Thank You / Q&A

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