

Description of the data

You are commissioned to analyse the parcel orders of a prominent online retailer and derive recommendations for actions to improve a key performance target for the organisation. In addition, you should provide a dashboard based on your analysis. The dashboard should be calibrated on the provided historical data.

You got a 5% random sample of the customer activities over the past quarter.

Variable definition in parcel data

driver id	a generated driver identifier number.
promotion purchase	indicates if the parcel was purchased from a promotion.
priority delivery	an indicator revealing if a parcel was given priority delivery.
parcel payment	an indicator revealing the payment method for the parcel.
parcel value	indicates the value of the parcel in £'s.
parcel status	indicates the status on the parcel manifest (delivered, lost, returned).
parcel arrival	indicates the scheduled parcel destination arrival (same-day, or between 1 to 5 days late).
parcel returned	indicator revealing whether a parcel was returned by the customer.
time of delivery	indicates the time of delivery of the parcel (morning, afternoon, evening).

Variable definition in driver data

driver id	a generated driver identifier number.
gender	indicates the driver's gender.
experience	indicates the years of driving experience.
delivery location	indicates the location of parcel delivery (rural or urban).
van type	indicates the type of van used for delivery (small, medium, large).
work pattern	indicates the work status of the driver (zero-hour contract, part-time, full-time).