Logistics Analysis Dashboard
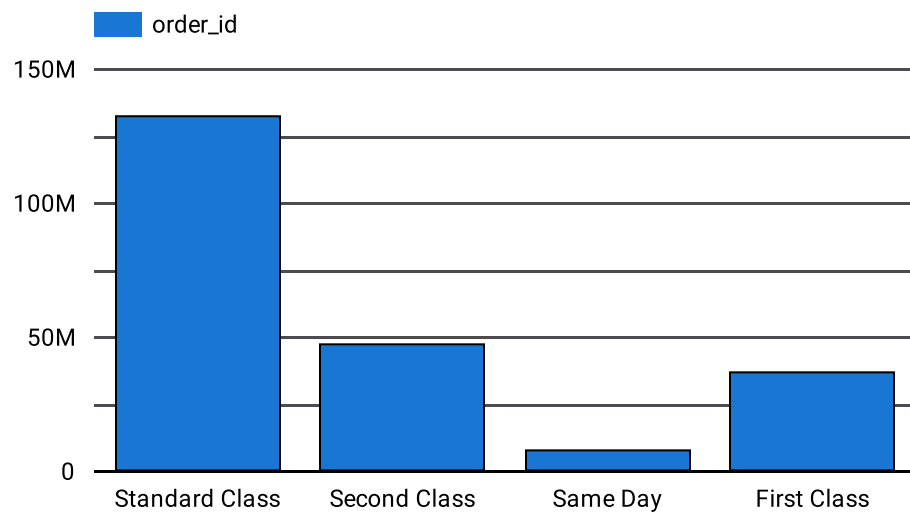
Select date range ▾

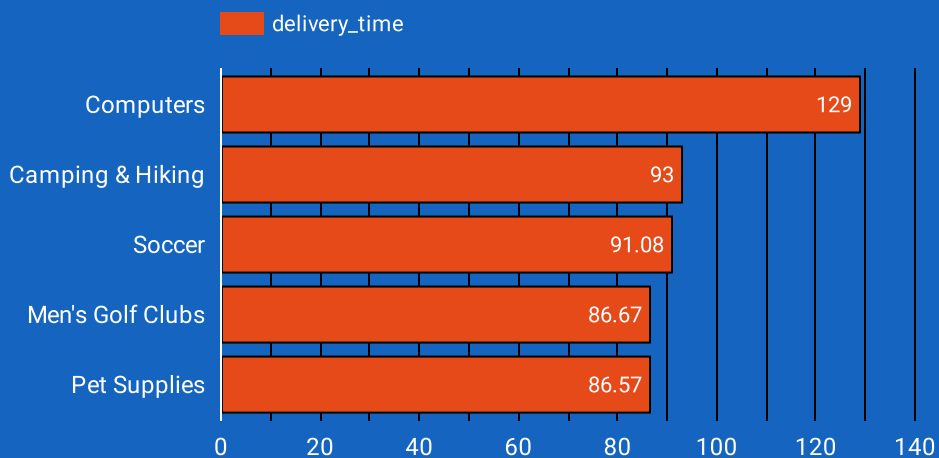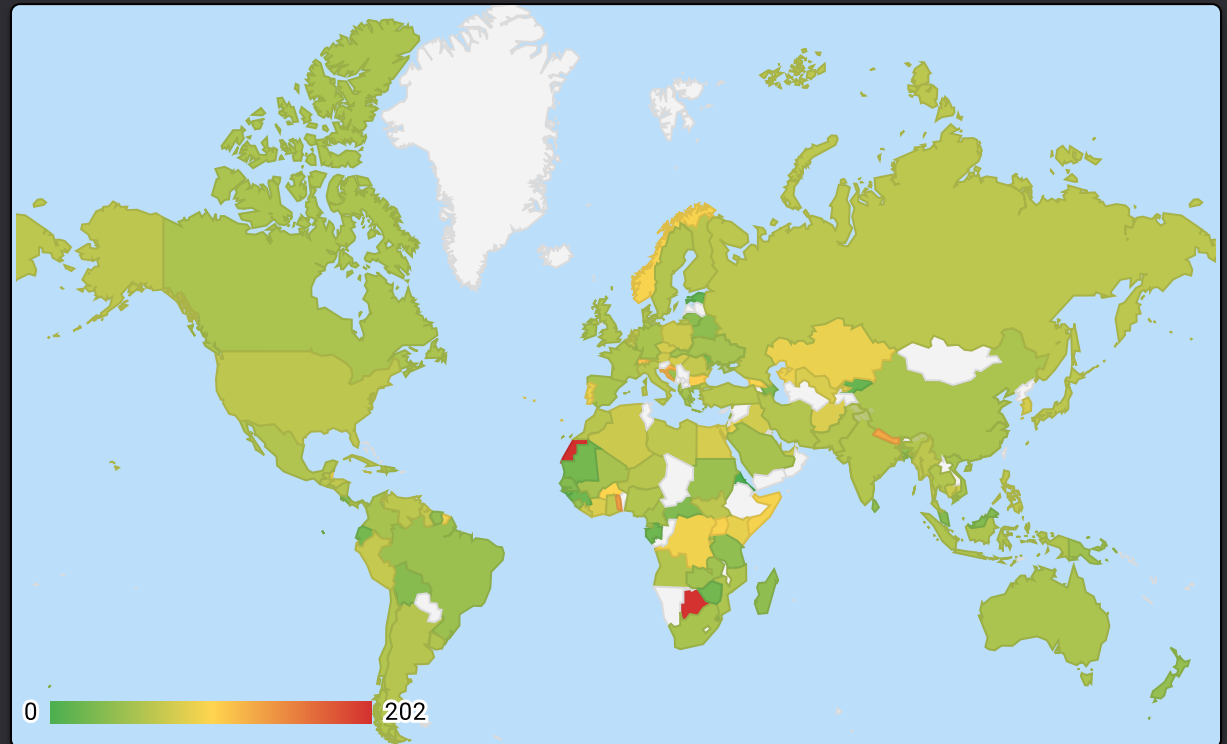| Delays	Customers	Order item Quantity
3,858	6,623	15.2K

Distribution by shipping mode

order_id

	Standard Class	Second Class	Same Day	First Class

Average delivery time by region

0 — 202

TOP 5 categories of goods with long delivery(AVG)

delivery_time

- Computers — 129
- Camping & Hiking — 93
- Soccer — 91.08
- Men's Golf Clubs — 86.67
- Pet Supplies — 86.57

Average delays by month

label

January, February, March, April, May, June, July, August, September, October, November, December

Logistics Analysis Dashboard
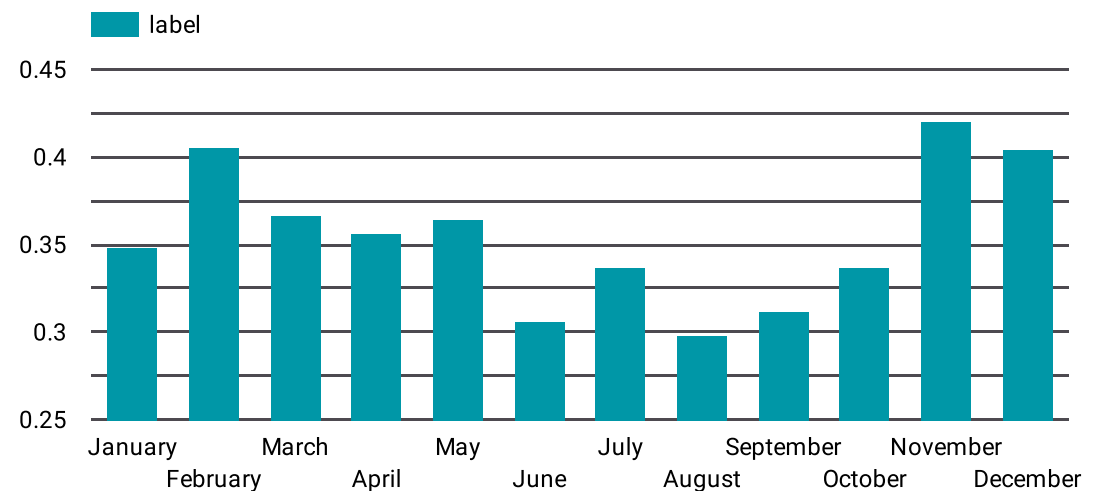
Select date range ▾

order_country ▾

Number of delays by shipping mode

- label

2K	
1.5K	1,543
1K	1,064 · 1,080
500	
0	171

Average delay by region

- label

Region	
Central Asia	
Canada	
Southern Africa	
Central America	
South America	
Southeast Asia	
Southern Europe	
West Africa	
Caribbean	
Northern Europe	

0   0.2   0.4   0.6   0.8   1

Delays by department

- label

Department	
Technology	
Pet Shop	
Footwear	
Discs Shop	
Outdoors	
Apparel	
Golf	
Fan Shop	
Book Shop	
Fitness	
Health and Beauty	

0   0.2   0.4   0.6   0.8   1
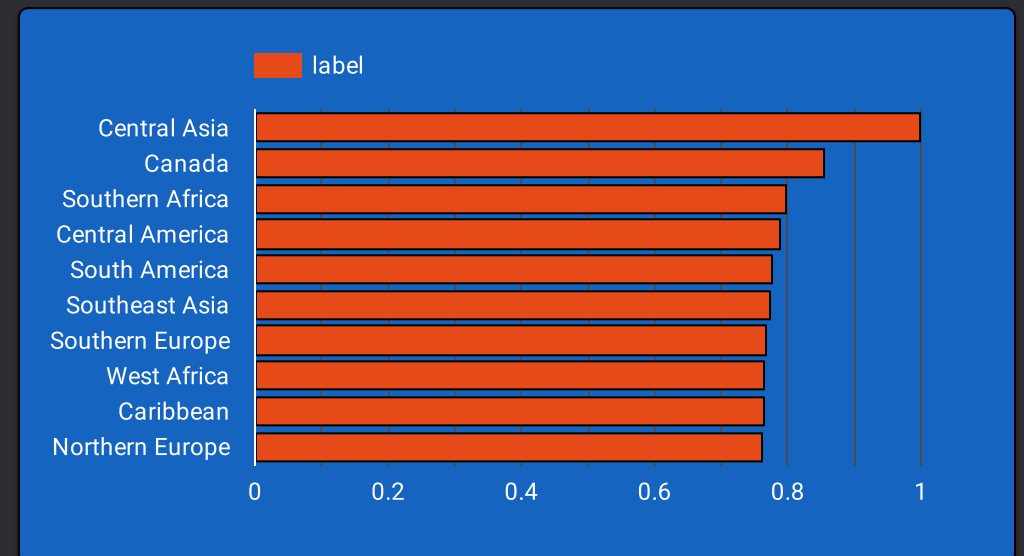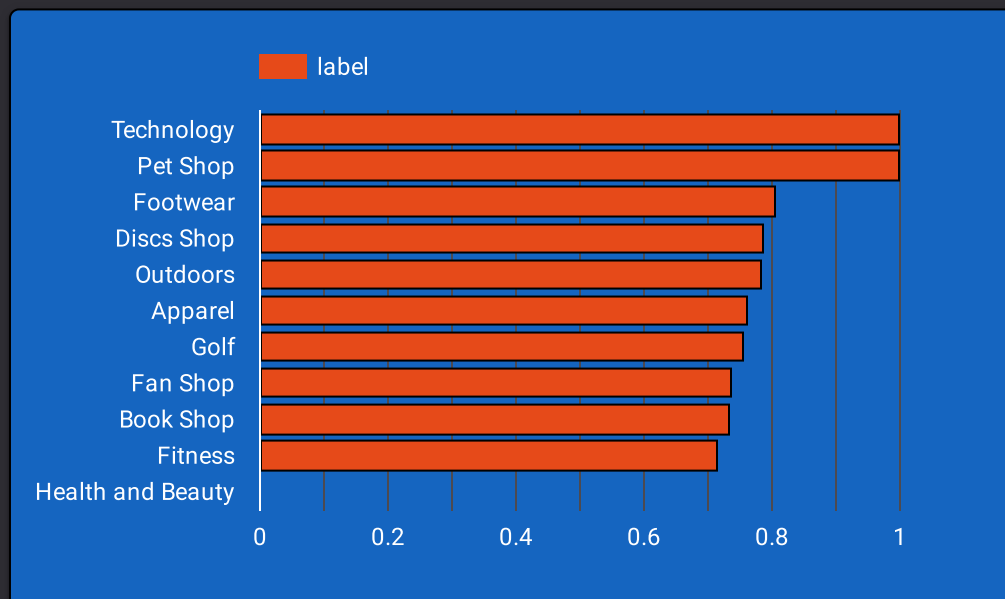
Number of clients per month

— customer_id

1K	
800	
600	
400	
200	
0	

January   March   May   July   September   November
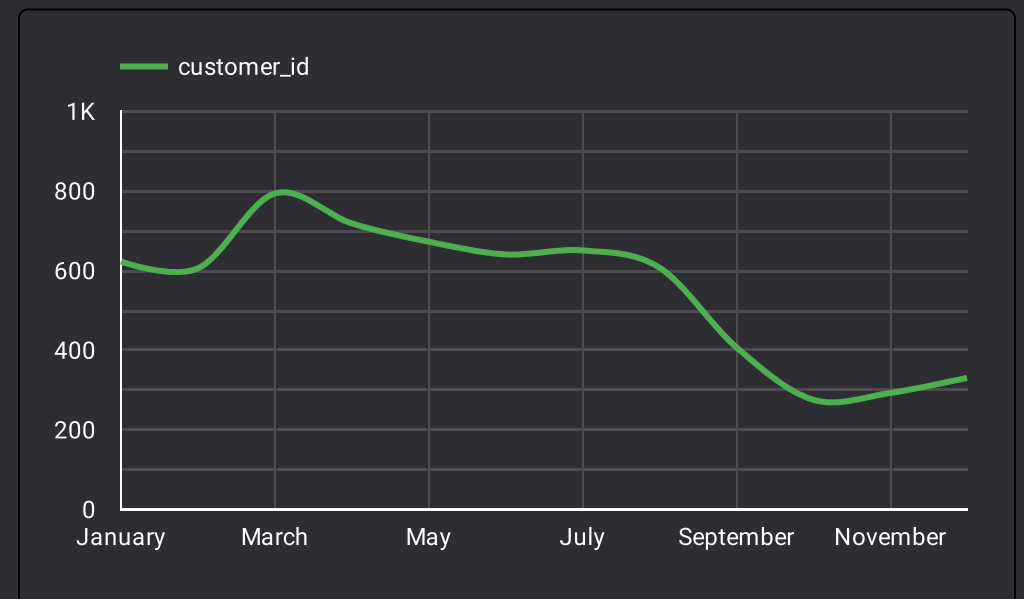
Logistics Analysis Dashboard

Strategic Recommendations

1. Logistics Optimization by Region

- Central Asia, Canada, and Southern Africa require immediate attention.
- Consider setting up regional micro-warehouses or local last-mile partners to reduce transit time by up to 35–45%.
- Run a pilot A/B test to validate new routes vs. current performance.

2. Category-Level Distribution Strategy

- For high-delay categories, restructure stock allocation: store heavy/bulky items closer to demand clusters.
- Partner with specialized carriers for categories like computers or gym equipment.

3. Department-Level Operational Audit

- Review operations in Pet Shop and Technology departments.
- Reevaluate partnerships with current vendors and assess their SLA adherence.
- Implement weekly KPI dashboards to monitor fulfillment and delivery times.

4. Shipping Method Policies
- Based on statistical results, revisit default shipping methods.
- Offer priority shipping for problematic items or regions with conditional free upgrades.

5. Data Gaps to Address
- Collect and integrate courier company performance data — this will allow finer attribution of delay causes and better accountability.

Expected Business Impact

Area	Recommendation	Impact Potential
High-delay regions	Warehouse/route optimization	↓ Delivery time by 35–45%
Bulky product categories	Carrier specialization & stock realignment	↑ On-time delivery rate
Weak departments	Vendor renegotiation	↑ SLA compliance
Delivery modes	Policy reform based on data	↓ Return rate, ↑ CSAT

Final Thoughts
By applying the above recommendations, your store can reduce the delivery delay rate, improve logistics efficiency, and significantly enhance customer experience — ultimately resulting in higher retention and fewer support escalations.