

Logistics Analysis Dashboard

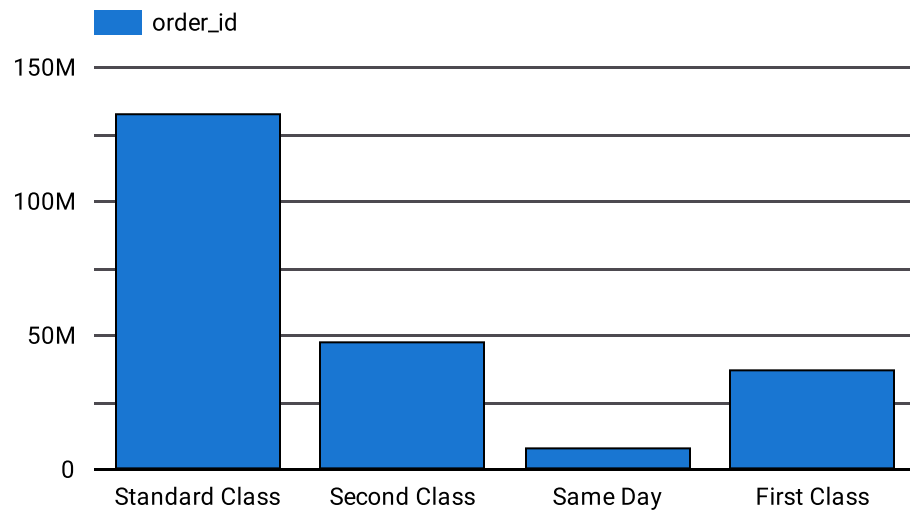
Select date range

Delays
3,858

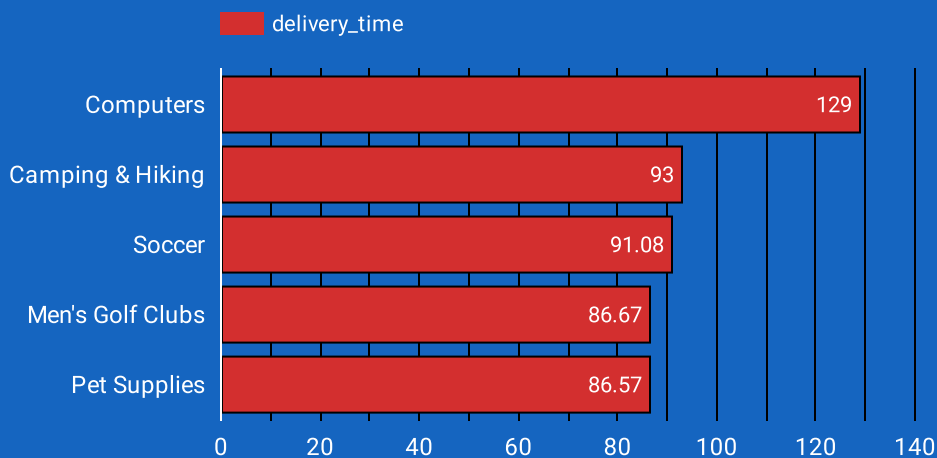
Customers
6,623

Order item Quantity
15.2K

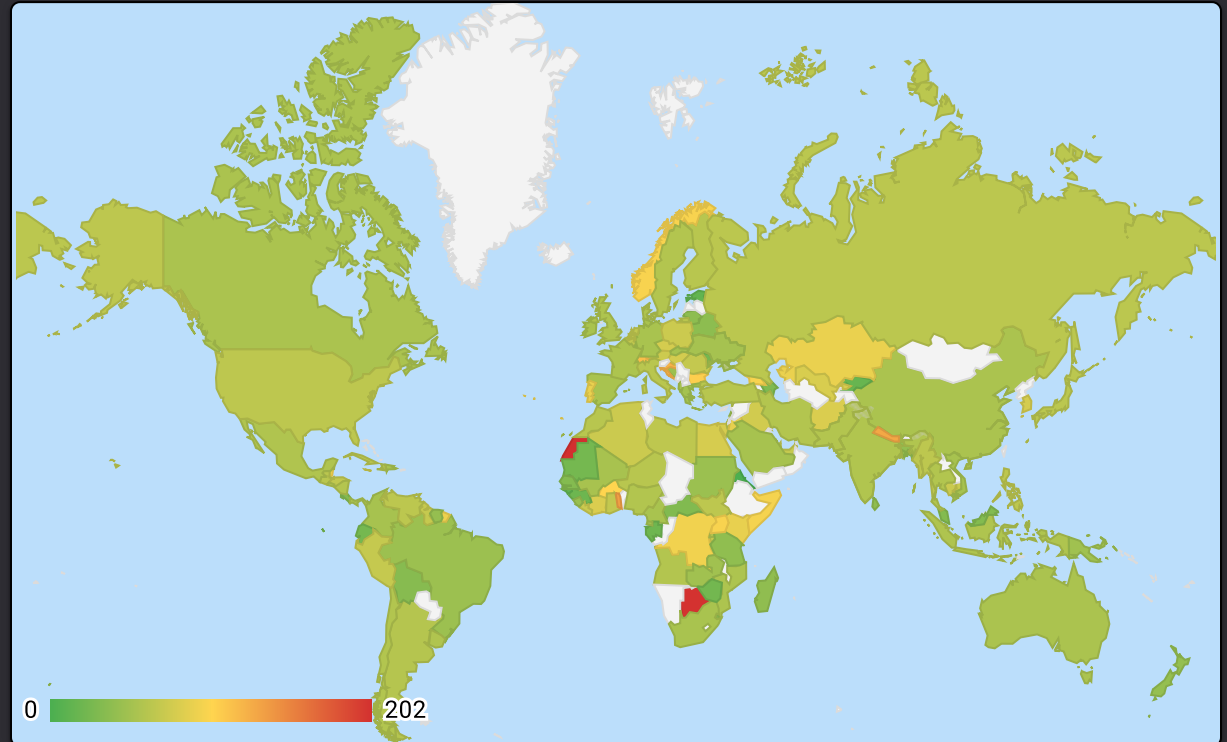
Distribution by shipping mode



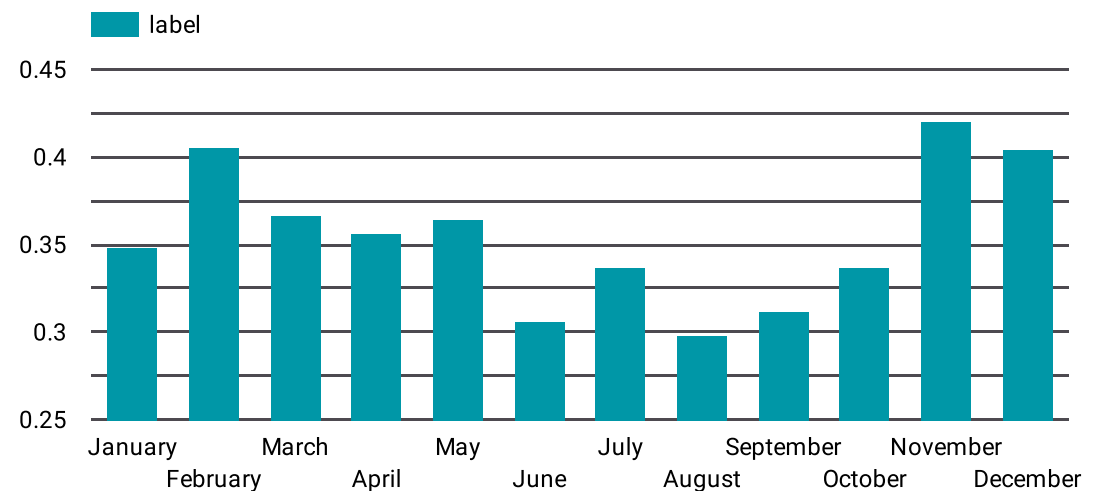
TOP 5 categories of goods with long delivery(AVG)



Average delivery time by region



Average delays by month



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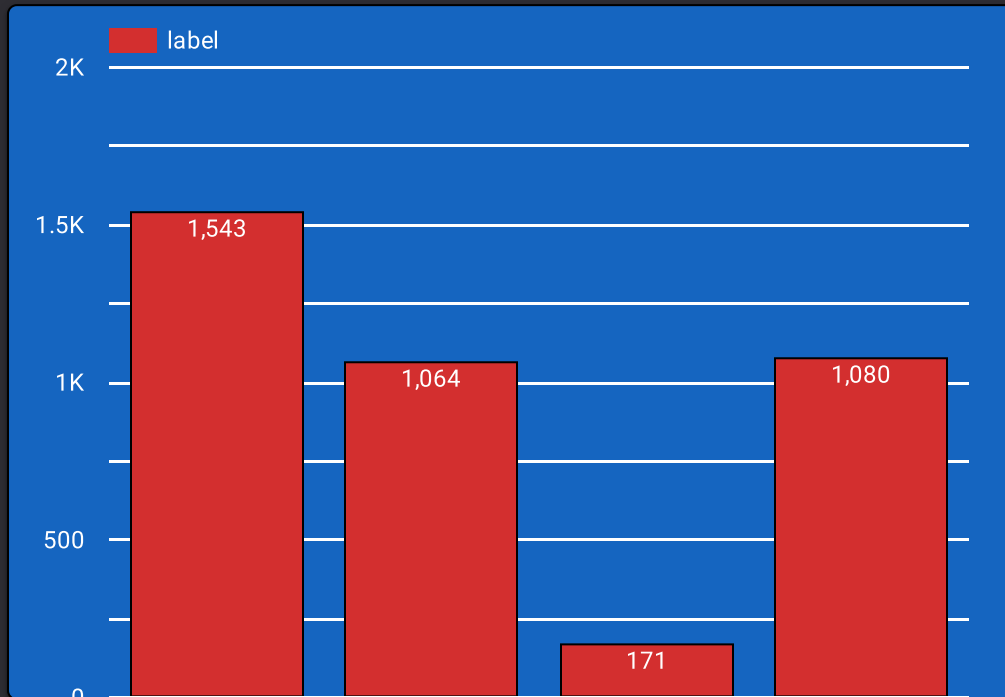
Select date range



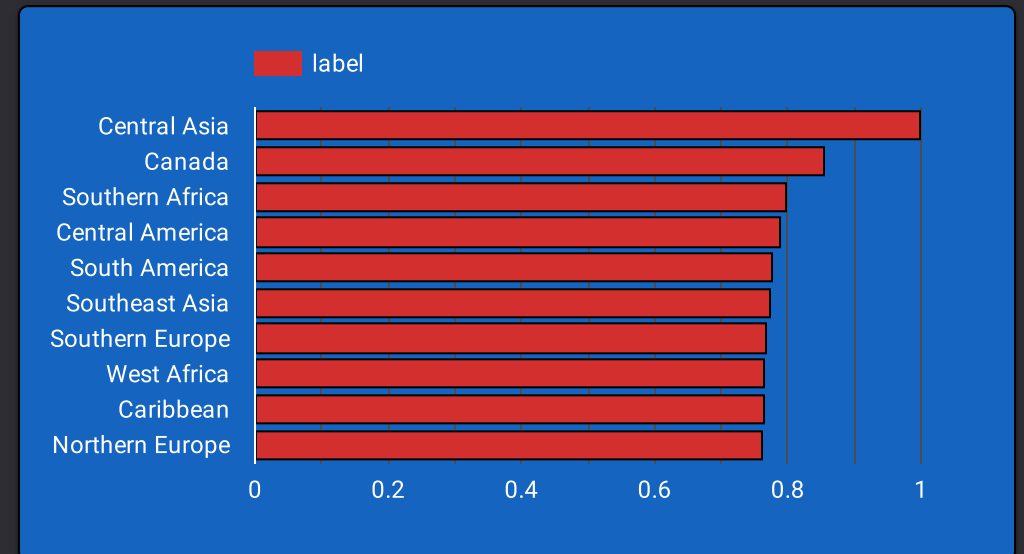
order_country



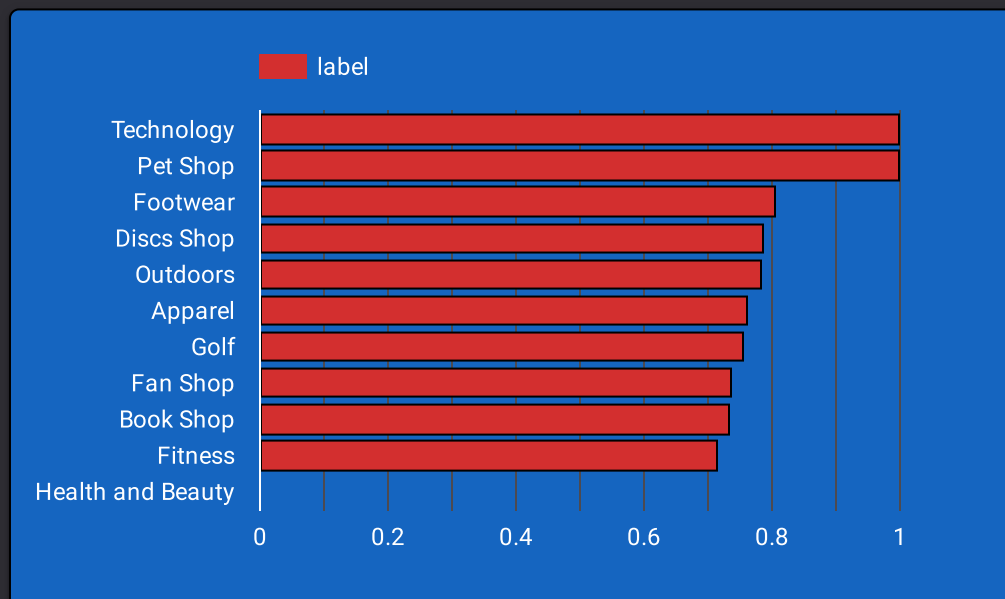
Number of delays by shipping mode



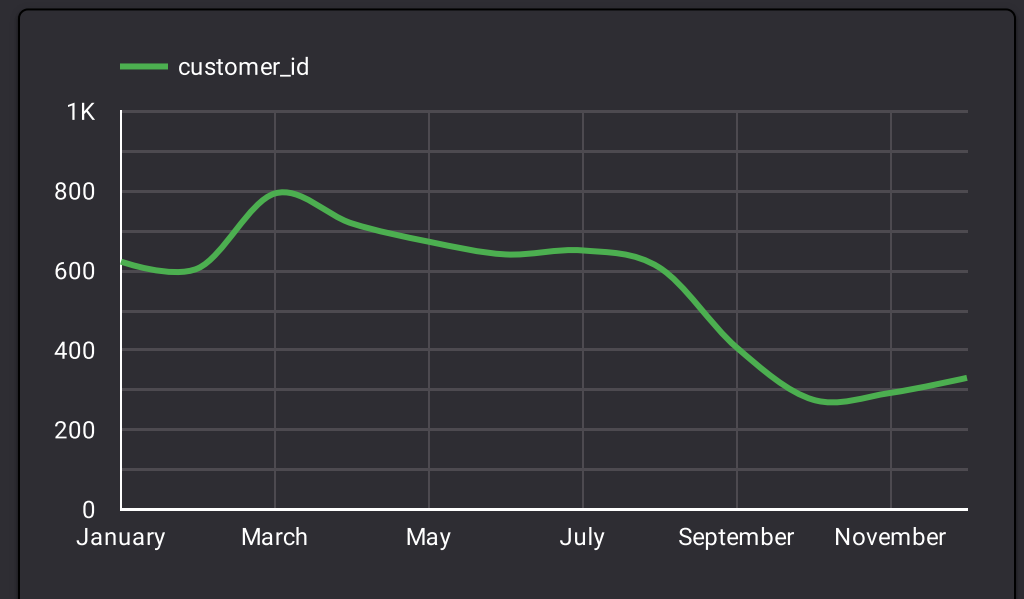
Average delay by region



Delays by department



Number of clients per month



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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.