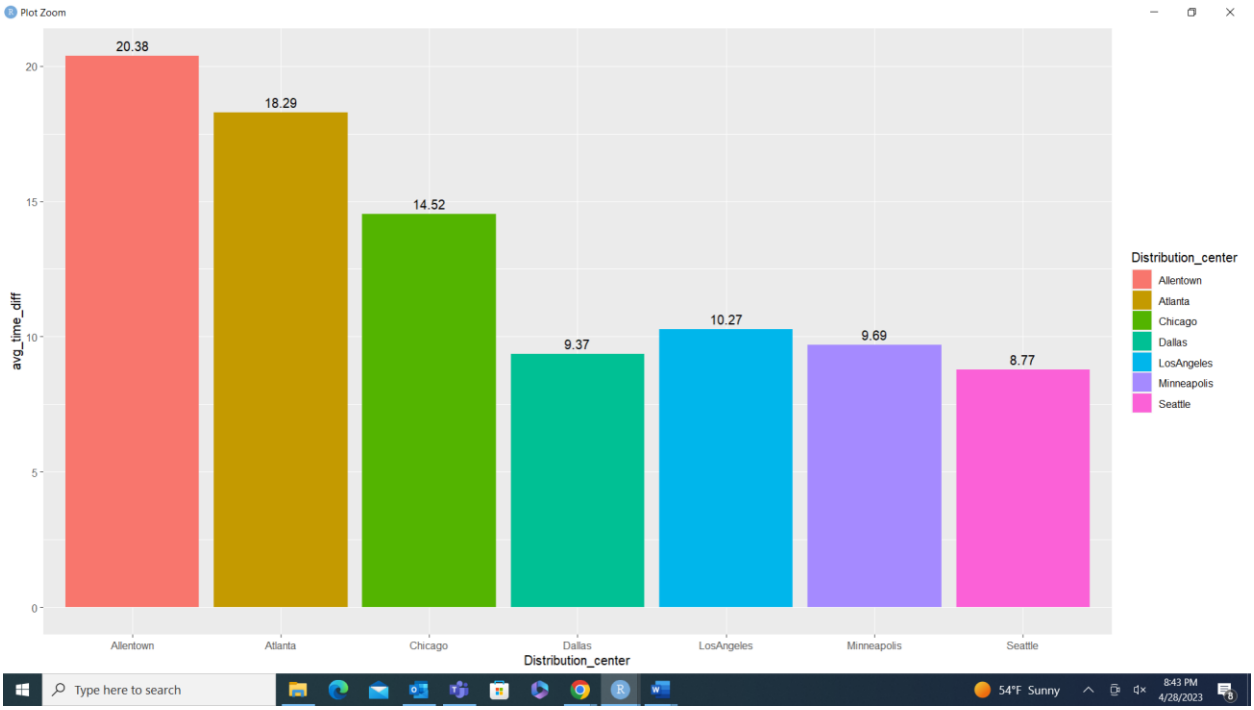
ULINE DISTRIBUTION CENTER

From our initial analysis, we find the distribution centers of Seattle and Los Angeles servicing more customer locations. But based on that, we cannot determine the new distribution center.

So we calculate the time difference of each customer location as (TIME_HOURS – Avg_time) and distance difference as (DISTANCE_MILES – Avg_distance).

Then we calculate the average time difference to assess the efficiency of delivery performances for each distribution center

Average time difference visualization:



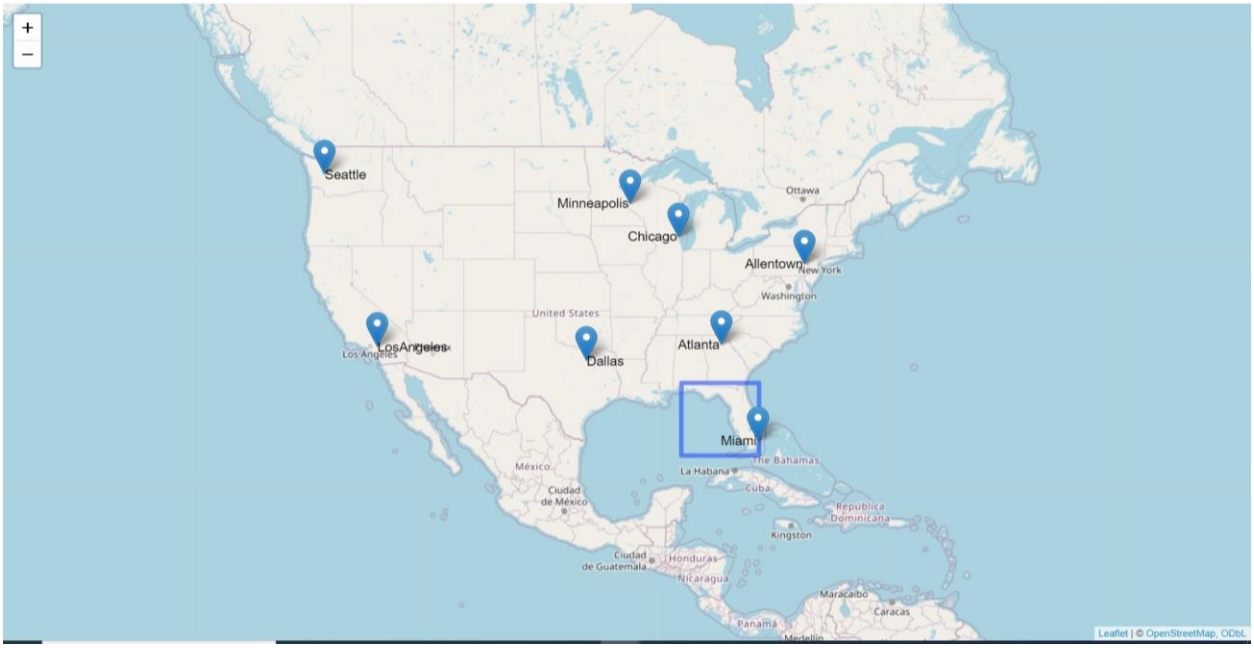
From the analysis, we find that average time difference for the delivery centers Allentown and Atlanta are higher than the average time of delivery. Even their average distance difference delivered is higher than the average distance.

From my analysis, my suggestion for the new distribution center for ULINE will be in the state of Florida and the place will be Miami.

I have plotted the Distribution centers in the US map using leaflet package.

If new distribution center will be built in Miami, it can reduce the workloads of Allentown and Atlanta which are somewhat nearby Miami, Florida.

Since Miami does not have severe weather conditions, it will be flexible to operate all around the year.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