Summary of the Report:

Team Tiger looks at the carbon emissions impact of last-mile delivery in Shanghai's e-commerce sector. Overall, I think the report is well-structured. It is divided into an executive summary, background, analysis of issues, and conclusions. The team does a good job examining major contributors to carbon emissions, such as logistics networks, increased delivery frequency, and urban congestion. They also use data from the LaDe dataset to analyze delivery times across 50 districts in Shanghai and explore the feasibility of more sustainable logistics methods. They include an appendix, which supplements their data processing steps and references key articles used throughout the report. In the end, the team's references are also very helpful and make finding the articles they used very accessible to the reader, and all appear to be from reliable databases.

High-Level Reflections:

Document Organization:

From my end, the report appears to be well-organized with clear section divisions. The use of subheadings makes it easier to follow along. However, some sections could benefit from a stronger connection to the exploratory questions. For example, the transition from background information to specific findings could be smoother. Although the executive summary discusses the problem at hand, it would be beneficial to include a summary of key findings from the exploratory questions.

Problem Statement:

Team Tiger conveys the environmental importance of last-mile logistics emissions. However, the problem statement could be strengthened by discussing recent policy implementations or regulations that have been introduced to reduce these emissions. Additionally, I would say that discussing the consequences corporations face when pushing toward sustainable e-commerce would provide a more comprehensive picture. This improvement is important given that Team Tiger is presenting to the Head of ESG at the World Trade Organization. Including a brief explanation of the current state of e-commerce sustainability efforts would help reinforce the problem's relevance today and make the problem statement more compelling.

Exploratory Questions:

The exploratory questions are relevant to the problem but could be more explicitly stated earlier in the report, such as in the executive summary. The questions are well-structured and clearly aligned with the problem at hand. However, providing the stakeholder with a preview of the key exploratory questions early on would help them better understand the report's direction. This approach would allow the reader to be more engaged and attentive to the analysis, as they will have a clearer expectation of the questions being addressed later in the report.

Feedback Memo: Team Tiger
Members: Adil, Afag, Ilseop, Mona, Yirang

Analysis:

Team Tiger's methodology for exploring delivery times is well-structured, but it would be helpful to include the rationale behind the decision to use a 99th percentile threshold. Including an explanation of this choice would enhance transparency and help stakeholders better understand its impact on the findings.

Findings & Answers:

The report does a good job of presenting findings that directly answer the exploratory questions. The results are well-structured and effectively communicate the key takeaways. My advice is to add a conclusion that explicitly ties the findings back to the original problem statement.

Final Suggestions:

- Include the logic for certain data exclusions and statistical assumptions used in the report. Discussed in the appendix but would be beneficial in the report itself.
- Add key findings early in the report like in the executive summary.
- Include more on policy recommendations that could be derived from the findings.
- Include a conclusion that ties back to the problem statement and the three exploratory questions.
- Ensure each visualization can stand alone, what I mean is to include a brief description for each visualization to give context.

Overall:

The report provides a well-structured and insightful exploration of last-mile delivery challenges in Shanghai. My only recommendations (as mentioned above) include refining methodology explanations, enhancing data visualizations, and adding minor details to this report.