LogiHaul Logistics KPI Dashboard Memo

Summary
This project simulates an operations analytics engagement for a freight company. Using a cleaned dataset of 500+ shipments, I prepared metrics in Python (pandas) and developed a Tableau dashboard to evaluate delivery performance, costs, and shipment volumes across regions and weeks.

Key Performance Indicators (KPIs)

- Average Delivery Delay (days)

- % of Shipments Delayed

- Cost per Mile ($)

- Weekly Shipment Volume

- **Findings**

- The **Northeast** region had the highest transportation cost per mile ($2.54) but the lowest delays (0.93 days), suggesting efficient but costly operations.

- The **West** region experienced the highest average delays (1.17 days) and greater week-to-week variability, indicating inconsistent performance.

- Shipment volume increased steadily through July, peaking during the week of July 26 across all regions.

Outcome
This project demonstrates the ability to:

- Clean and transform operational data with Python (pandas).

- Build a Tableau dashboard aligned with business KPIs.

- Extract actionable insights to support logistics and operations decision-making.

Deliverables

- Tableau Public interactive dashboard

- PNG export of dashboard

- Clean dataset (CSV)

- Python data cleaning script