

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