Business Development

Company Background

A national logistics company, **FastFleet Logistics,** provides package delivery and supply chain services for retail and manufacturing companies across the U.S. With rising competition and growing customer expectations, the company is aiming to **optimize delivery performance, identify bottlenecks, and improve service quality** using data analytics.

Project Objective

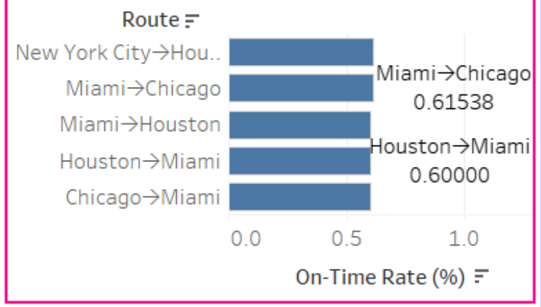
- Monitor delivery performance
- Analyze shipment trends by region, customer and product type
- Identify delays and inefficients in the supply chain
- Make data-driven decisions to enhance delivery efficiency

Delivery Performance Issues Dashboard | 2024

DELIVERY STATUS BREAKDOWN

DELIVERY TIME TREND

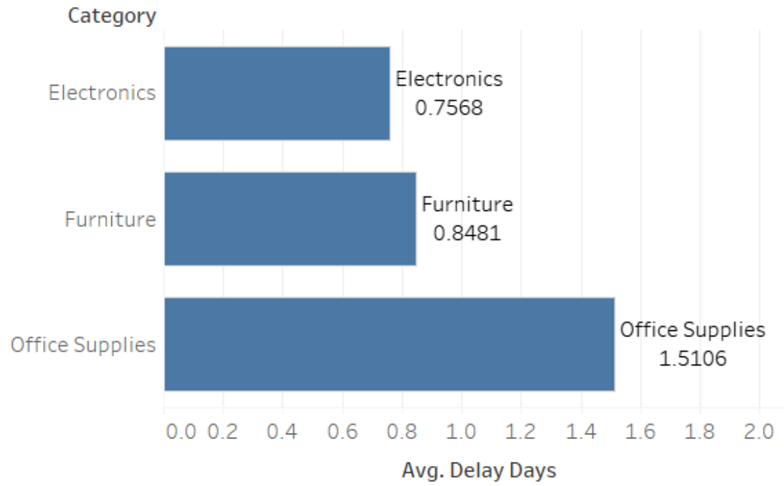
TOP 5 DELAYED ROUTES

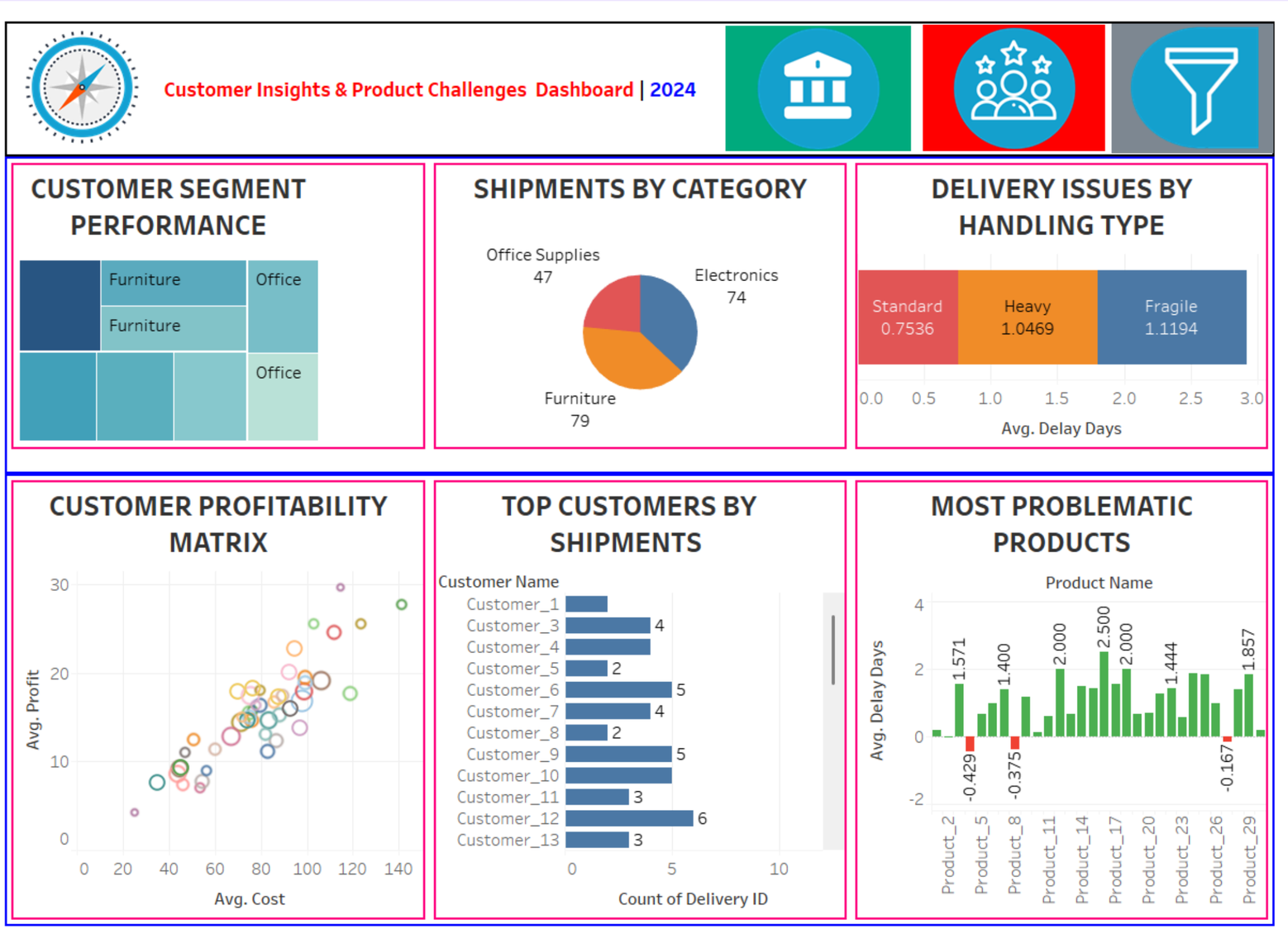


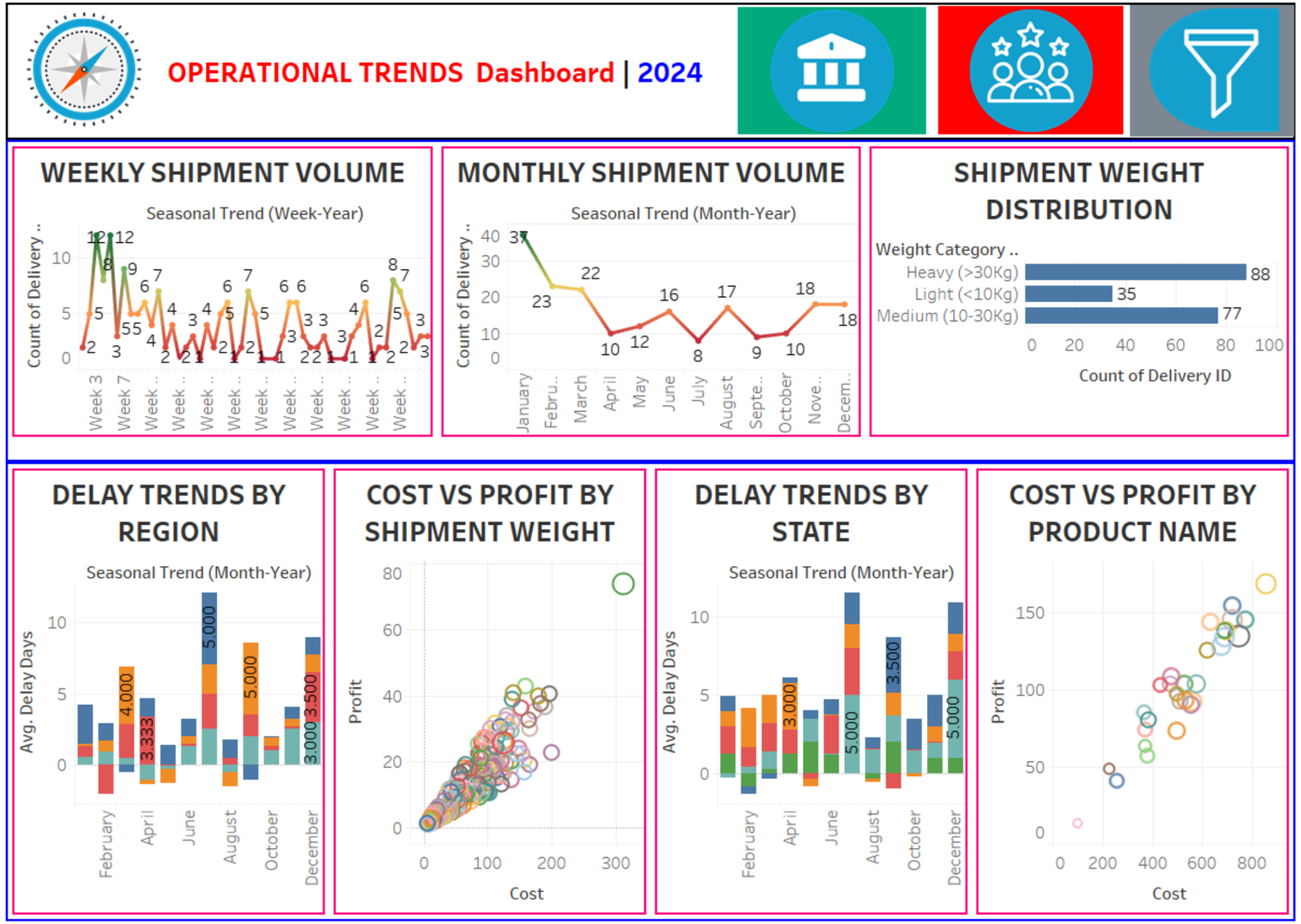
DELAY HOTSPOT MAP

Destination City	Origin City: Chicago	Houston	Los Angeles	Miami	New York C..
Chicago	1.182	0.714	1.000	0.385	0.571
Houston	1.125	1.000	0.500	0.400	0.385
Los Angeles	2.429	0.500	1.000	1.333	1.571
Miami	-0.200	0.000	1.333	1.400	2.250
New York City	1.556	1.333	1.000	0.700	2.000

DELAY REASONS BY PRODUCT




Customer Insights & Product Challenges Dashboard | 2024
CUSTOMER SEGMENT PERFORMANCE
Furniture
Furniture
Office
Office
SHIPMENTS BY CATEGORY
Office Supplies
47
Electronics
74
Furniture
79
DELIVERY ISSUES BY HANDLING TYPE
Standard
0.7536
Heavy
1.0469
Fragile
1.1194
0.0 0.5 1.0 1.5 2.0 2.5 3.0
Avg. Delay Days
CUSTOMER PROFITABILITY MATRIX
Avg. Profit
30 20 10 0
0 20 40 60 80 100 120 140
Avg. Cost
TOP CUSTOMERS BY SHIPMENTS
Customer Name
Customer_1
Customer_3 4
Customer_4
Customer_5 2
Customer_6 5
Customer_7 4
Customer_8 2
Customer_9 5
Customer_10
Customer_11 3
Customer_12 6
Customer_13 3
0 5 10
Count of Delivery ID
MOST PROBLEMATIC PRODUCTS
Product Name
Avg. Delay Days
4 2 0 -2
1.571 -0.429 1.400 -0.375 2.000 2.500 2.000 1.444 -0.167 1.857
Product_2 Product_5 Product_8 Product_11 Product_14 Product_17 Product_20 Product_23 Product_26 Product_29


OPERATIONAL TRENDS Dashboard | 2024
WEEKLY SHIPMENT VOLUME
Seasonal Trend (Week-Year)
Count of Delivery ..
MONTHLY SHIPMENT VOLUME
Seasonal Trend (Month-Year)
Count of Delivery ..
January
Febru..
March
April
May
June
July
August
Septe..
October
Nove..
Decem..
SHIPMENT WEIGHT DISTRIBUTION
Weight Category ..
Heavy (>30Kg)
Light (<10Kg)
Medium (10-30Kg)
88
35
77
Count of Delivery ID
DELAY TRENDS BY REGION
Seasonal Trend (Month-Year)
Avg. Delay Days
COST VS PROFIT BY SHIPMENT WEIGHT
Profit
Cost
DELAY TRENDS BY STATE
Seasonal Trend (Month-Year)
Avg. Delay Days
COST VS PROFIT BY PRODUCT NAME
Profit
Cost

Outline of Dashboards

Sales Performance Overview

1. Delivery Status Breakdown
2. Delivery Time Trend
3. Top 5 Delayed Routes
4. Delay Hotspot Map
5. Delay Reasons by Product

Customer & Product

1. Customer Segment Performance
2. Shipments by Category
3. Delivery Issue by Handling Type
4. Customer Profitability Matrix
5. Top Customers by Shipments
6. Most Problematic Products

Operational Trends

1. Weekly Shipment Volume
2. Monthly Shipment volume
3. Shipment Weight Distribution
4. Delay Trends by Region
5. Cost vs Shipment Weight
6. Delay Trends by State
7. Cost vs Profit by Product name

Conclusion

✅ Monitor KPIs like average delivery time, delay %, and profitability

✅ Identify regional delay hotspots and inefficient routes

✅ Analyze trends by customer, product, and shipment type

✅ Make data-driven decisions to optimize operations and improve service quality

Thank You.

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