**Course Project Problem Statement: Logistics & Delivery Performance Analytics**

**Industry Context: Supply Chain & Logistics**

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.

While the company collects rich data on deliveries, customer locations, products handled, and operational metrics, stakeholders currently lack an effective visual system to track performance trends and make timely decisions.

**Project Objective:**

Design a suite of **Tableau dashboards** to help logistics managers, operations analysts, and executives:

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

**Key Business Questions to Answer:**

**Delivery Operations:**

* What is the average delivery time by region and product type?
* Which routes or regions have the highest delays or late deliveries?
* How does delivery cost and profit vary over time?

**Performance Over Time:**

* What are the weekly and monthly delivery volumes?
* Are there trends in delivery delays or early deliveries?
* How do seasonal spikes impact performance?

**Customer & Product Insights:**

* Which customers generate the most shipments and revenue?
* Which product categories are the most resource-intensive to deliver?
* What product types have the highest delivery-related losses?

**Required Dashboards:**

**1. Delivery Performance Dashboard**

* KPIs: Avg. delivery time, delay %, total shipments
* On-time vs. delayed delivery trend
* Map view showing delay hotspots

**2. Customer & Product Dashboard**

* Top customers by shipment count, cost, and profit
* Shipment trends by product category and handling type
* Customer segmentation by delivery success rate

**3. Operational Trends Dashboard**

* Weekly/monthly delivery volume trends
* Delay trends by region/state
* Profitability vs. cost by shipment weight and product

**Interactivity & Filters:**

* Date range selector
* Filter by customer type, product category, region, state, city
* Interactive charts that allow drill-downs and cross-filtering