**INSIGHT AND RECOMMENDATION FOR FROM LOGISTICS BACKLOGGED DATA DRIVEN DASHBOARD**

**1. Order Blockage Issue: There's a significant backlog with total of 767 out of 1500 orders not completed(in-progress). This is a pressing concern as a high backlog can lead to customer dissatisfaction and**

**operational challenges.**

**2. Delivery Delays: The overall average delay across all orders is approximately 14.51 minutes. While this might seems modest, it can accumulate and contribute to the mounting backlog.**

**3. Feedbacks and Delays: Orders with positive feedback have a slightly higher average delay than those with negative feedback. This suggests that while delaysare a concern, other factors like**

**customer service, product quality, or communication could be influencing feedback.**

**4. Driver Performance: Notably D86, D44, and D29, have significantly higher average delays than others. This suggests potential areas for training, route optimization, or vehicle maintenance.**

**5. Route Delays: Certain routes, such as Route3, Route1, Route2, consistently show higher delays. Investigating those routes for common obstacles, traffic patterns, or longer distances can provide insights.**

**6. Vehicle Delays: Deliveries made with "Bike C" experience slightly higher delays compared to those made with "Van A". This might be due to limitations in speed, cargo capacity, or the range of "Bike C".**

**7. Allocation Rules Inefficiencies: Despite the intention to expedite deliveries, orders allocated using 'Expedited Rules' have a slightly higher average delay compared to those allocated using both**

**'Custom Rules' and 'Standard Rules'. This might indicate inefficiencies in the 'Expedited Rules' allocation system.**

**RECOMMENDATIONS**

**1. Resource Allocation: Given the backlog, it might be useful to allocate more resources, either temporarily or on a more permanent basis, to address the backlog and prevent further accumulation.**

**2. Driver Training and Evaluation: Drivers with consistently high delays might benefit route planning tools, or vehicle maintenance checks.**

**3.Route Optimization: Consider re-evaluating high-delays routes. Traffic analysis, time of delivery, and other factors could be assessed to optimize these routes.**

**4.Vehicle Allocation: Reassess the use of "Bike C" for deliveries, especially if they're being used for longer routes or bulker deliveries.**

**5. Review of Allocation Rules: The 'Expedited Rules' may need a review to ensure they're effectively reducing delay. It might be more efficient to focus on improving 'Custom Rules' since they seem to**

**perform better.**

**6. Enhanced Customer Communication: Given the feedback, enhancing the communication channel with cutsomers regarding the status of their order, expected delays, or any other concerns can**

**go a long way in improving customer satisfaction.**