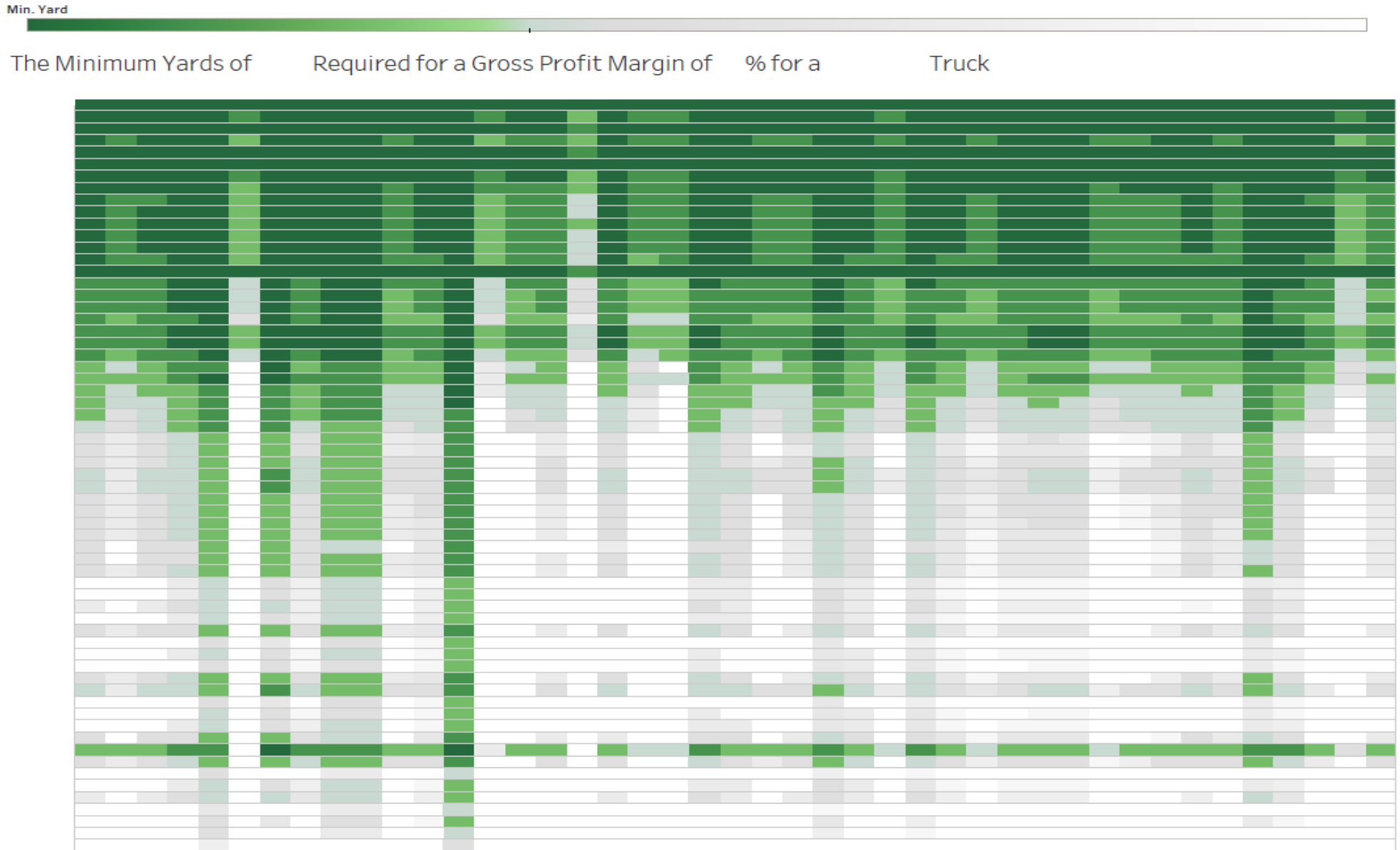


Internship Highlights:

by Elijah Raffo

This document has been cleaned of any sensitive information.

A complete version of my portfolio can be found online at eliraffo.github.io.



The most technical project I conducted at Lane Forest was an analysis of the Delivery Department pricing. Above is a chart which displays every product and destination combination Lane Forest can deliver to customers (~50,000 combinations). This chart is utilized to conduct “What-If” analysis. The current question being answered is, what is the minimum yardage order required to produce a/an $X\%$ profit margin.

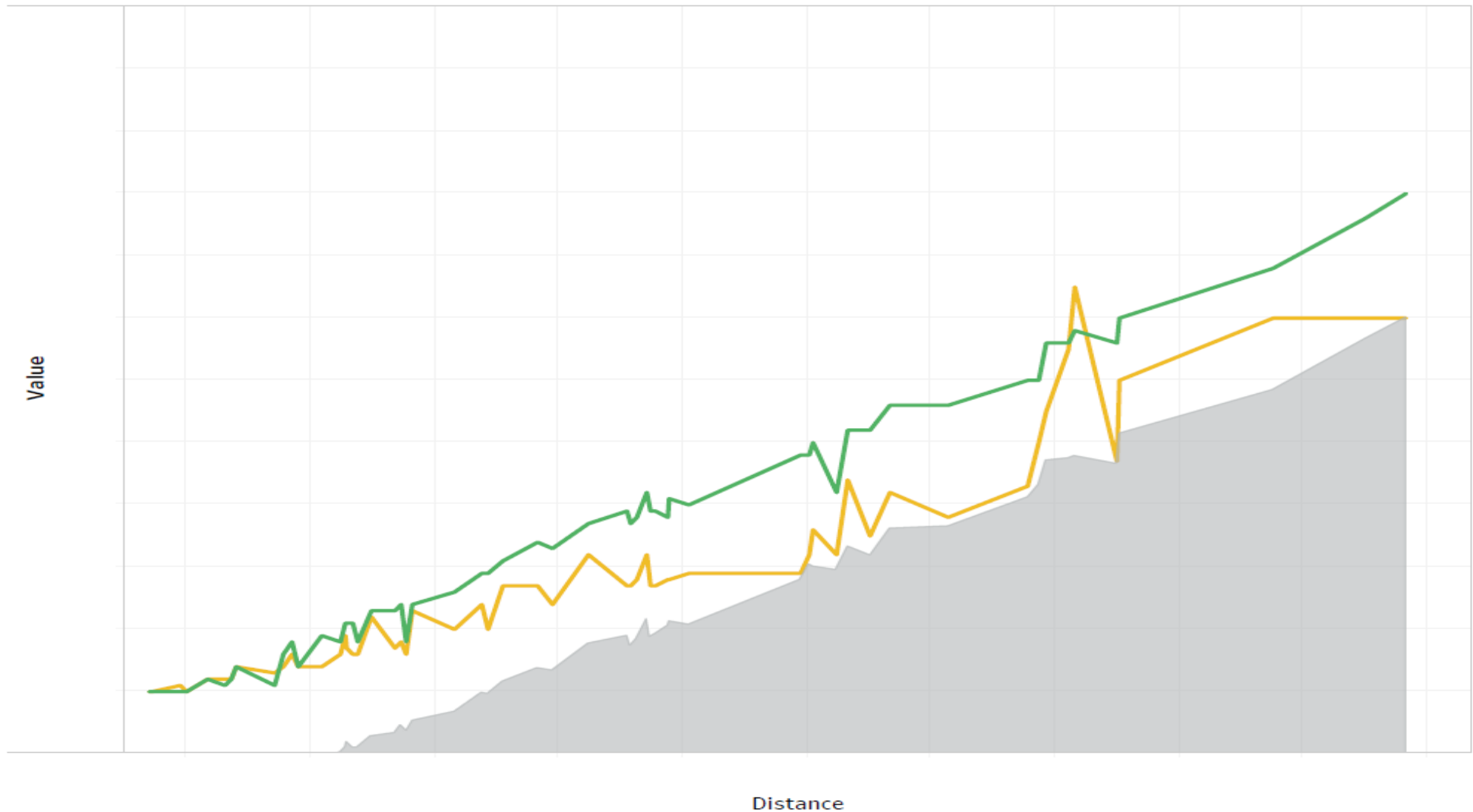
This visualization allowed stakeholders to intuitively understand which material prices should change to meet the required profit margin.

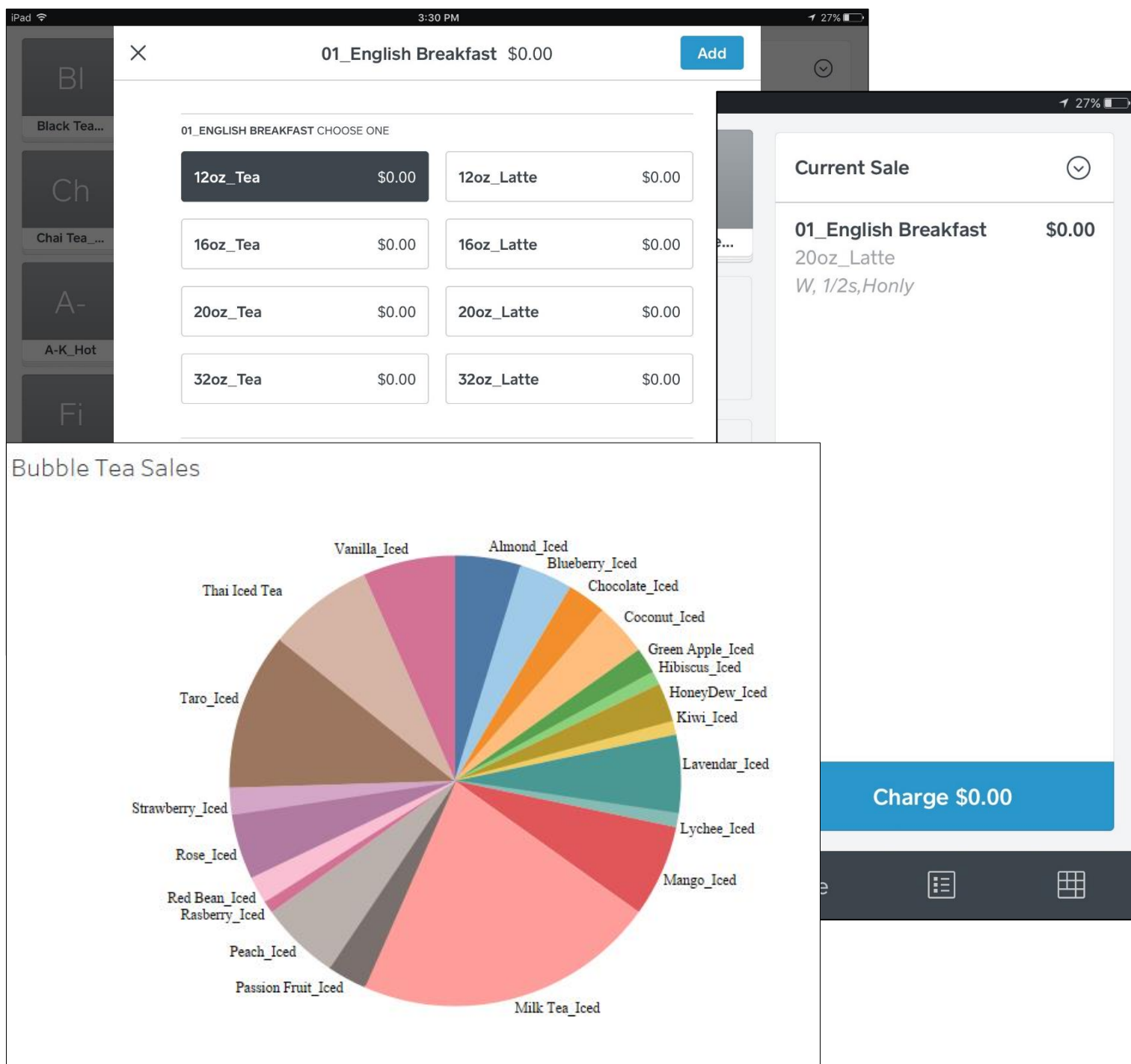
After conducting my analysis of the Delivery Department, I proposed new prices for the delivery of material for 2019. Below is one of the visualizations I created to show the cost of delivery (grey), the current pricing structure (yellow), and my proposed pricing structure (green). I then projected my proposed pricing structure on historic sales to measure the projected change in profit.

The results of the Delivery Department pricing analysis are Lane Forest's ability to:

- Measure the cost of delivering materials via Push-Out Truck, Truck and Transfer, and Semi Truck.
- Conduct "What-If" analysis on new pricing schemas.
- Develop spreadsheets to automate delivery pricing.

Revenue Comparison





When I started working at Townshend’s Tea their Point-of-Sale system was designed for quick customer interactions and charging customers the correct amount. Tea Tenders would manually write out customer orders on a small piece of paper, and give this piece of paper to whoever was making the drink. I met with the VP of Operations, and explained my vision for how the Point-of-Sale system could be better utilized for the company and at storefronts.

By the end of my internship I had successfully implemented the redesigned interface at the Eugene Tea bar. The storefront manager, after seeing the benefits, implemented the interface at the other Eugene Storefront. Furthermore, when Townshend’s introduced all-natural Bubble Tea’s to all storefronts they used the same interface design.

Now, Tea Tenders create a virtual order ticket as the customer places their order. This ticket is printed, and moved to the station drinks are made. At a storefront level, this improved service because Tea Tenders can reprint missing order tickets. At a corporate level, Townshend’s can use their Point-of-Sale system to understand consumer preferences, and in a Material Resource Planning system.