



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

