Insights Gathered - Data Scientist Test
Gracia Yashodara

Based on the data I generated some of insights from the data:

EDA on 3rd Party Logistic: 10 Days Delivery Data
Based on COD Received = False but There is an amount of COD Delivery (Failed COD)

cod_amount
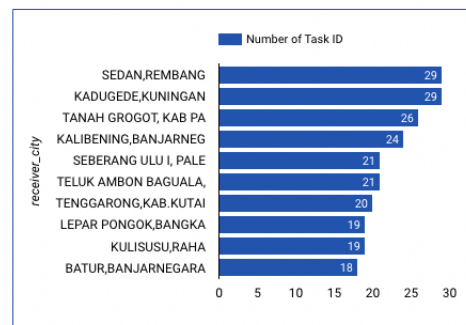**354,8 jt**

Number of Delivery Task
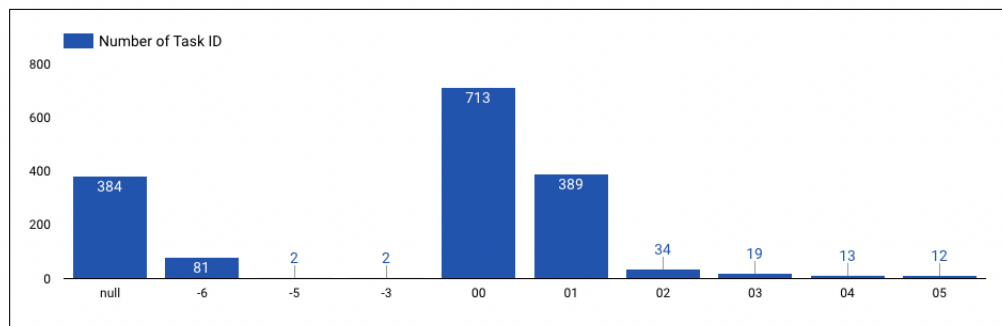**1.663**

taskStatusLabel
branch_origin
branch_dest

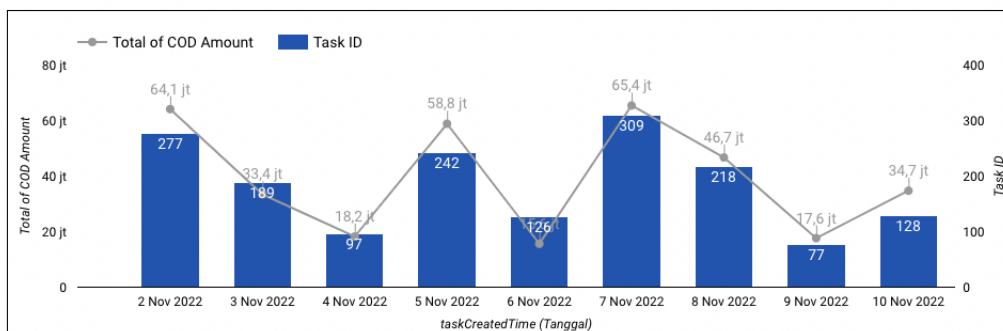**Number of Task Delivered per Hour Diff**

Task Assigne…	Hour Difference	# of Task ID
excludedChee…	null	40
zestyPear3	null	30
	01	1
stressedRat6	00	30
excitedBustar…	00	29
cautiousUnico… ..	00	22
sheepishFerre…	null	22
empathicTuna3	null	21
Total keseluruhan		**1.663**

Number of Task ID (receiver_city)
- SEDAN,REMBANG — 29
- KADUGEDE,KUNINGAN — 29
- TANAH GROGOT, KAB PA — 26
- KALIBENING,BANJARNEG — 24
- SEBERANG ULU I, PALE — 21
- TELUK AMBON BAGUALA, — 21
- TENGGARONG,KAB.KUTAI — 20
- LEPAR PONGOK,BANGKA — 19
- KULISUSU,RAHA — 19
- BATUR,BANJARNEGARA — 18

Number of Task per Assigned Person with # of Task Delivered by Hour

Number of Task ID
- null: 384
- -6: 81
- -5: 2
- -3: 2
- 00: 713
- 01: 389
- 02: 34
- 03: 19
- 04: 13
- 05: 12

COD Amount vs Task per Day

Total of COD Amount / Task ID

taskCreatedTime (Tanggal)	Total of COD Amount	Task ID
2 Nov 2022	64,1 jt	277
3 Nov 2022	33,4 jt	189
4 Nov 2022	18,2 jt	97
5 Nov 2022	58,8 jt	242
6 Nov 2022	—	126
7 Nov 2022	65,4 jt	309
8 Nov 2022	46,7 jt	218
9 Nov 2022	17,6 jt	77
10 Nov 2022	34,7 jt	128

Looker Link

Based on the data there is a total of 1663/8,334 or equals to **19,95% data consisting of failed COD status** but already consist of amount of money. The total amount of Failed COD is 354,8 M.

Distribution of Suspicious Areas Based on Receiver City

Among the receiver cities, the dataset shows two regions with the highest concentration of suspicious activities: **Rembang and Kuningan**. These areas exhibit varying levels of customer concentration, with one region potentially having a higher concentration compared to the other.

Based on Assignee and Hour Diff

Most of the delivery finished within the range under 1 hour, 66.2% delivered under 1 hour. **23% of the delivery are not finished (status = failed)** from this data scope most of the reasons = 'MISROUTE' and Null

Recommendations:

Improve COD Process: Given the high amount of failed COD transactions with a total value of 354.8 million, it is recommended to review and improve the COD process. Identify the reasons behind these failures and take corrective actions to reduce the number of failed COD transactions.

Focus on Suspicious Areas: Pay close attention to the regions of Rembang and Kuningan, which exhibit a higher concentration of suspicious activities. Implement additional security measures and monitoring in these areas to mitigate potential risks and prevent fraudulent activities.

Optimize Delivery Time: Since a significant portion (66.2%) of deliveries are completed within 1 hour, focus on maintaining and improving this quick delivery service. Ensure efficient routing and coordination to minimize delivery time and enhance customer satisfaction.

Address Failed Deliveries: Investigate the reasons behind the 23% of deliveries that are marked as failed. Specifically, pay attention to the reasons stated as "MISROUTE" or null. Take necessary actions to rectify any issues causing failed deliveries and work towards reducing the failure rate.

These recommendations aim to enhance the overall delivery process, improve customer experience, and mitigate risks associated with failed COD transactions and suspicious activities in specific areas.