**Operational Efficiency**

**Key Insights**

*1. ) Shipping Cost Efficiency:*

- Sea transport offers the lowest average shipping cost ($4.47), yet is it underutilized compared to other methods. It is also 10.42% cheaper than the average shipping cost.

- There is opportunity to minimize shipping cost by prioritizing Sea routes and limiting the use of Air, Rail, and Road.

*2.) Utilization Trends:*

- Sea achieves a very short average lead time, which is 3.91% faster than the overall lead time average. Because it is underutilized while offering a faster, cheaper option, investing in Sea shipping methods has a higher potential for cost optimization

*3.) Overall Operational Efficiency:*

- The current system seems to over utilization Air, Rail, Road, despite higher costs and lead times.

- Shifting towards more Sea friendly routes may reduce total shipping cost and average lead times, improving overall efficiency without sacrificing on reliability.

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