# Data Analyst – Business Case

## Overview:

DigiHaul is a digital platform that provides a complete freight solution connecting commercial shippers with the UK's largest carrier base, making haulage fast, flexible and reliable. Our mission is to use our digital network to enable loads to be delivered more efficiently, at a better price and with greater quality than ever before.

To support this mission, the Data Team has been asked to perform a benchmarking analysis on prices with one of our competitors. Data has been collected by the Operational team from our competitor's website for a period of 7 weeks covering 42 different lanes*, summarized in Dataset 1. Competitor's rates vary depending on the lead time between booking date and collection date (24h, 48h, 72h, 96h).

**Lane = combination of origin and destination in the format XX-YY, where XX represents the first letters of the origin postcode and YY represents the first letters of the destination postcode. The first letters of postcodes represent specific geographical areas in the UK (see map in the Appendix).*

Dataset 2 contains the average Digihaul costs for the same period and corresponding lanes. Digihaul's costs are based on a 48h lead time.

## Task 1:

Your task is to analyse the two datasets in order to:

- Qualify which factors seen to influence our competitor's pricing
- Identify trends on variation of rates over time and across regions
- Demonstrate how Digihaul rates compare to our competitor's rates
- Identify any other insights that can be extracted from the data

You can perform the analysis using Power BI, R, Python, Knime or Excel. You should put together a presentation with your findings. You should also share the file you used for the analysis.

## What will be assessed:

- Ability to perform main steps required for data analysis: data cleansing, data modelling and data visualization.
- Ability to present insights identified from data.

Please note that there is no right or wrong answers. The purpose of this business case is to assess the basic steps required for data analysis, the logical approach to the task and ability to present findings in a comprehensive way. The final numbers are not important, what really matters is the logic you created to get there.

## Appendix:

UK Postcode Area map: