Transportation Company Case Study

Analysis done using PowerBI

By Jessica Krook

Agenda

➜ **PERFORMANCE ANALYSIS**
Using data to highlight top and bottom performers of the teams

➜ **CORRIDOR ASSIGNMENT**
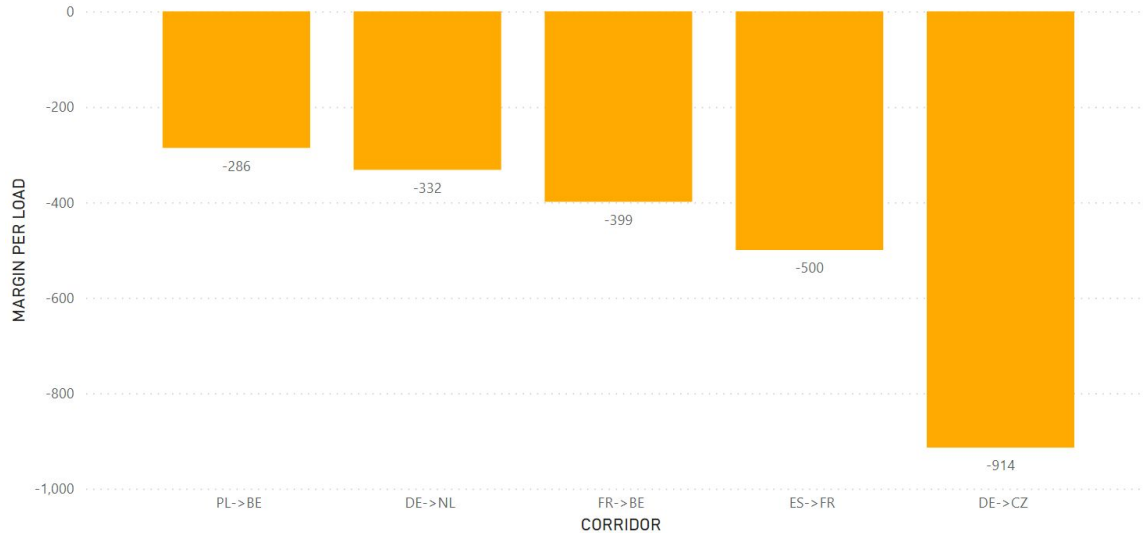Recommendations of best practice for corridor teams

PART 1

PERFORMANCE ANALYSIS

Jessica Krook

Performance Analysis

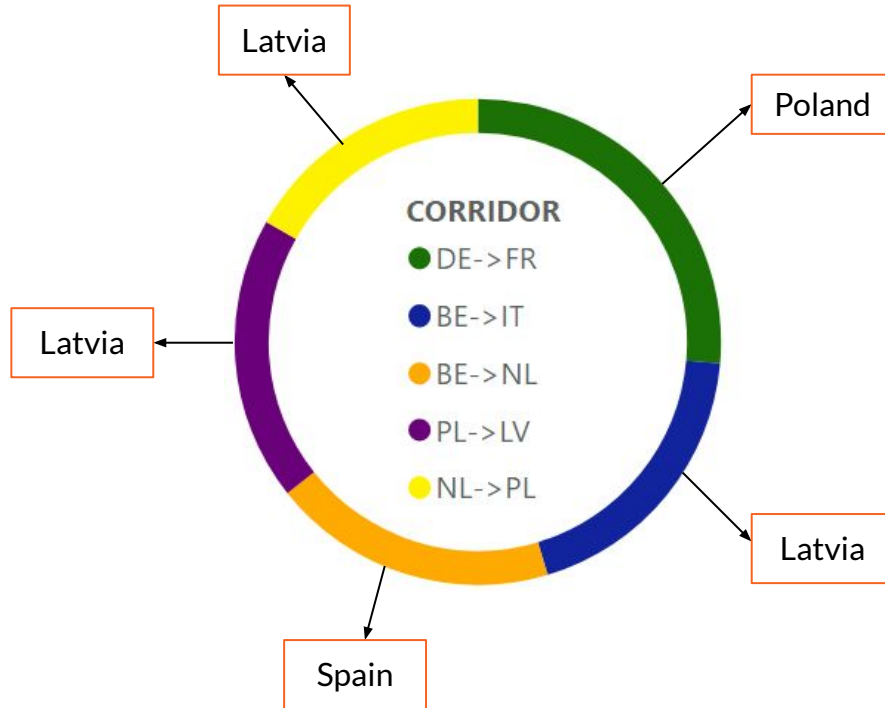## CORRIDORS PERFORMING THE WORST FINANCIALLY IN Q1

MARGIN PER LOAD by CORRIDOR

5 worst performers based on Margin per Load

TOTAL CONTRIBUTION MARGIN PER LOAD
-1,76%

Jessica Krook

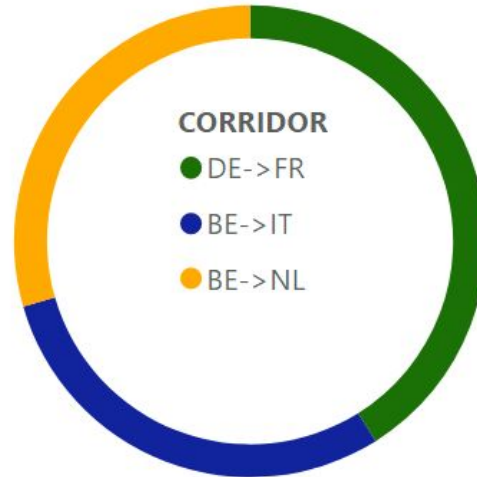# Performance Analysis

TOP PERFORMING CORRIDORS AND THEIR TOP COUNTRY ENTITY

Circle visual shows the top performing corridor's based on Margin

Orange squares are the top Country Entity for each corridor

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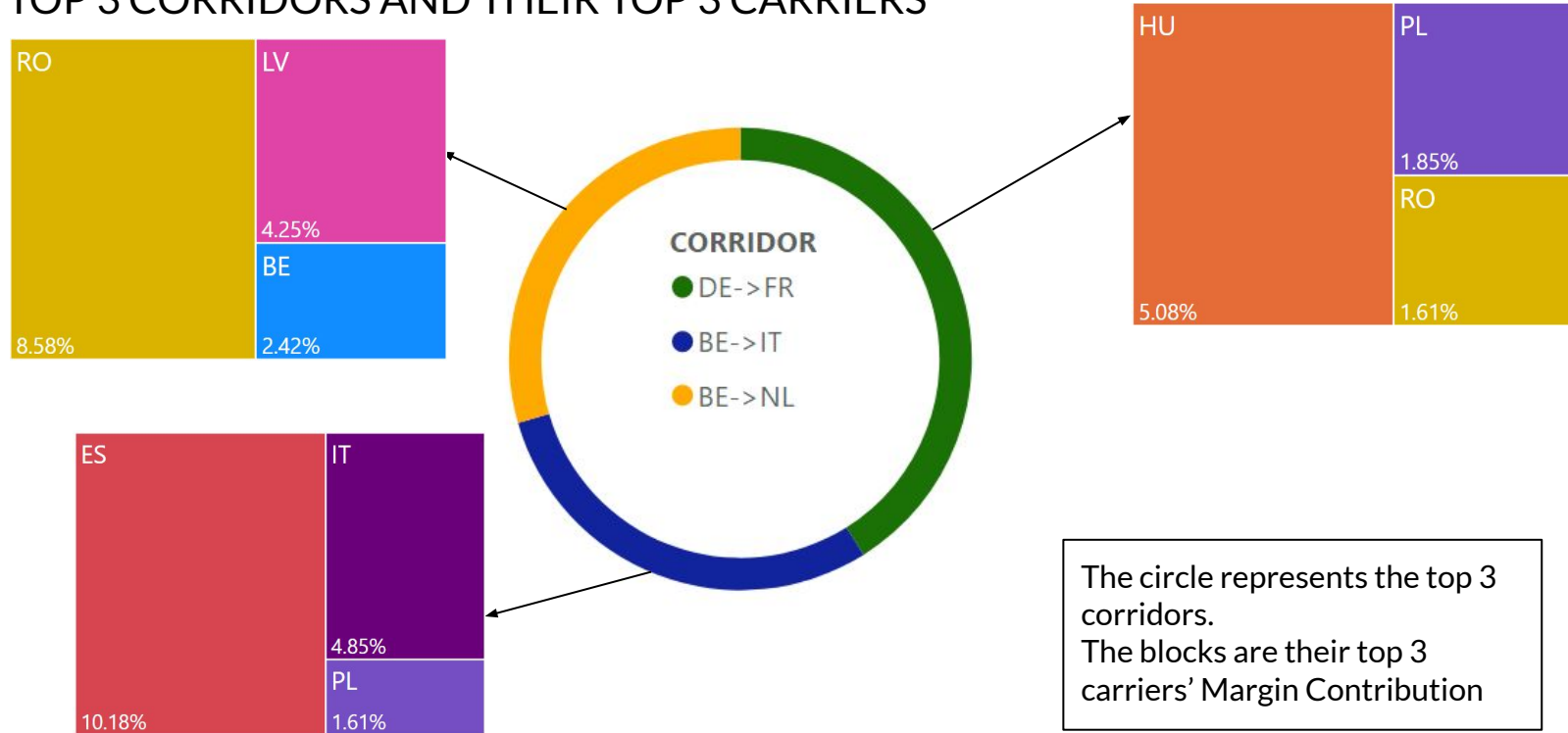# Performance Analysis

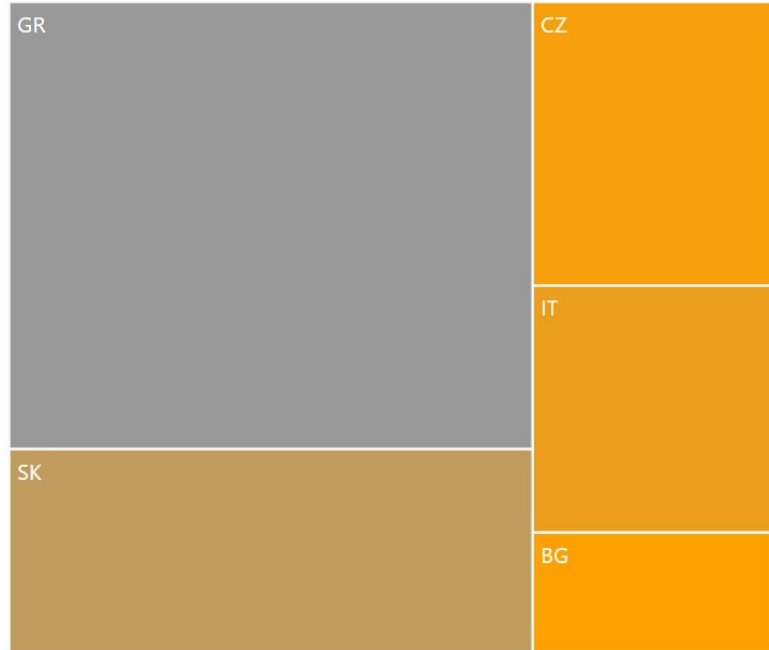TOP 3 MOST PROFITABLE CORRIDORS

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Performance Analysis

TOP 3 CORRIDORS AND THEIR TOP 3 CARRIERS

The circle represents the top 3 corridors.
The blocks are their top 3 carriers' Margin Contribution

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Performance Analysis

Lowest Average Margin (May)

The 5 carriers with the lowest Average Margin for May

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PART 2

CORRIDOR ASSIGNMENT

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Corridor Assignment

1. Considerations when assigning corridors
THE TEAM

- Size of team at each Entity
- Capabilities of members in each Entity
- Team country's' culture
- Origin country's culture
- Geographic location of Entity
- Language spoken in origin country and languages spoken by team members of the Entity

THE ROUTES

- Geographical region of corridor
- How busy the corridor is
- Geographic location relative to Entity

PRESENCE OF AI CAPABILITIES

- Demand (shipping volumes needed) forecasting capabilities
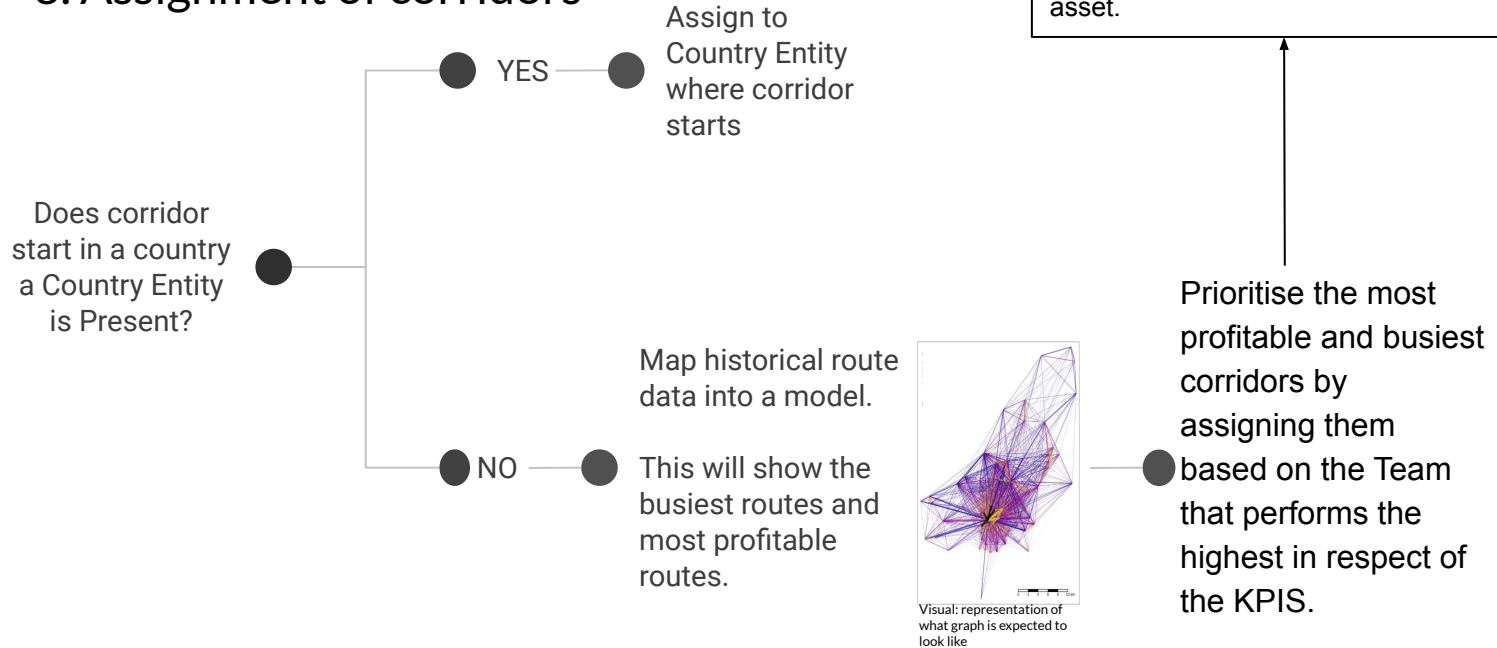- Team's ability to accurately automate corridor planning

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Corridor Assignment

2. KPIs to consider when assigning routes

- **Average number of shipments planned per corridor**: Need this to know how many resources of the Team to allocate to the corridor.

- **Revenue per corridor**: indicates the priority a corridor should take, want highest performers to be given preference when being planned

- **Time taken to plan a route**: indicates the Entity's capabilities. Knowing the average amount of shipments, is an Entity capable of planning all?

- **Percentage of routes not planned**: shows the Entity's capabilities. If they cannot plan all routes, they may have a personnel shortage or have too many corridors assigned to them. Can indicate how many corridors they should be in charge of

Jessica Krook

Corridor Assignment

3. Assignment of corridors

Does corridor start in a country a Country Entity is Present?

YES — Assign to Country Entity where corridor starts

NO — Map historical route data into a model.

This will show the busiest routes and most profitable routes.

Visual: representation of what graph is expected to look like

Prioritise the most profitable and busiest corridors by assigning them based on the Team that performs the highest in respect of the KPIS.

Jessica Krook

Questions?

Thank you