

Client

Jet.com was an American e-commerce company headquartered in Hoboken, New Jersey. The company was co-founded in 2014 by Marc Lore. Jet.com was initially known for its innovative pricing strategy, which offered discounts to customers who bought multiple items or waived their right to free returns. The company also emphasized fast delivery times and a large selection of products

Scenario

- You're a Senior BI Analyst, and one of your duties is to surface useful insights about JET's delivery business to help senior leadership make better informed business decisions.
- You've been given the enclosed data set containing a variety of data points pertaining to individual deliveries completed on the JET platform over a specific period of time.
- Your audience (senior leadership) are not experts in the logistical intricacies of our business. Assume that whatever you tell them will be new information.

Objective

- Extract whatever insights from the data set that you think could be useful to your audience and summarize them in a brief report using whatever data visualisation tool you are most comfortable with.
- Where possible, make recommendations based on your findings.

Parameters

- Make any assumptions that you want; just state them somewhere in your finished product. (And don't worry about your assumptions being way off -- that's to be expected, given that the subject matter is new to you.)
- Graphic design isn't the focus here, so don't worry too much about making a work of art. The emphasis here is on substance over style.
- Detailed Report with user friendly UI
- Feel free to add more calculations and make it better

How to read data sample

- **Order_number** - unique identifier for order
- **Courier_id** - unique identifier for courier who delivered order
- **Restaurant_id** - unique identifier for restaurant who prepared food
- **Courier_shift_id** - unique identifier for the shift the courier was on when delivering the order
- **Delivery_date** - delivery date of the order
- **Delivery_placed_time** - the time that the customer placed the order on the platform •

- Order_assigned_to_courier_time** - the time that the courier was assigned to the order •
- Order_accepted_by_courier_time** - the time that the courier swiped to accept the order •
- Courier_in_transit_to_restaurant_time** - the time that the courier swiped they were in transit to the restaurant
- **Courier_arrived_at_restuarant_time** - the time that the courier swiped that they arrived at the restaurant
 - **Courier_expected_at_restaurant_time** - the time that the courier was expected to arrive at the restaurant
 - **Courier_collected_from_restaurant_time** - the time that the courier swiped that they collected the food from the restaurant
 - **Courier_in_transit_to_customer_time** - the time that the courier swiped that they were in transit to the customer
 - **Courier_arrived_at_customer_time** - the time that the courier swiped that they were parked at the customer
 - **Delivery_expected_completed_time** - the time that the courier was expected to deliver the food to the customer
 - **Delivery_completed_time** - the time that the courier swiped that they delivered the food to the customer
 - **Courier_held_by_customer_sec** - time in seconds that the courier was delayed by the customer in delivering the food
 - **Courier_held_by_restaurant_sec** - time in seconds that the courier was delayed by the restaurant in collecting the food
 - **Distance_courier_assigned_to_restaurant_meters** - the distance the courier was from the restaurant when they were assigned the order
 - **Distance_restaurant_to_customer_meters** - the distance from the restaurant to the customer
 - **Courier_assigned_to_restaurant_driving_time_min** - estimated time for courier to travel from where they were assigned order to the restaurant
 - **Restaurant_to_customer_driving_time_min** - estimated time for courier to travel from the restaurant to the customer