

Delivery Strategy Optimization: Identifying Growth-Ready Customers

Business Problem Statement

Swire Coca-Cola (SCCU) aims to optimize delivery logistics by shifting low-volume customers to cost-efficient Alternate Routes to Market (ARTM/ white truck delivery) using third-party services. However, this may inadvertently move high-growth potential customers to less personalized service, risking revenue loss and weaker relationships. The purpose of this project is to establish a reliable, data-informed systematic method to identify and predict high-potential customers, balancing efficiency with sustainable growth.

Benefit of Solution

The benefits of a reliable, data-informed systematic method are as follows:

- Identification of growth-ready customers, safeguarding revenue opportunities
- Maximization of high-touch services for promising accounts (red truck delivery), fostering stronger relationships
- Balance cost reductions with revenue growth, ensuring long-term sustainability and operational efficiency

Analytics Approach

The project team will employ various analytical methods using historical sales data and customer characteristics.

Key tasks include:

- Identifying differentiating factors between customers above and below defined volume thresholds
- Predicting high-potential accounts among ARTM customers
- Evaluating customer segmentation for insights into growth strategies

Success Metrics

The success of this initiative will be measured by:

- Short-term buy in from Swire Coca-Cola (SCCU) data experts
- Long term return on investment realized when companies are correctly classified as high potential

Scope & Deliverables

In Scope:

- Analysis for two groups: Local Market Partners (fountain drinks only) and All Customers
- Development of models to predict customer potential and provide actionable insights

Out of Scope:

- Data collection of external variables such as competitor actions or macroeconomic conditions
- Major operational changes of the ARTM process or cost estimations beyond delivery-related expenses

Deliverables:

- GitHub repository containing all code and resulting visualizations
- Live presentation & digital report outlining key findings, complete with an interactive dashboard

Project Details

Deliverables will be prepared by the University team with an anticipated final presentation in Spring 2025.

Project Milestones:

- Problem framing and data review
- Data modeling and segmentation analysis
- Delivery of findings with actionable recommendations

