



Shopee Logistics Case Challenge



- Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It is a platform tailored for the region, providing customers with an easy, secure and fast online shopping experience through strong payment and logistical support.
- Shopee is now in partnership with 5 different Third-Party Logistics (3PLs) namely A, B, C, D, and E, also operating in 6 different routes: Intra city, Intra region, Intra region city, Cross region, Cross region city, Special same region.





Context



In 2020, each route shares different percentage of orders volume. For example, “Intra city” counts for 40% of total order volume, but also has the highest % average late rate, 15%.

Table 1: % order volume by route

Logic: Volume order by route/Total volume order

Route	% volume/month
Intra city	40%
Intra region	20%
Intra region city	10%
Cross region	10%
Cross region city	10%
Special same region	10%



100 mil orders
per month



Avg. late rate
20%

Table 2: % avg. late rate by 3PLs

Logic: Total late orders / total orders

3PLs	% late/month
Shipping Carrier A	15%
Shipping Carrier B	30%
Shipping Carrier C	18%
Shipping Carrier D	22%
Shipping Carrier E	15%

**Please note that these tables are for reference only, not the expected outcome from the excel file.*



Business Challenge



- In 2020, Shopee maintains its current volume of 100 millions orders per month, and expects to increase this volume to 200 millions orders in 2021.
- In 2020, the average percentage of late delivery per month is around 20%. In the next year, Shopee focuses on reducing this rate to only 10%.



? HOW TO REACH TARGETED VOLUME AND REDUCE THE AVG. % OF LATE DELIVERY TO 10%?

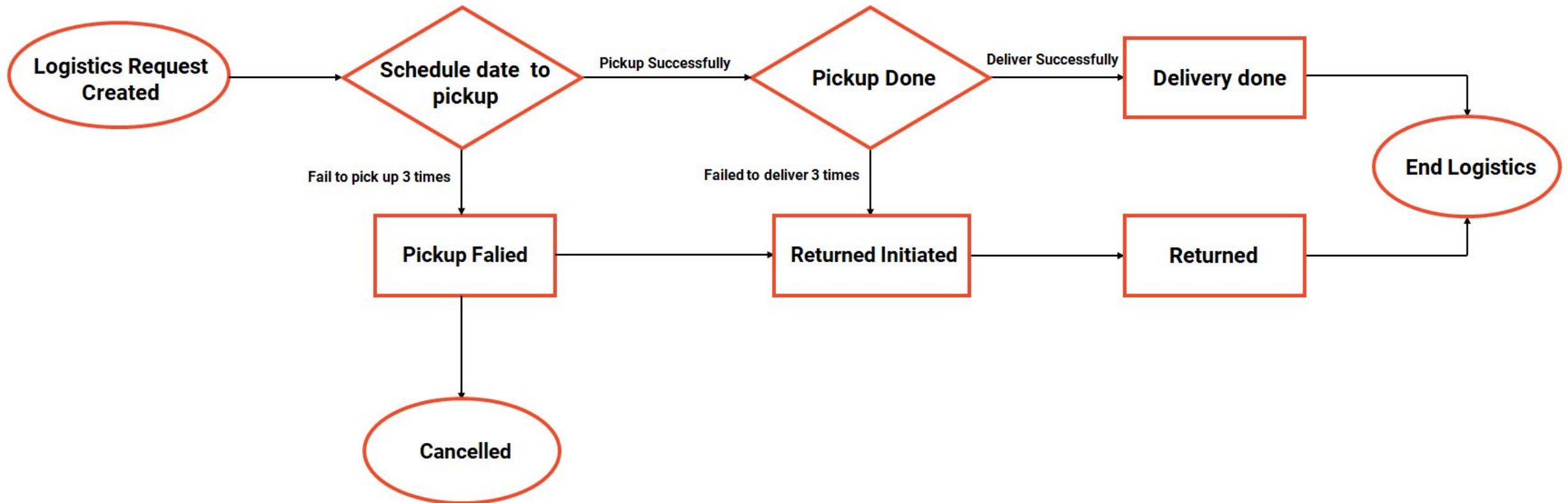




1. Shopee will provide an excel file containing data from 5 different 3PLs with some basic information.
The questions will challenge the candidates' excel skills as well as the ability to analyze unclean data.
2. After analyzing, candidates will identify the root cause that leads to high percentage of late delivery, then followed by proposing a proper solution to both tackle this issue and ensure Shopee can reach the targeted volume orders in 2021.
3. Requirements:
 - a. Answering the questions in the excel file.
 - b. Visualizing data to show the root cause and solution to reach our target (using Powerpoint,..).
 - c. Showing your ideas in the business challenge question (using Powerpoint,..).
 - d. Provide your judgement including analysis, synthesis, simulation and assumptions.



Shopee Logistics workflow:





Thank you!