Principle of being Professional

Shopee Logistic Performance Data

Data

- "Shopee Code League 2020 Data Science" dataset.
- Raw Data

Data

Column Name	Description
order_id	Unique identifier for each delivery order
carriers	Name or ID of the logistics company (carrier) responsible for the delivery (e.g., Carrier_2, Carrier_5)
pickup	Date the order was picked up by the carrier
1st_attempt	Date of the first delivery attempt
2nd_attempt	Date of the second delivery attempt, if the first was unsuccessful (can be empty)

Data

Column Name	Description
pickup_city	City where the order was picked up
deliver_city	City where the order was delivered
route	Delivery route, typically shown as "Origin-Destination" (e.g., Luzon-Manila, Manila-Visayas)
days_limit	Promised maximum number of days to deliver (service level agreement)

Data

Column Name	Description
1st_attempt_days	Number of days from pickup to the first delivery attempt
2nd_attempt_days	If applicable, number of days between first and second delivery attempts (empty if not needed)
status	Delivery outcome (e.g., "on_time" if delivered within days_limit, or possibly other statuses like "late," "failed," etc.)

Service Level Agreement (SLA)

1st Attempt SLA (Working Days)		Destination (Buyer)			
		Metro Manila	Luzon	Visayas	Mindanao
Origin (Seller)	Metro Manila	3 working days	5 working days	7 working days	7 working days
	Luzon	5 working days	5 working days	7 working days	7 working days
	Visayas	7 working days	7 working days	7 working days	7 working days
	Mindanao	7 working days	7 working days	7 working days	7 working days

Instruction

- You are provided with the "Shopee Code League 2020 Data Science" dataset. Your task is to explore and analyze this data using Looker Studio.
- Looker Studio Data Source

Instruction

- Your main objective is to design and build an interactive dashboard in Looker Studio that evaluates the performance of different delivery carriers.
- This should help stakeholders answer questions such as:
  - Which carriers are the most reliable?
  - How do shipping times compare between carriers?
  - Where do most delays or failed deliveries occur?
  - What are the trends in shipment volumes and delivery times over specific time periods?

Instruction

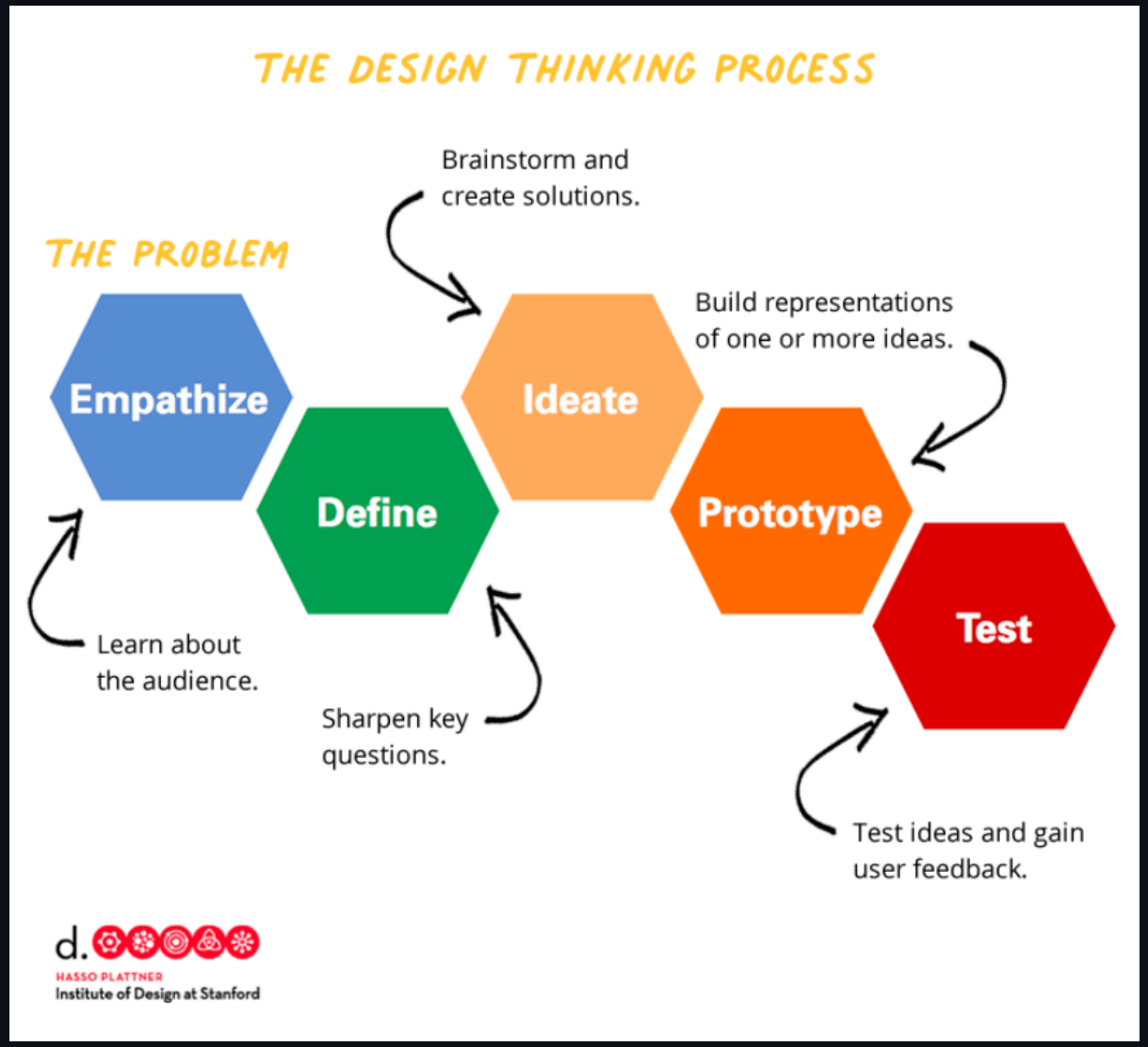
> By the way, you will work in a team of 3-4 people.

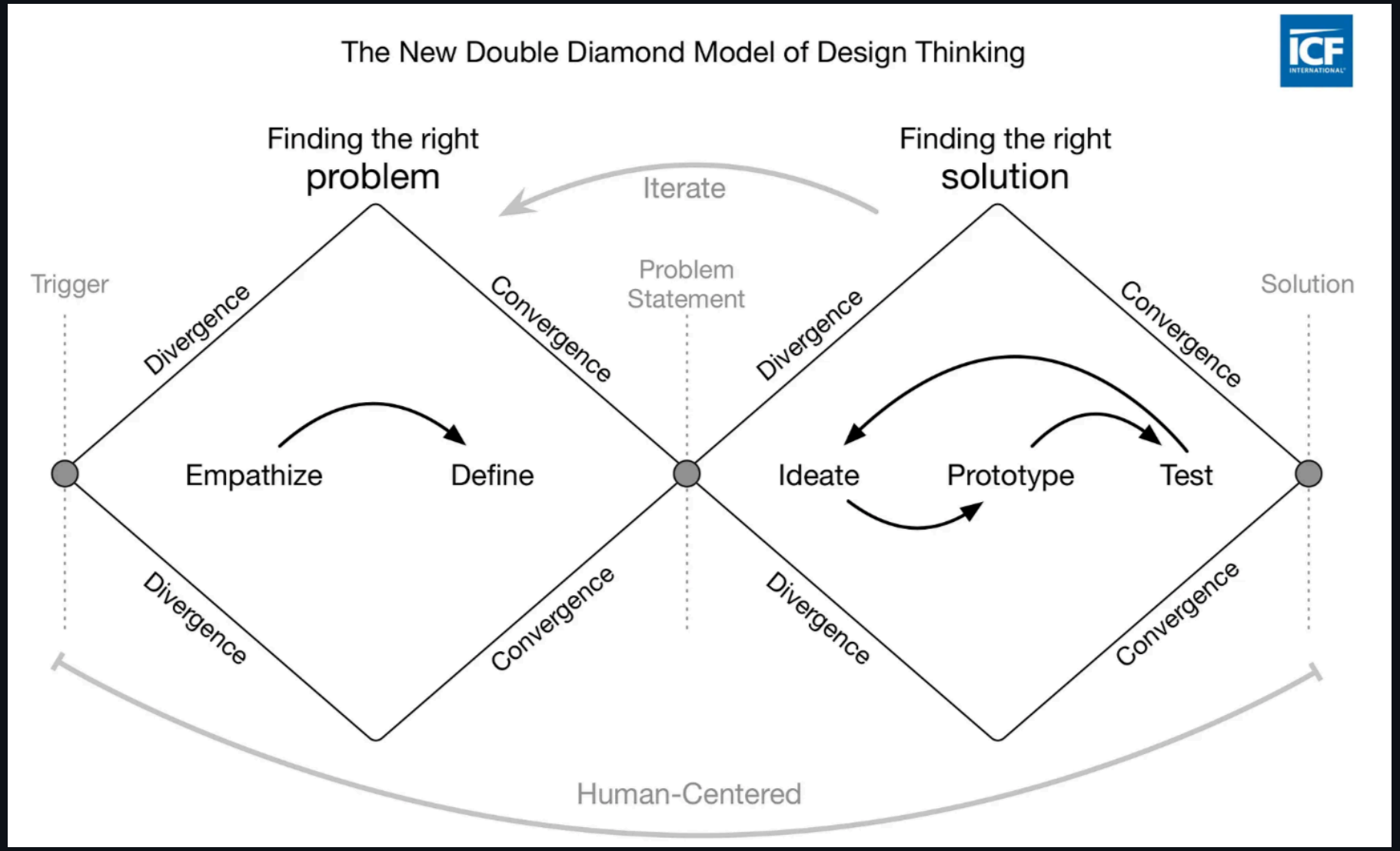
Design Thinking

> To get a good idea, you need a lots of ideas.

Linus Pauling

(Two-time Nobel laureate)


THE DESIGN THINKING PROCESS
THE PROBLEM
Empathize
Learn about the audience.
Define
Sharpen key questions.
Ideate
Brainstorm and create solutions.
Prototype
Build representations of one or more ideas.
Test
Test ideas and gain user feedback.
HASSO PLATTNER
Institute of Design at Stanford


The New Double Diamond Model of Design Thinking
Finding the right problem
Finding the right solution
Iterate
Trigger
Problem Statement
Solution
Divergence
Convergence
Divergence
Convergence
Empathize
Define
Ideate
Prototype
Test
Divergence
Convergence
Divergence
Convergence
Human-Centered

Tools

- https://excalidraw.com/