

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

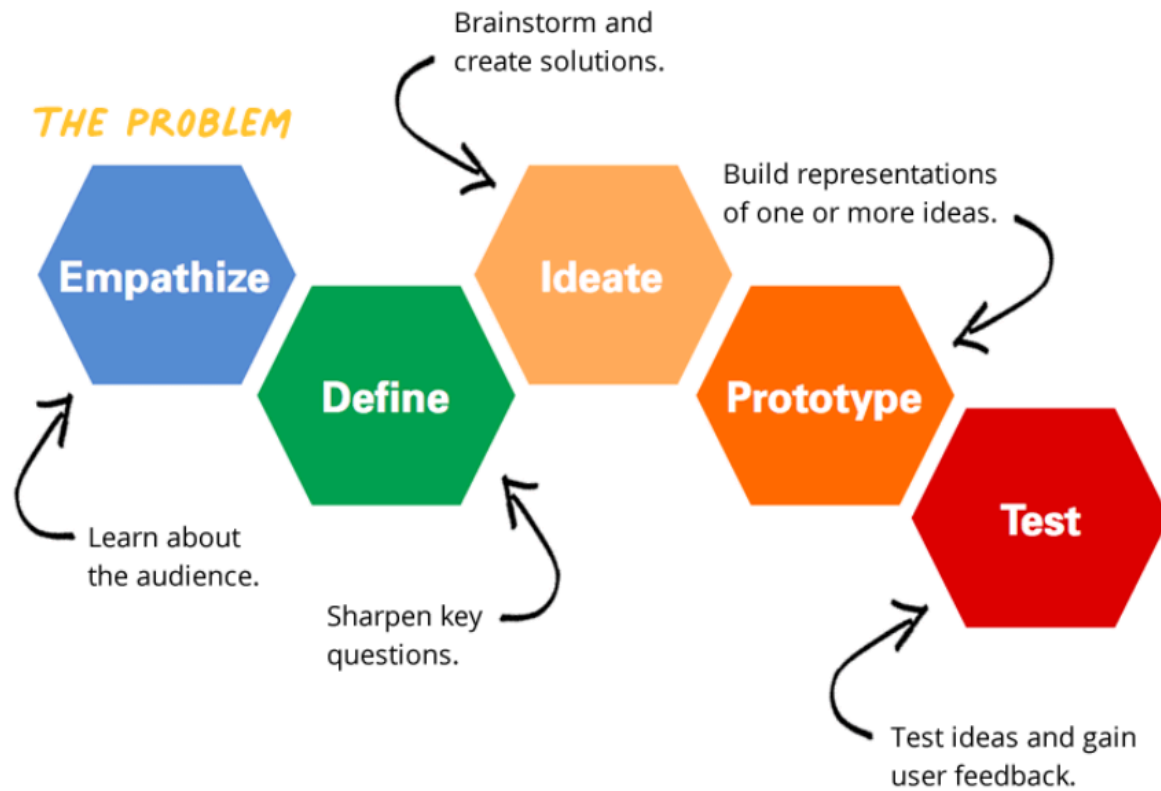
| To get a good idea, you need a lots of ideas.

Linus Pauling

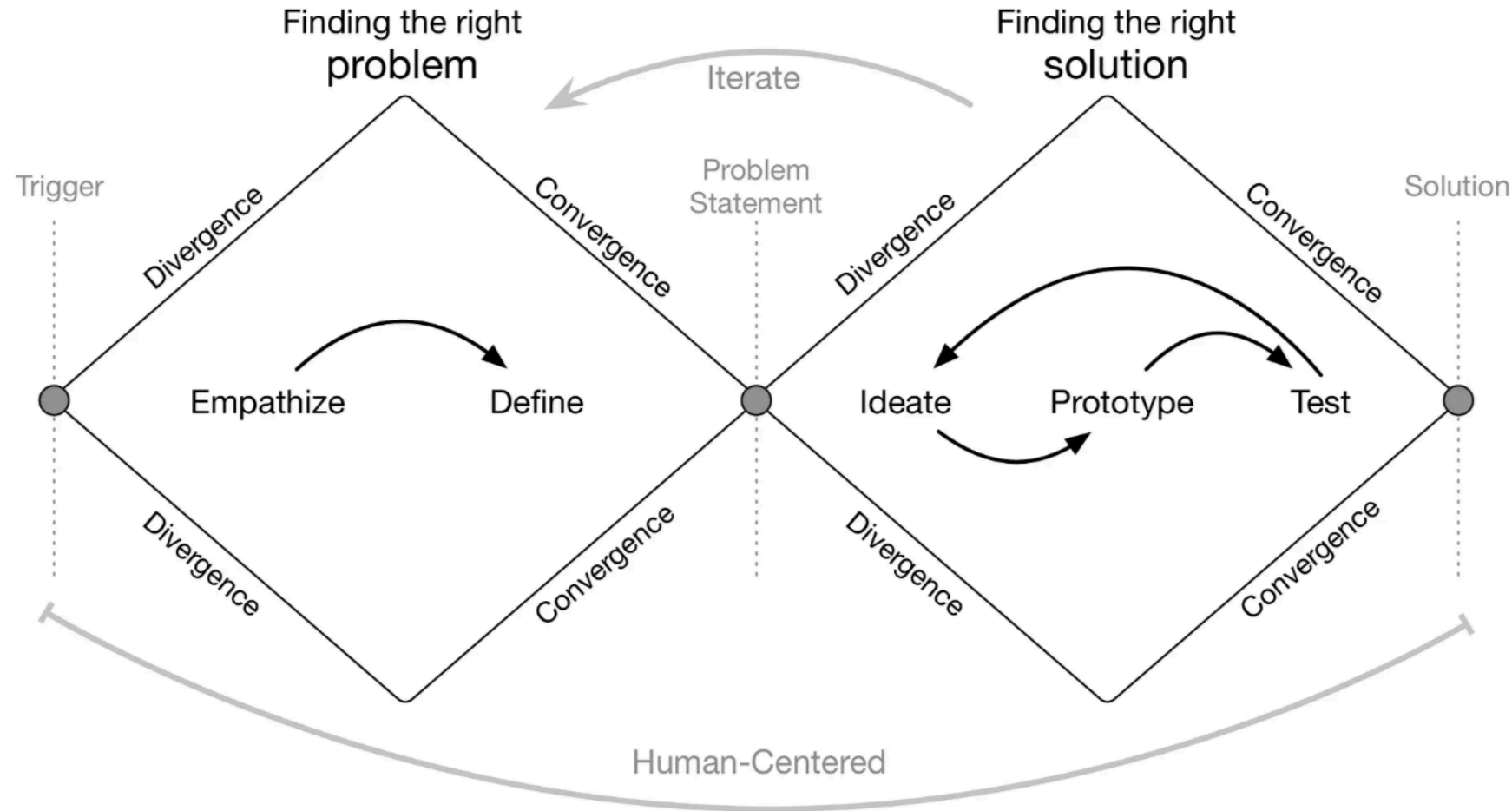
(Two-time Nobel laureate)



THE DESIGN THINKING PROCESS



The New Double Diamond Model of Design Thinking



Tools

- <https://excalidraw.com/>
- Sharing Link