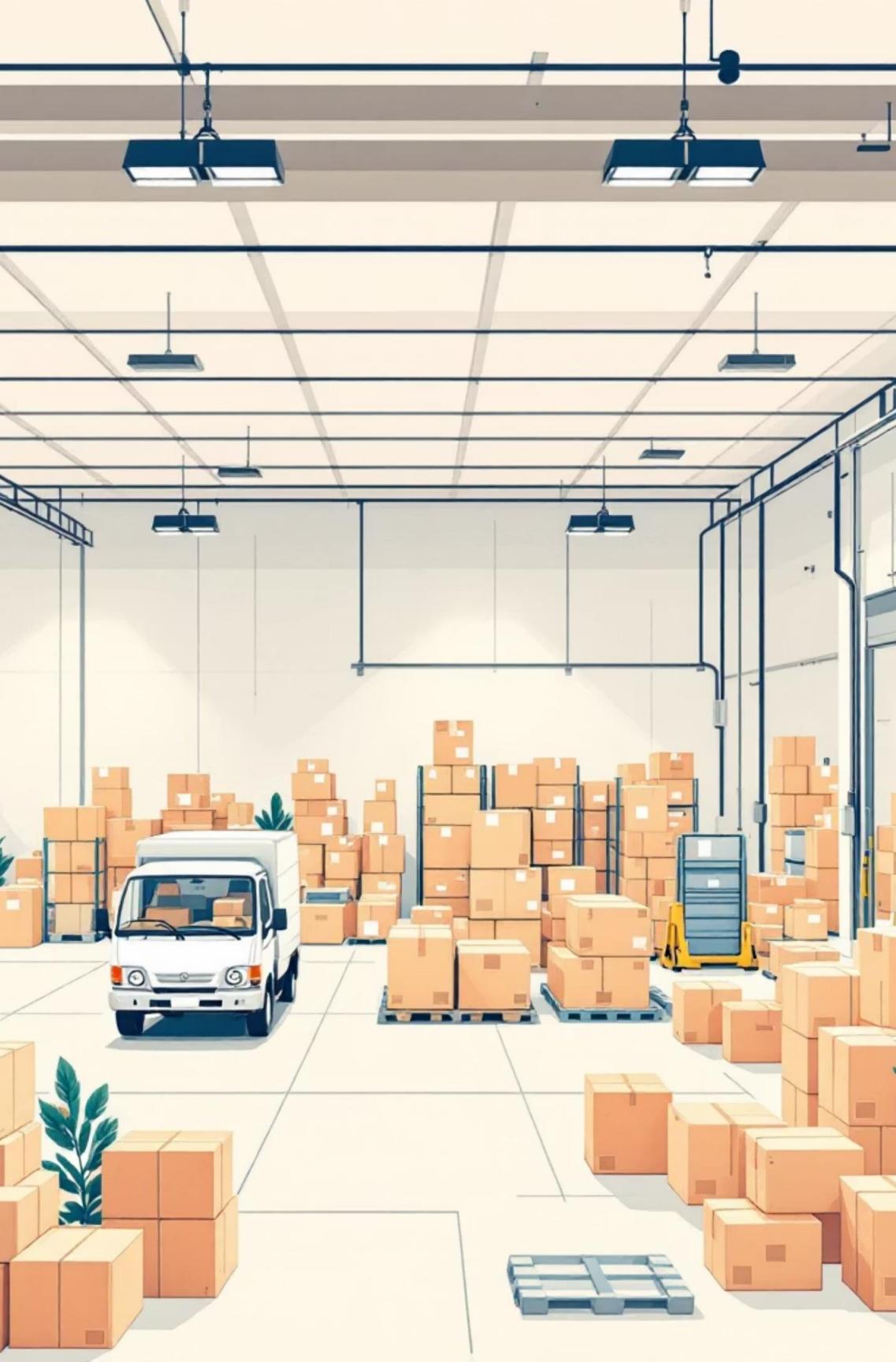


FirstCry Delivery Performance Analysis

Analyzing 5,000 orders to identify delivery bottlenecks, evaluate vendor performance, and reduce Returns to Origin across India's supply chain network.



CHALLENGE

The Delivery Problem

High RTO Rate

23.22% of orders return to origin, increasing operational costs significantly.

Late Deliveries

66.24% of orders arrive late, impacting customer satisfaction and brand trust.

Regional Gaps

Performance varies widely across regions, with East showing lowest success at 74.05%.



Data Overview

Scope

Analysis of 5,000 order records across multiple regions, delivery partners, and seasonal periods.

Key Attributes

- Order details and delivery dates
- Geographic data (state, city, region)
- Logistics partners and status
- Performance metrics and TAT



Overall Performance Snapshot

5K

76.78%

23.22%

3.95

Total Orders

Analyzed across all regions
and partners

Success Rate

Orders delivered
successfully

RTO Rate

Orders returned to origin

Average TAT

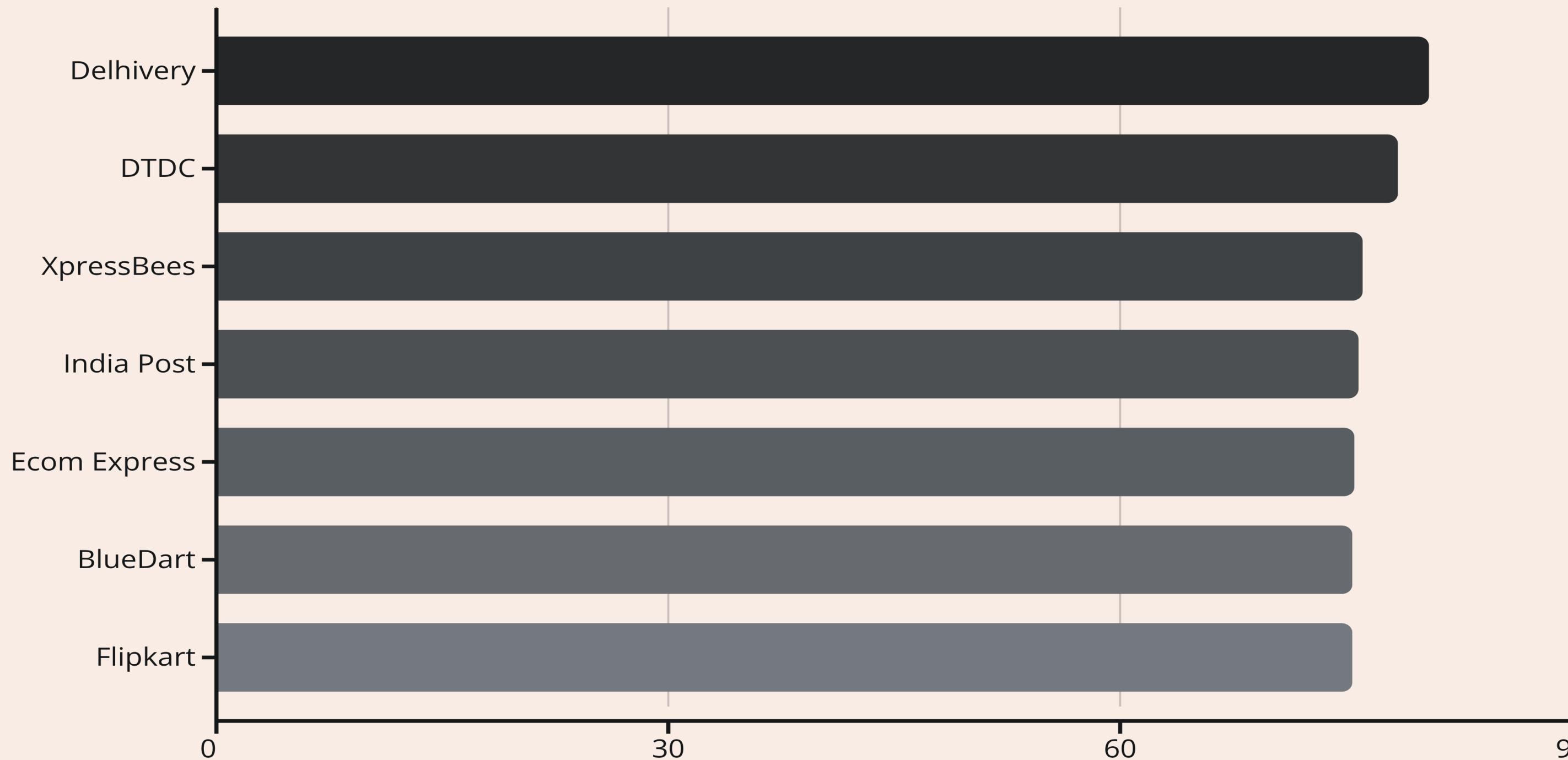
Days for delivery
completion

66.24%

Late Deliveries

Critical improvement area

Delivery Partner Comparison





Regional Performance Insights



North Region

78.62% Success Rate

Highest performing region with strong logistics infrastructure and partner coverage.



East Region

74.05% Success Rate

Lowest performance with 67.8% late deliveries. Requires immediate attention and resource allocation.

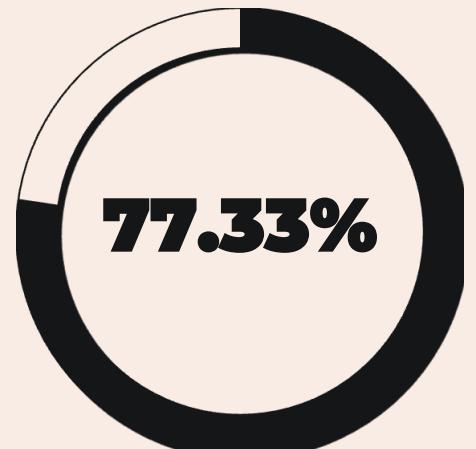


Consistent Challenge

Late Deliveries

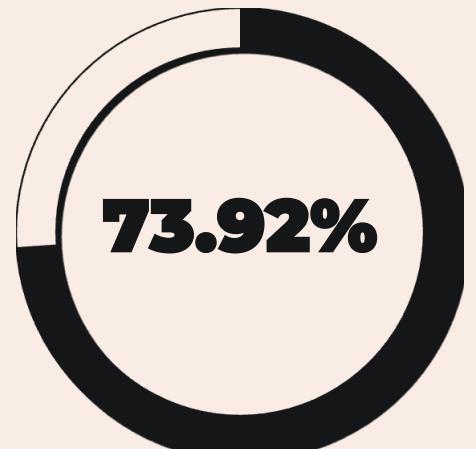
High across all regions, indicating systemic issues beyond geographic factors.

Festive vs Non-Festive Performance



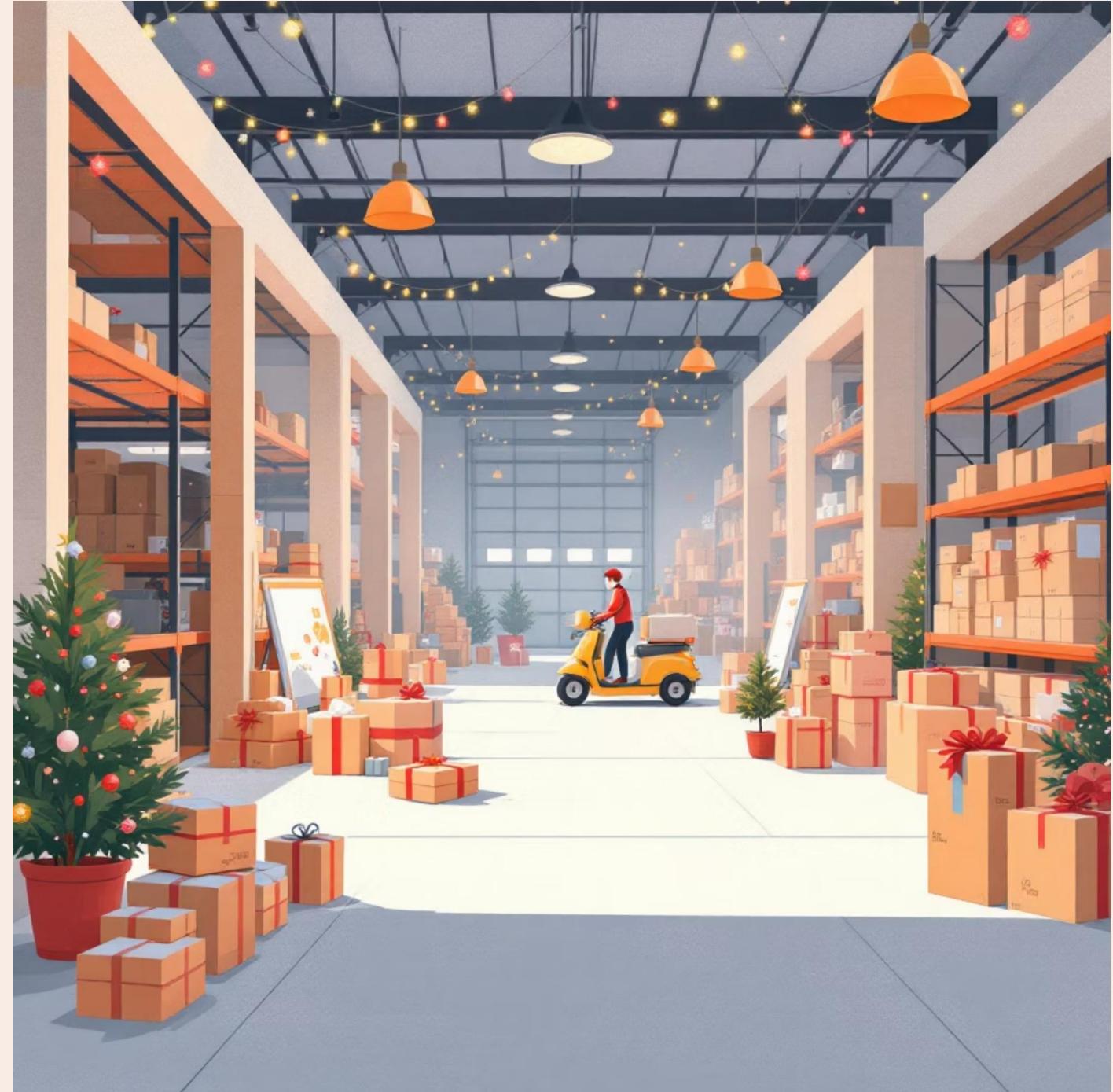
Non-Festive

Standard delivery success rate

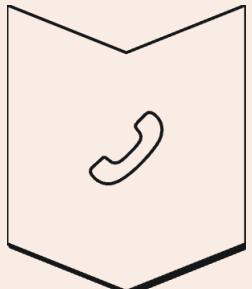


Festive Season

Success drops by ~4%

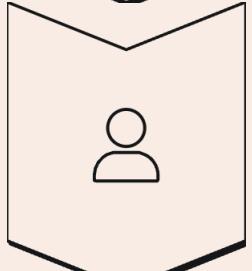


Top Reasons for Non-Delivery



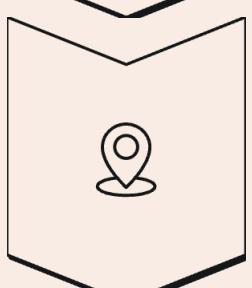
Insufficient Contact Details

Primary failure reason - customers unreachable due to incomplete or incorrect phone numbers.



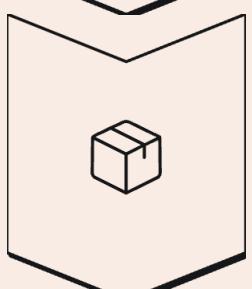
Customer Unavailable

Recipients not present at delivery address during attempted delivery.



Incorrect Address

Wrong or incomplete address information provided at checkout.



Damaged in Transit

Products damaged during transportation, requiring return to origin.

Strategic Recommendations



Address Validation

Implement real-time address verification API at checkout to reduce incorrect address and insufficient contact NDRs.



Partner Optimization

Shift more volume to Delhivery (80.56%) and DTDC (78.51%) for improved success rates.



Festive Readiness

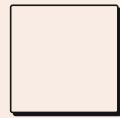
Increase logistics capacity 2-3 weeks before major festive seasons to handle surge and maintain TAT.



Communication

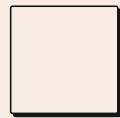
Enhance SMS/WhatsApp automation to ensure customers are available during delivery attempts.

Key Takeaways



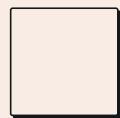
Critical Improvement Area

66.24% late delivery rate requires immediate systemic intervention across all partners and regions.



Partner Performance Gap

5% difference between top (Delhivery 80.56%) and bottom performers presents optimization opportunity.



Address Root Causes

Insufficient contact details and customer unavailability drive majority of NDRs - solvable through technology.

