## Delivery Performance

### On-Time Delivery Rate by Zone

The **East Zone** exhibits the highest on-time delivery rate, followed by **North**, **South**, and **West**. This suggests better operational efficiency in the East Zone.

### Zones with Most Delays

The **West Zone** experiences the most delays, indicating potential bottlenecks or challenges in this area.

## Operational Efficiency

### Average Delivery Time Across Zones

The average delivery time across all zones is approximately **X minutes**, with variability depending on peak-hour and zone-specific conditions.

### Impact of Peak-Hour Traffic

During peak hours:

* **Delivery times** increase significantly compared to non-peak hours, particularly in the **North and West Zones**.
* **Delivery costs** rise due to higher fuel consumption and operational overhead.

## **Cost and Fuel Analysis**

### Zone with Highest Average Fuel Consumption

The **South Zone** has the highest average fuel consumption per delivery, likely due to greater distances or traffic conditions.

### Average Delivery Cost per Zone

* **East Zone**: Lowest average cost.
* **West Zone**: Highest average cost, possibly linked to delays and longer delivery times.

## **Customer Feedback**

### Zones with Highest and Lowest Ratings

* **Highest Customer Ratings**: Consistently observed in the **East Zone**, reflecting satisfaction with timely and efficient deliveries.
* **Lowest Customer Ratings**: Common in the **West Zone**, correlating with frequent delays.

### Correlation Between Delays and Ratings

Delayed deliveries are strongly associated with lower customer ratings, especially in the **West and North Zones**.

## **Trends and Patterns**

### Delays and Costs by Day of the Week

Delays peak on **Wednesdays and Fridays**, coinciding with higher delivery costs. Mondays exhibit the lowest delay rates.

### Trends in Fuel Usage

* **Zones**: The **South Zone** uses the most fuel per delivery, likely due to longer average distances.
* **Peak Hours**: Fuel usage increases significantly during peak hours in all zones, with the **North Zone** showing the largest spike.

### ****Summary****

This dashboard highlights key areas for improvement in delivery performance, operational efficiency, cost management, and customer satisfaction. Focusing on reducing delays, optimizing routes, and managing peak-hour logistics can enhance overall service quality while reducing costs.