# **Logistics Performance Insights Report**

**Logistics Performance Insights – December 14, 2024**  
**Author: SWATHI LANKE**

**Subject:** Analysis of Shipment Delivery Performance & Cost Efficiency

**Executive Summary**  
Our 2024 shipment analysis highlights delivery delays, cost inefficiencies, and seasonal challenges, with the **East region showing the weakest performance**. Focused action on route optimization, pricing, and seasonal resilience will improve customer satisfaction and profitability.

**Key Findings**

1. **East Region Delays** – Avg delivery 6.2 days, on-time rate 68% (vs. 82% in West). Long-distance routes like Delhi–Kolkata drive poor performance.
2. **High Costs on Long-Haul Routes** – East shows highest cost/km ($1.12). Long trips (e.g., Patna–Bangalore) have 45% more major delays, eroding margins.
3. **Seasonal & Route Vulnerabilities** – On-time drops 15% during monsoon months. Cancellations cluster on Hyderabad–Kolkata (3.2%) and Delhi–Bangalore (2.8%).

**Recommendations**

* **Optimize East region routes** – audit carriers, warehouses, and planning.
* **Adopt dynamic pricing** for long-haul shipments to protect margins.
* **Monsoon readiness plan** – backup carriers, proactive communication, buffer times.
* **Audit high-cancellation routes** to resolve partner or process issues.

**Conclusion**  
Targeting East region delays, long-haul inefficiencies, and seasonal risks will enhance service reliability, reduce costs, and strengthen customer trust.