SPEEDX LOGISTICS

To,
Senior Executive
ADD: 123 Plano, TX

Date: 20 May 2025

This project was initiated to demonstrate how integrated analytics can support strategic decision-making across revenue planning, customer engagement, and cost management. The objective was to identify actionable opportunities that align commercial goals with operational efficiency by analyzing customer behavior, forecasting future revenue, and modeling cost sensitivities at the product and supplier level.

A large-scale transactional dataset was analyzed to segment customers based on purchasing patterns and delivery experiences. These segments revealed opportunities to tailor retention efforts and prioritize resources by value contribution. Revenue projections were developed using seasonal forecasting to guide forward-looking planning. Additionally, product-level cost analysis combined item pricing with shipping expense to identify freight-sensitive categories and potential procurement risks. Simulations were also conducted to assess the impact of rising logistics costs and promotional discounts on both revenue and margin.

Key findings include:
- High-frequency, high-value customers represent the strongest revenue opportunity, but require targeted retention to avoid erosion through discounting.
- Revenue is projected to peak in Q4 and Q1, indicating the need for timely inventory and marketing alignment.
- Freight costs significantly impact margin in categories like Computers and Home Appliances.
- Unfocused discounting could result in losses exceeding 100K BRL, underscoring the need for precision in promotional strategy.

Strategic Recommendations based on these insights are as follows:
- Implement segmented customer strategies that protect high-value revenue without unnecessary discounts.
- Use demand forecasts to guide seasonal inventory and staffing decisions.
- Identify and address product categories with elevated cost exposure tied to logistics volatility.
- Review supplier relationships with a focus on cost-to-value contribution and performance variability.
- Integrate cost sensitivity metrics into procurement planning to better manage margin risk.

These insights provide a strategic foundation for aligning customer engagement, supply chain efficiency, and margin protection, ensuring decisions are driven by data and grounded in measurable impact.

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