

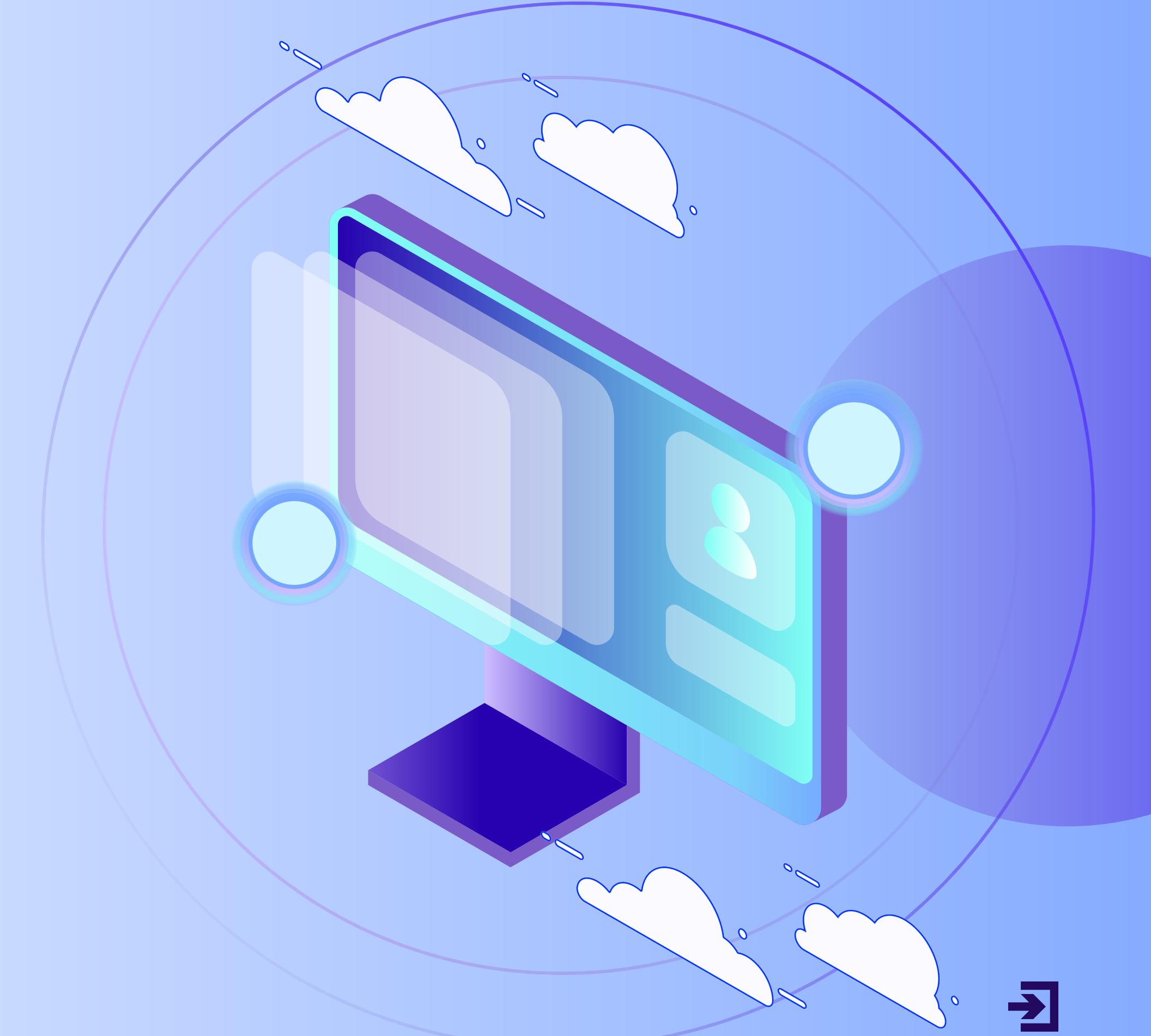


# IMPACT OF COVID-19 ON RYN COMPANY'S

## PARCEL DELIVERY



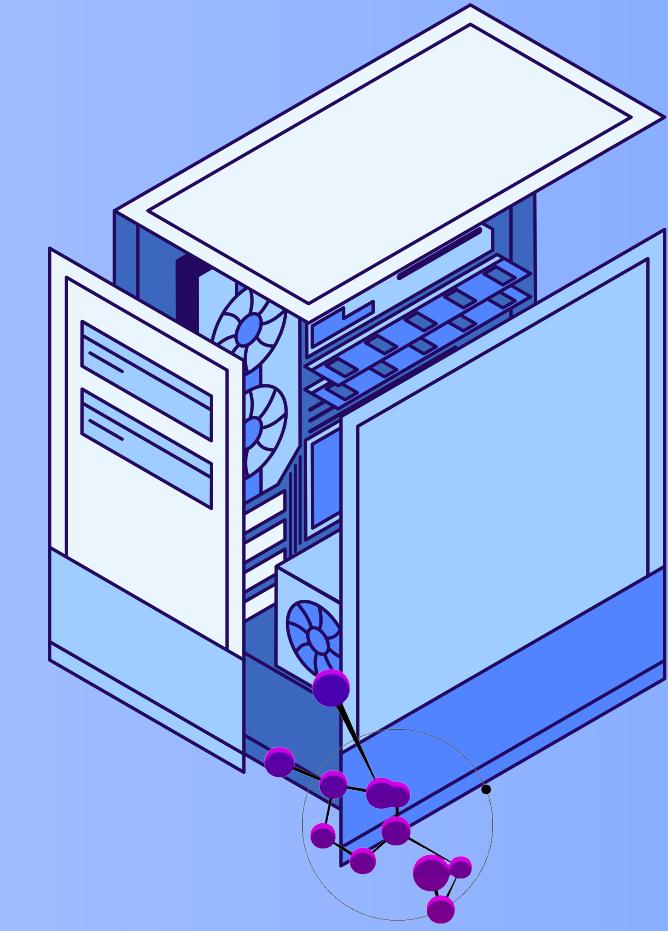
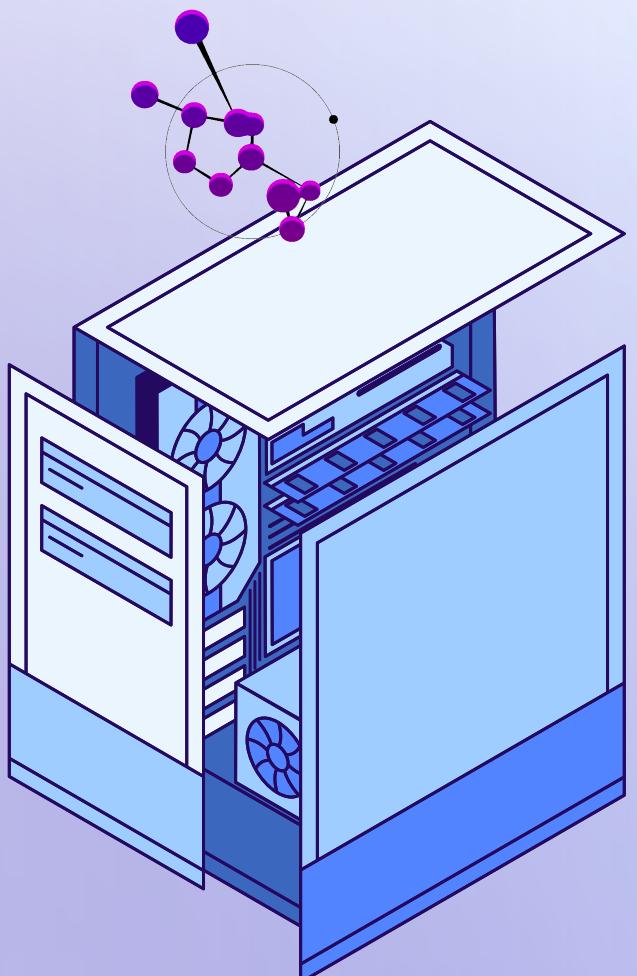
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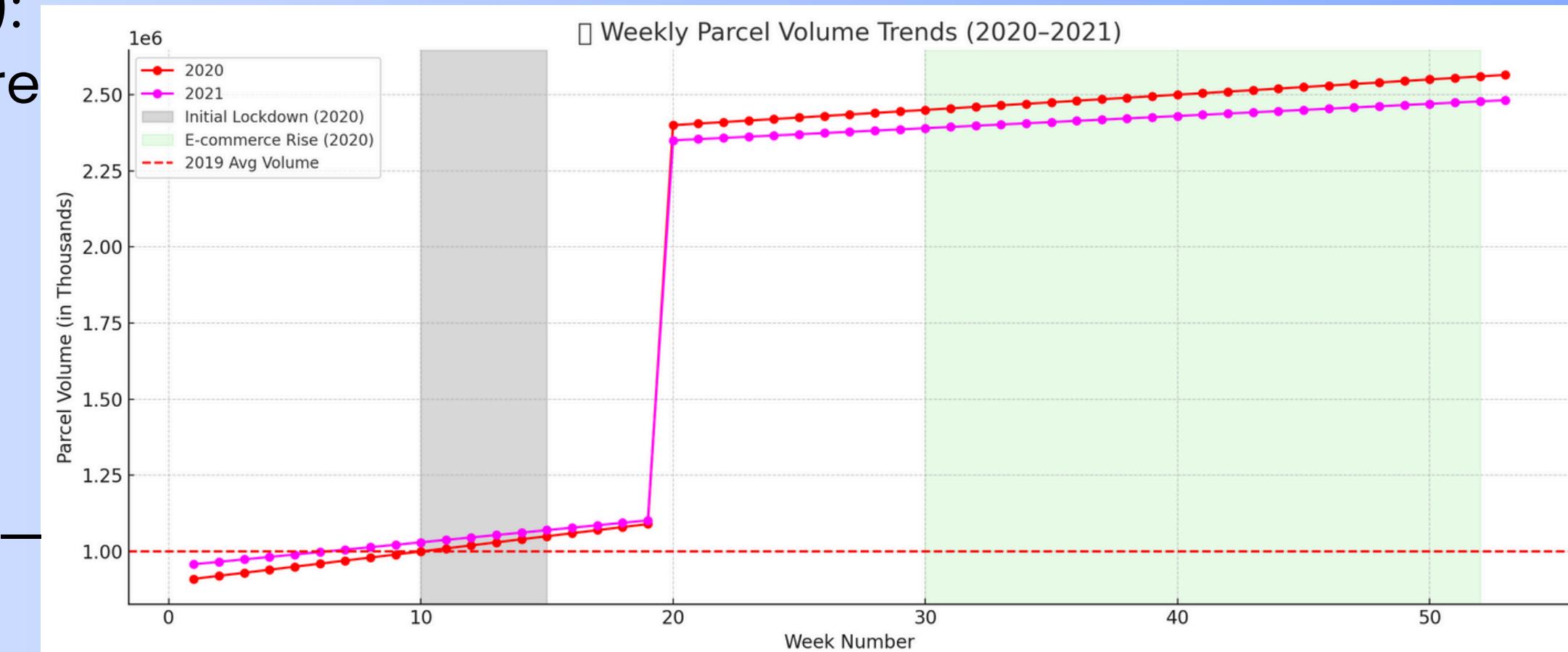
# EXECUTIVE SUMMARY

The COVID-19 pandemic dramatically affected Canadian businesses. While some sectors thrived due to rising e-commerce demand, others experienced a severe decline. RYN Company, operating in the parcel delivery sector, saw diverse impacts across its customer base. To analyze how COVID-19 influenced parcel volumes, peak season dynamics, and customer behaviors in 2019 and 2020, using weekly shipment data across all customer groups.



# HOW DID THE COVID-19 PANDEMIC IMPACT RYN COMPANY'S PARCEL BUSINESS?

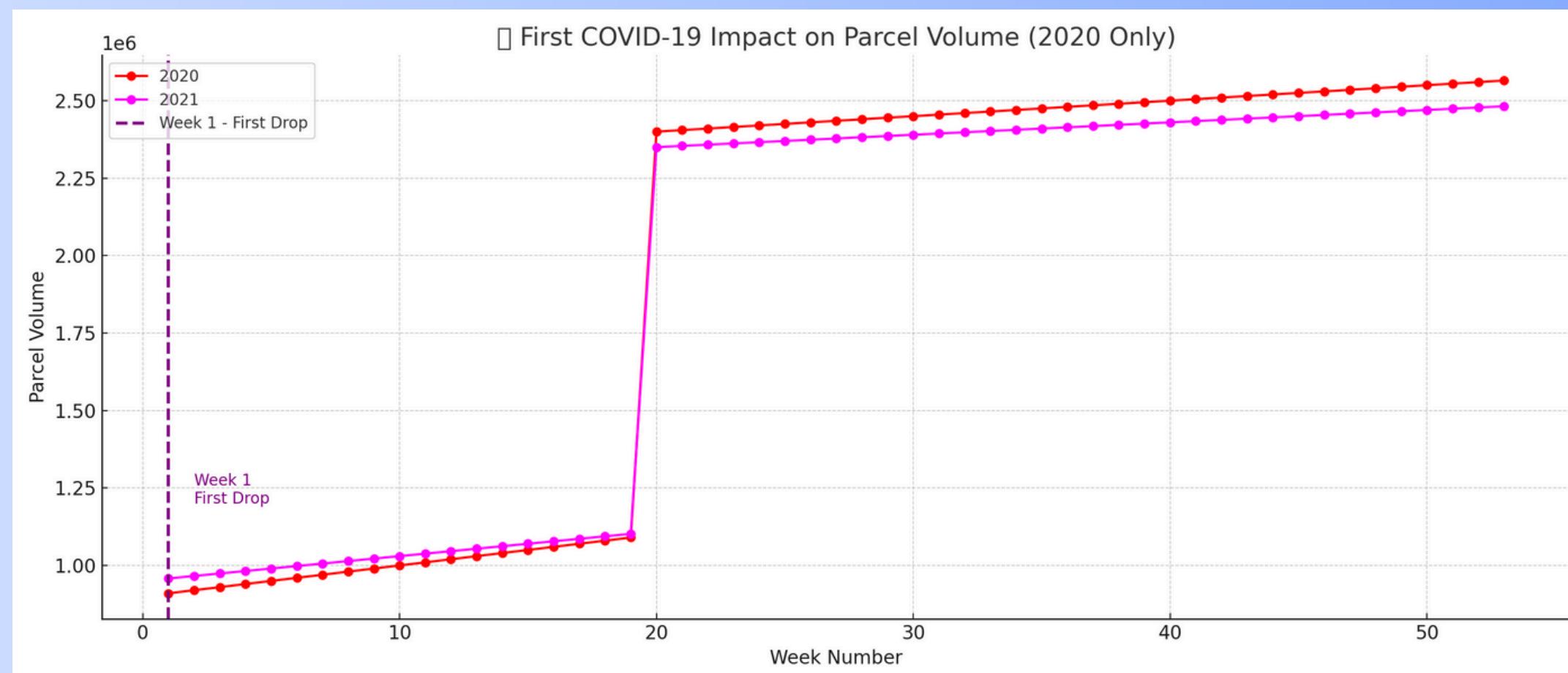
- Gray shaded area (Weeks 10–15, 2020): Marks the initial lockdown phase, where parcel volume dropped.
- Light green area (Weeks 30–52, 2020): Indicates the e-commerce surge as people turned to online shopping.
- Dashed red line: Shows the average parcel volume in 2019 for comparison – post-COVID volumes in late 2020 and 2021 were well above this baseline.



## WHEN WERE CUSTOMER VOLUMES FIRST IMPACTED BY COVID-19?

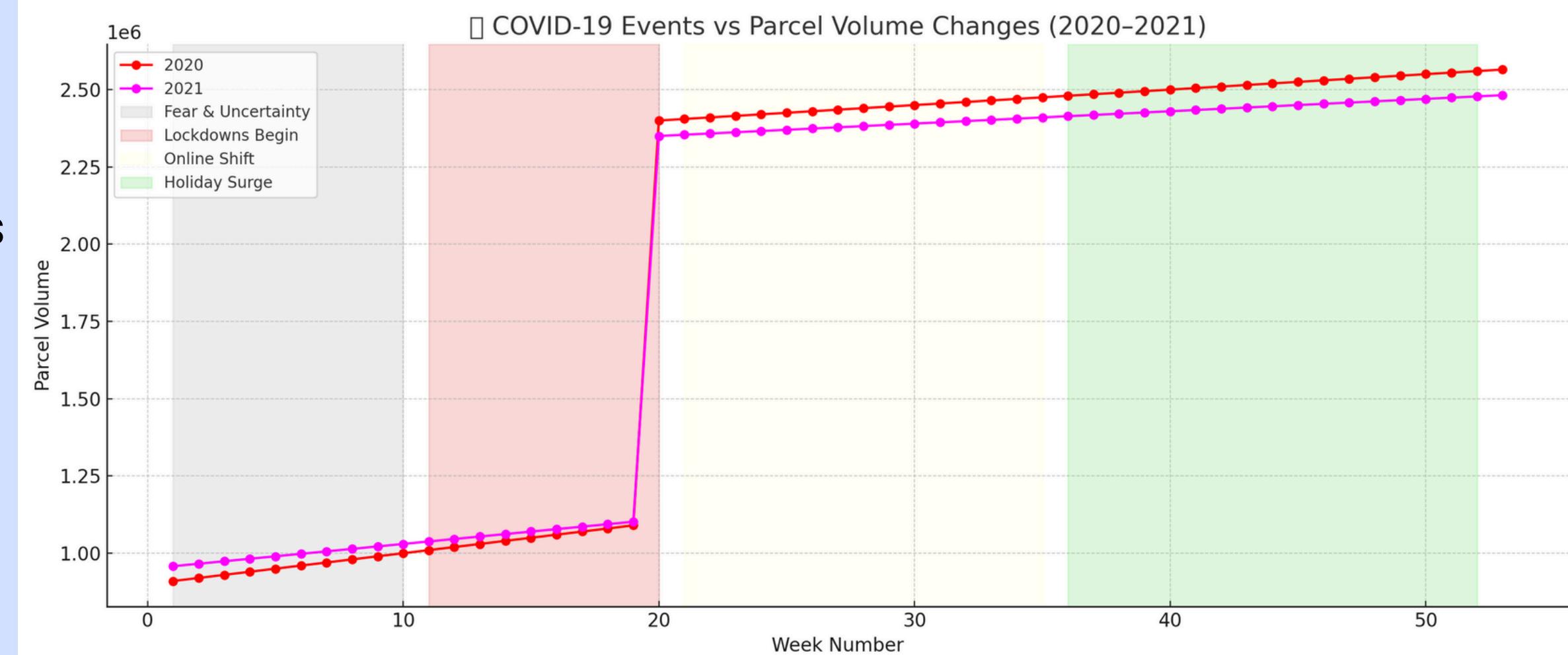


- The purple dashed line marks Week 1 of 2020, when RYN Company's parcel volume first dropped sharply compared to 2019.
- This shows the early impact of COVID-19, even before full lockdowns began.



## WHAT EVENTS WITHIN THE COVID TIMELINE MAY HAVE CONTRIBUTED TO THE CHANGE?

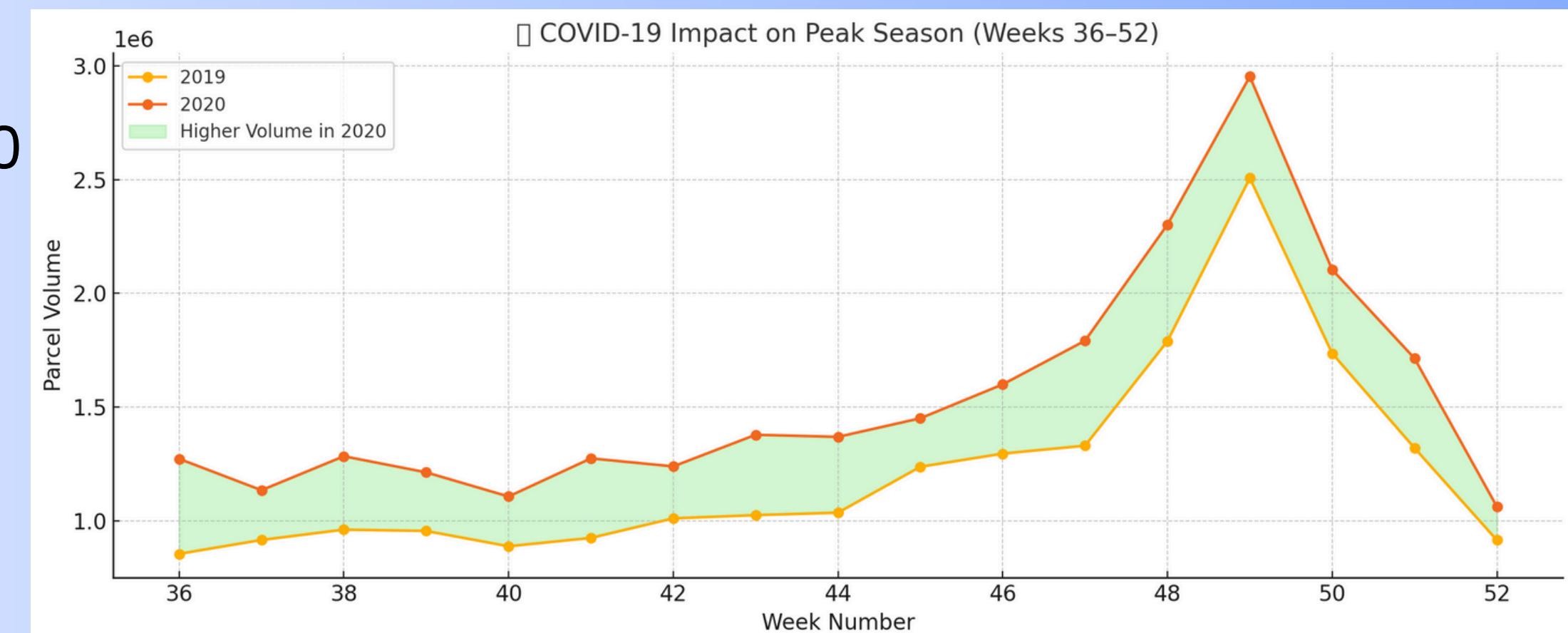
- Gray area (Weeks 1–10): Early fear and uncertainty led to low parcel activity.
- Red area (Weeks 11–20): Lockdowns caused a bigger drop in delivery volumes.
- Yellow area (Weeks 21–35): People adapted and started shopping online.
- Green area (Weeks 36–52): Huge demand during holiday and festive season.



## HOW DID COVID-19 IMPACT PEAK SEASON IN 2020?

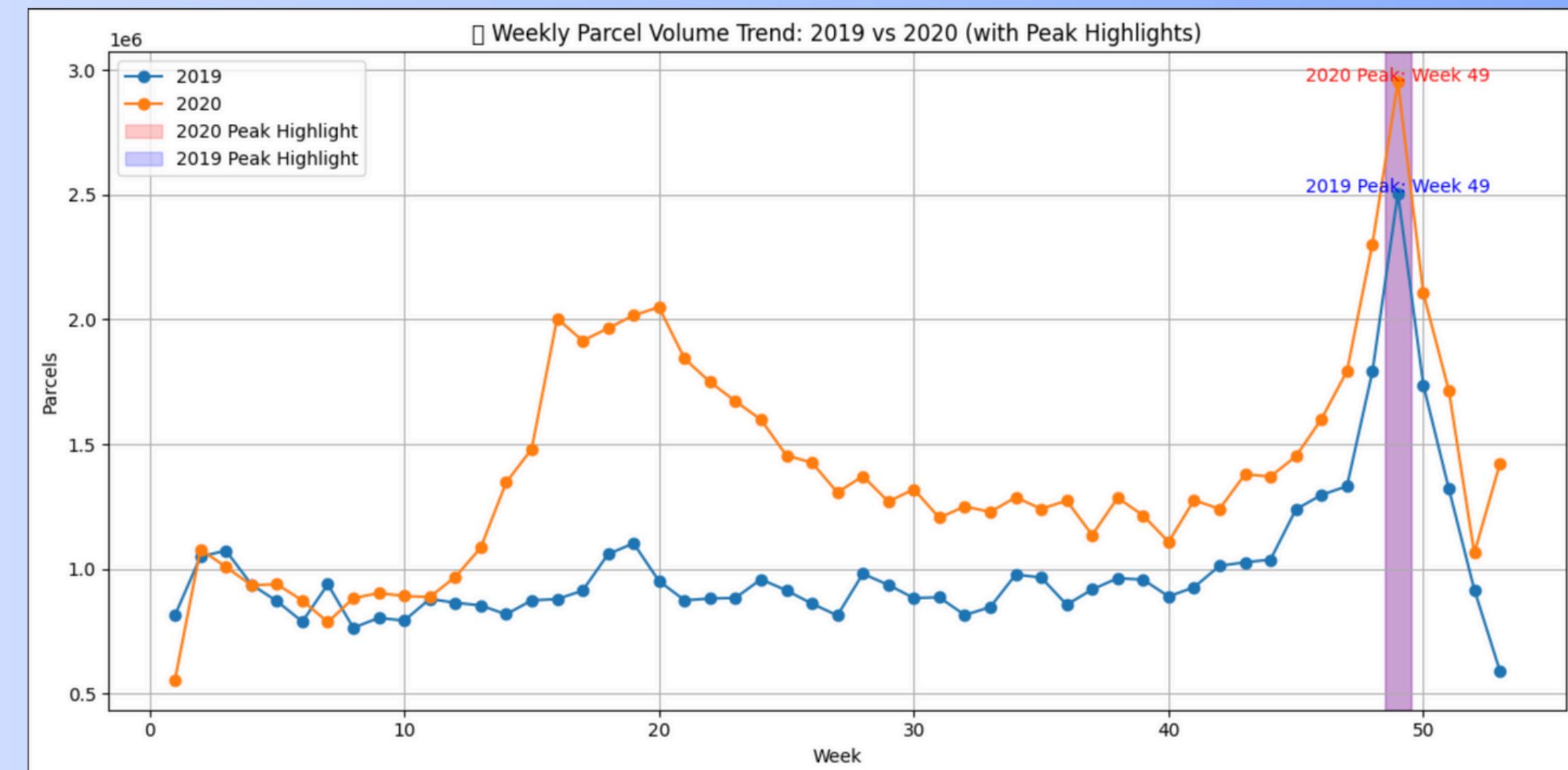


- The green shaded area shows weeks where parcel volumes in 2020 were higher than in 2019.
- This indicates a strong surge during the peak season in 2020, likely due to increased online shopping and holiday demand during the pandemic.



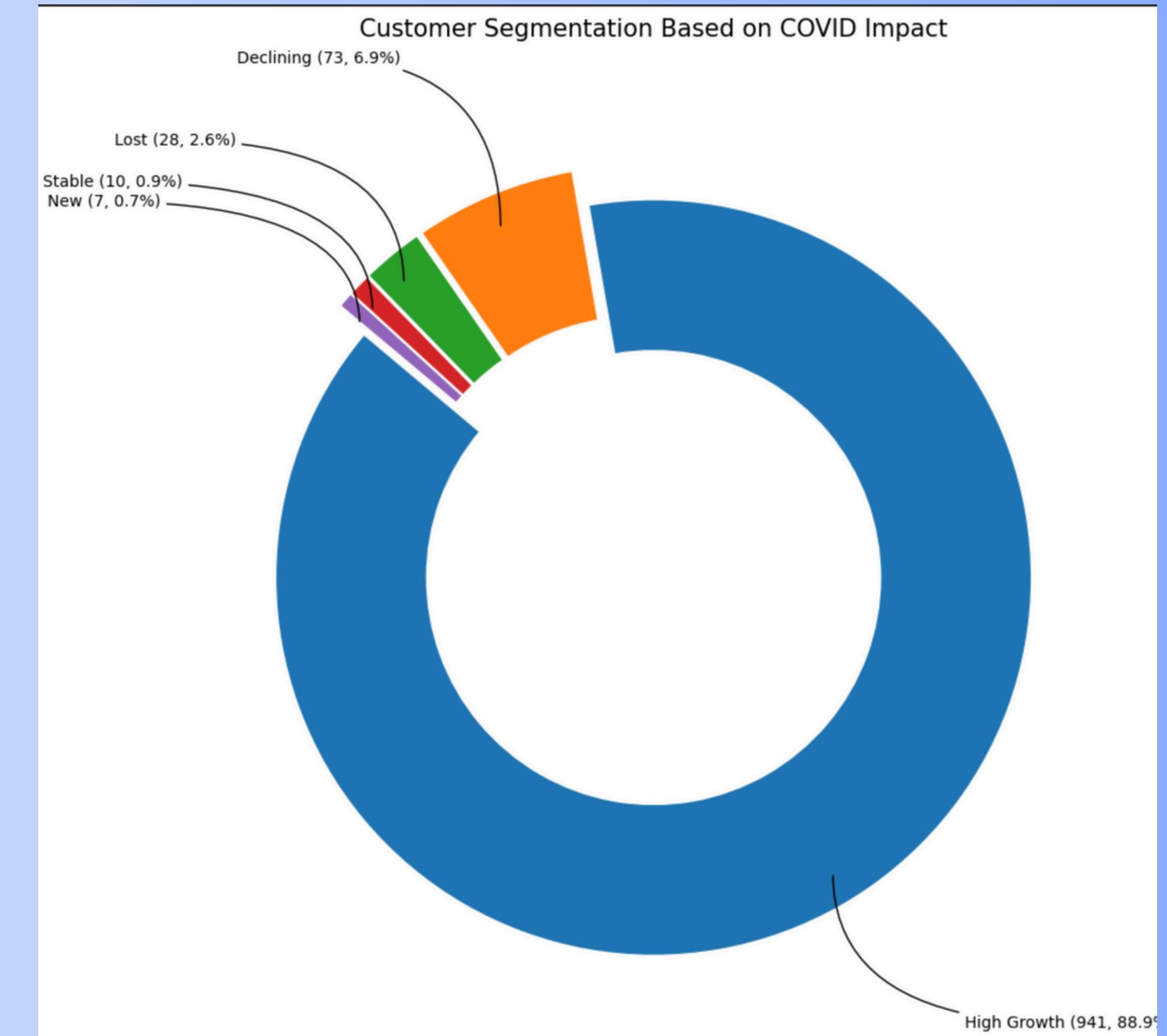
# LINECHART

- Weeks 11–13 (2020): Volume dropped due to COVID disruptions.
- Week 20 onward: Strong recovery with higher volumes than 2019.
- Week 49: 2020 peak season outperformed 2019, showing increased parcel demand.
- Overall, 2020 had higher and more variable volume trends due to the pandemic's impact.



# DONUT CHART

- High Growth (88.9%) – The vast majority of customers increased their parcel volume significantly during COVID.
- Declining (6.9%) – A small portion of customers reduced their shipping activity.
- Lost (2.6%) – These customers were active before COVID but completely stopped shipping afterward.
- Stable (0.9%) – These customers showed no significant change.
- New (0.7%) – Customers who started shipping only after COVID began.



# BARCHART

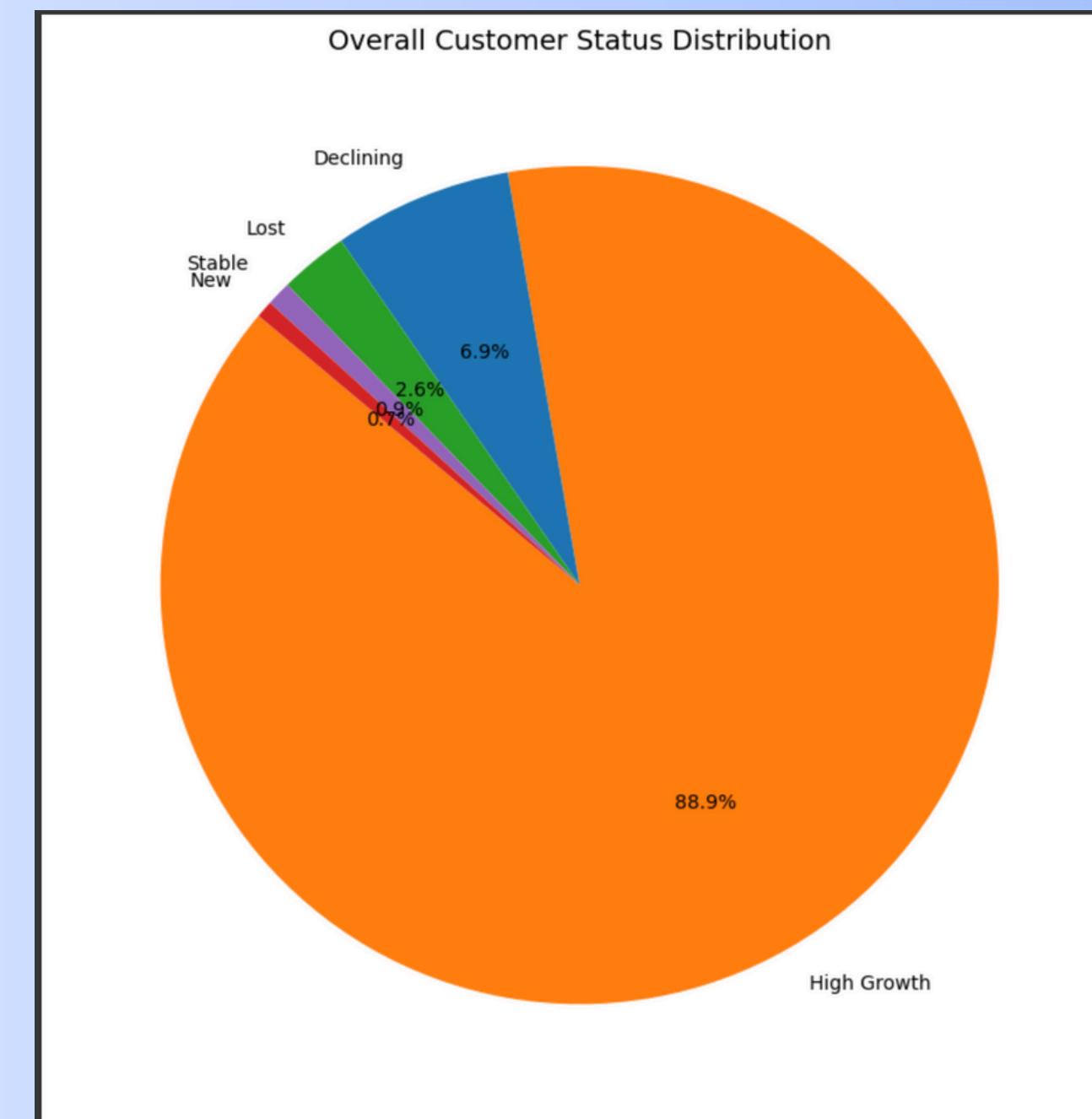


- High Growth dominates all customer groups (orange section).
- Largest in Large group (247), followed by Enterprise, Medium, and Small.
- Declining customers (blue) are also present across all groups.
- Lost, New, and Stable segments are very small in comparison.



Note: Piechart for this is in next slide

# PIECHART





# SUMMARY & INSIGHTS

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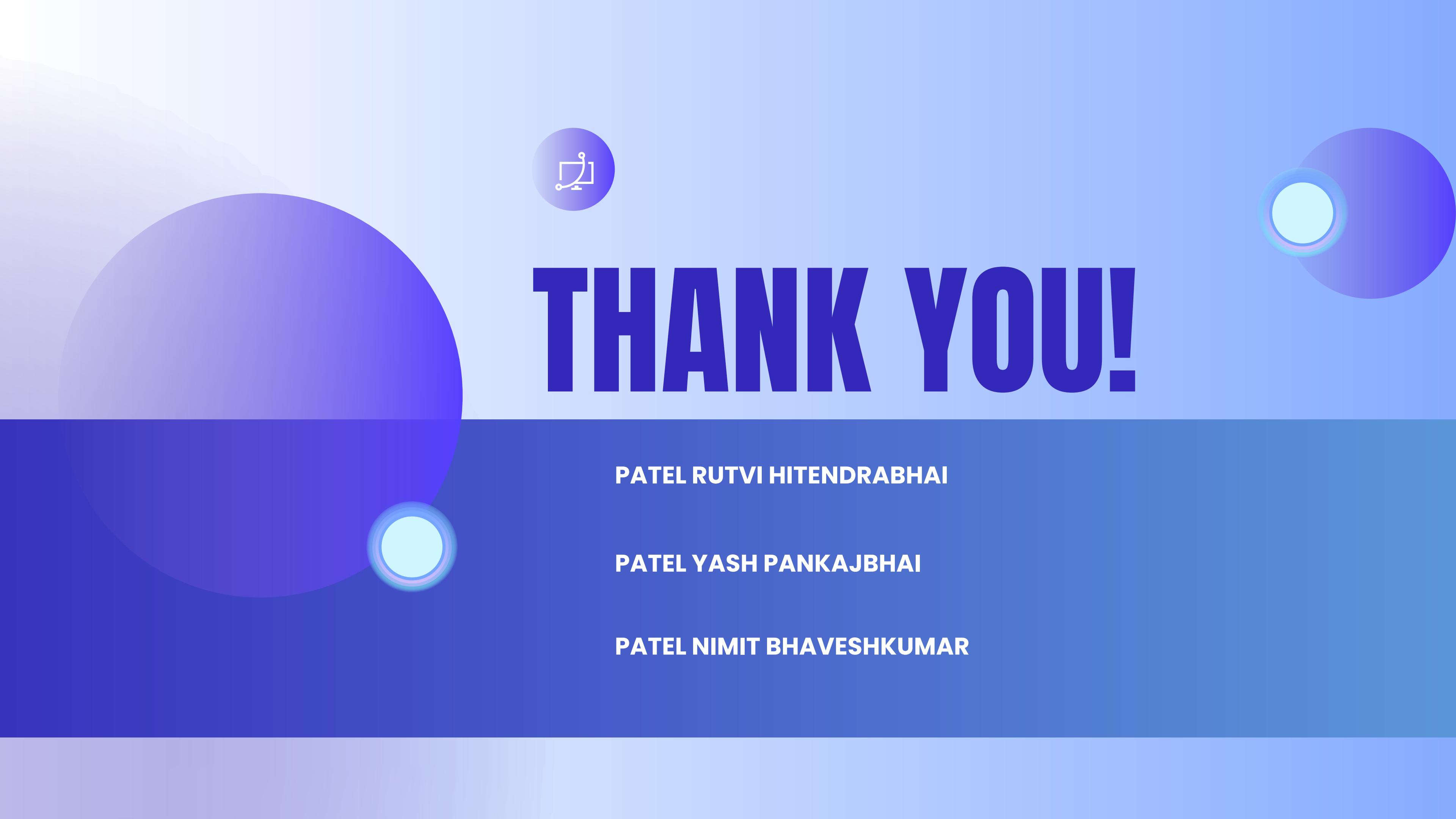
- COVID initially caused shipment volume disruptions.
- Recovery was strong, especially in the peak season of 2020.
- Enterprise customers adapted faster and showed resilience.
- New customer acquisition surged due to increased online logistics.



## FINAL RECOMMENDATIONS

- Invest in Infrastructure: Scale operations to meet e-commerce demand.
- Monitor Growth Metrics: Especially around emerging customer segments.
- Engage Lost Customers: Target re-engagement strategies with incentives.
- Plan for Future Peaks: Use 2020 trends to forecast 2025 season.





# **THANK YOU!**

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