

# Descriptive Analytics

Develop an alert system for one of the largest express logistics players of India

## Industry Logistics

### Challenges Faced by Client

Client was using traditional MIS system for key performance indicators for business

- Manual time-consuming process
- Difficulty in generating insights
- Difficulty in finding out areas of improvement
- Difficult to do root cause analysis of an issue in quick time
- Difficulty in accessing MIS at all levels

### Value Creation

- Reduced overall cost by 13%
- An intelligent layer was created on top of data layer to generate alerts and actions for better decision making
- Customized algorithms capable of capturing external data

## Products Express Logistics

### Our Approach

- Understand Key Performance Indicators for business
- Build KPIs for all levels of business
- Understand the data available
- Build dedicated data lake for descriptive analytics
- Develop Power BI dashboards for visibility and decision making
  - History trends
  - Alerts & actions
  - Root causes for important events

An intelligent decision-making layer was built both for FG as well as RM inventory

Turnover INR 12B

