

Logistics Optimization

Develop an alert system for one of the most prominent express logistics players in 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

- Recued **Hub-to-Hub (Linehaul)** Logistics cost by **11%**
- A **centralized descriptive analytics model** accessible to everyone across organization
- 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**
- Build **flexible & sustainable automated reporting structure**
- Highlight **areas of improvement & provide multilevel drill down option**
- Highlight **root cause of key important events**

An intelligent decision-making layer was built on top of data layer

Turnover INR 12B

