

# Optimized Supply Chain Operations For Delhivery

Delivered improved shipment traceability and performance through realtime customizable, interactive and actionable dashboards for Delhivery

**Industry:** Logistics & Supply Chain Management

## Environment As-Is

- Manual process of data cleaning and massaging
- Unstructured and non consumable data being generated

## Tech Stack

- Tableau Desktop
- Tableau Online

## The Client

Delhivery is one of largest logistics service provider, operating in over 1,200 cities in India. Offering reliable 24/7 monitoring services, Delhivery allows customers to gain immediate visibility and access to a network of 12,000+ pin codes across India. Delivery offers a range of services to its customers including 30 minutes to same day shipping services and warehousing services processing over 10 million orders a month..

## The Client Goal & Challenge

Delhivery aimed at providing customers with enhanced speed and visibility of shipment. But with massive amount of data being generated at every step of shipment journey, it was extremely challenging for Delhivery to consume, analyze and take out meaningful insights hidden in this data.

- Dealing with massive amount of unstructured data was highly cumbersome and time taking
- The data required massaging and parameter identification to a granular level which was extremely time consuming process.
- Took more than expected time to get actionable insights leading important measures/steps not being taken in the right time

Delhivery engaged TO THE NEW to develop different dashboards to visualize large datasets and pull maximum actionable insights that can be leveraged to make the complete delivery process more seamless, efficient and cost effective.

## Business Solution

There was a pressing need to first quickly combine, clean and shape data to generate meaningful insights, TTN chose Tableau to create various dashboards. Below are the basic things that were done as a part of the solution:

- The solution tracked all parameters that get tracked/punched during the journey of a package starting from the warehouse until the final destination.
- The underlying Data Warehouse was understood with great details ensuring the identification of parameters.
- The solution ensured all dashboards are customizable at runtime and deliver desired insights in an efficient and quick turnaround time.

## Business Benefits

- Actionable data points helped to improve shipment performance drastically
- Insightful data representation upfront to management teams helped speedup decision making

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