

ANLY482 Sponsor MEETING MINUTES

(22 Feb 2018)

Date:	22 Feb 2018
Time:	09:00 – 10:30
Venue:	DHL Customer Solutions and Innovations
Attendees:	Team: Ruiyan, Qian Sponsor: Jeff Neo, Wesley Boo, Aziz-ur Rahman
Agenda:	<ol style="list-style-type: none"> 1. Share with sponsor <ol style="list-style-type: none"> a. Data Cleaning b. Data Exploration & Observations c. Identified Important Variables 2. Seek for clarification from sponsor 3. Project management

S/N	Things Discussed/Done	Remark
1	Share with sponsor what data cleaning we have done	<ul style="list-style-type: none"> • Rename the column names such that they are unique for analysis. • Separate 'Customer Requested Transit Time in days' to minimum and maximum days, and we only keep the maximum days to calculate the transit time difference between DHL offer and customer requested. • Correct 'Award Status' using 'Existing lane yes/no' information if there is any mismatch. • Covert 'Flight Frequency (1,2,3,4,5,6,7)' to 7 new columns to indicate whether the there is a flight scheduled on Monday/ Tuesday ... Sunday. <p>Feedback from sponsor: agree with the logic that we used for data cleaning.</p>
2	Share with sponsor our data exploration & observations	<p>Presenting the visualization that we have done using Tableau and share our findings.</p> <ol style="list-style-type: none"> 1. Award status distribution 2. Transit time difference (customer requested – total transit time) boxplot distribution 3. Price difference between DHL offer and customer target boxplot distribution

		<ol style="list-style-type: none">4. Award status distribution by origin and destination region.5. Geo-map: distribution of total volume and award status by origin country. (drill-down form origin region level)6. Award status distribution by total volume and route information (origin – destination region).7. Dashboard connecting visualization 2, 3 and 6.8. Sankey diagram to show the route information (the flow of origin country to destination country) and the total volume. <p>Feedback from sponsor:</p> <ul style="list-style-type: none">• Bring revenue information. The business logic to compute revenue: 'Total annual chargeable weight (kg)' times 'DGF DTA (0-1000kg)' (DHL offer price). It is fine for us to take the offer price for weight 0-1000kg (ignore 1000-5000kg & 5000+kg) to times the total annual chargeable weight because they focus more on this category.• Have more visualization about revenue: for example, to know how much they lost because of the slower transit time.• Bring lane information: to define a lane using the customer requested airport for origin and destination.• Look at the boxplot outlier: why DHL still gained/ retained why the transit time is much slower.• Sankey chart: try to bring award status & revenue information in and make it more readable.• Add in filter: to filter by service level.• Geo-map is not necessary.• Snapshot the visualizations and put them in slides during the future meetings.
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<p>3</p>	<p>Share with sponsor the important variables that we have identified</p>	<p>Important variables identified</p> <ul style="list-style-type: none"> • Price <ul style="list-style-type: none"> ○ TARGETS(DTA) 1000-5000 kg ○ TARGETS(DTA) 0-1000 kg ○ TARGETS(DTA) 5000+ kg ○ FINAL ROUND Target reduction in % 0-1000 kg ○ FINAL ROUND Target reduction in % 1000-5000 kg ○ FINAL ROUND Target reduction in % 5000+ kg ○ Delta 0-1000 kg ○ Delta 1000-5000 kg ○ Delta 5000+ kg ○ DGF(DTA) 0-1000 kg ○ DGF(DTA) 1000-5000 kg ○ DGF(DTA) 5000+ kg • Route information <ul style="list-style-type: none"> ○ Origin-Region ○ Origin-Country ○ Origin-Org Airport TO BE USED FOR PRICING ○ Dest-Region ○ Dest-Country ○ Dst Airport TO BE USED FOR PRICING • Transit Time <ul style="list-style-type: none"> ○ Customer Requested Transit Time in Days ○ Total Transit Time (in days) ○ Existing Transit Time (in days) • Bid Information <ul style="list-style-type: none"> ○ Total Annual Chargeable Weight (Kgs) ○ Direct Flight? Yes/ No ○ Flight Frequency (1,2,3,4,5,6,7) ○ Airline ○ Commodity ○ Service Level ○ Existing lane yes/ no ○ Frequency per year <p>Feedback from sponsor: did not miss out any other important variables.</p>
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4	Seek for clarification from sponsor	<p>Clarification from sponsor:</p> <ul style="list-style-type: none"> • ‘Airline’: ‘DGF’s choice’, ‘DHL’s choice’, ... and other formats all mean DHL’s choice of the airline for the lane. • ‘Direct flight yes/ no’: if ‘N/N’ or ‘N’ then means not direct flight; if ‘Y’/ ‘YES’ then means direct flight; others mean containing both direct and not direct flights. • Information disclose on Wiki: do not disclose meeting minutes on Wiki. • ‘Average lane density’: average chargeable weight per shipment, but just ignore the column, the logic behind to calculate the lane density is not accurate. • Match ‘Service Level’ values to the standards: <ul style="list-style-type: none"> ○ ‘STD’ -> ‘ACC’ (DHL Connect) ○ ‘EXP’ -> ‘APC’ (DHL Priority) ○ ‘DEF’ -> ‘AEC’ (DHL Economy)
5	Project management	<p>Informed sponsor that there are only 2092 price difference records out of all records (around 20000) and this will lead to the inaccuracy of the prediction model that we are going to build.</p> <ul style="list-style-type: none"> • Feedback from sponsor: it is fine, we can carry on. <p>Informed sponsor that we will use Power BI in the future to perform data visualization and develop the tool.</p> <ul style="list-style-type: none"> • Feedback from sponsor: it is good. <p>Check with sponsor about customer B data.</p> <ul style="list-style-type: none"> • Feedback from sponsor: we will get the customer B and additionally customer I data in next Monday.

Item Due (Team) / Actions

Deadline: Feb 24

1. Compute revenue and add it into the data.
2. Clean 'Airline' and 'Direct flight yes/ no'.
3. Explore and analyze the revenue, airline and direct flight information.
4. Continue doing EDA and try find insights using the newly added information.

Deadline: Mar 2

1. Play and get familiar with Power BI.