



PERCEPTIVE ANALYTICS: IMPROVED DELIVERY EFFICIENCY

Save fuel
by reducing the
Distance Driven
by

27%

16%

Reduction in number of
routes and
Improve vehicle
utilization

24%

Reduction
in
Time of Travel

The Client

A leading Dairy and Foodstuff company in the Middle East

Industry

Consumer Packaged Goods

Overview

The client is a leading brand in production, sales and distribution of high quality food products based in the Middle-eastern region with annual revenue close to 400Mn USD, customer base of over 35k and operating around 24 warehouses.

Business Challenge

The challenge for the company was to manage 500 routes daily -which led to the problem of streamlining delivery activities and optimizing daily routes. The client wanted us to develop a route optimization engine which may be plugged in their route optimization web & mobile application.

Our Approach:

Quadratyx ARRO (ML based route optimization engine) took cognizant of all the constraints such as max store value, max distance, per site waiting time, etc. And divided the stores to be visited/day into some required number of clusters & assigned sales personnel to visit stores in that cluster in an optimized way.

Outcomes

- ✓ On-time delivery with optimized routes.
- ✓ Minimized route cost by number of vehicles.
- ✓ Real-time visibility into delivery status for dispatch.
- ✓ Reporting capabilities driving effective decision-making.
- ✓ 27% saving in distance and 16% reduction in number of routes.