

# Expeditors Event Code Project



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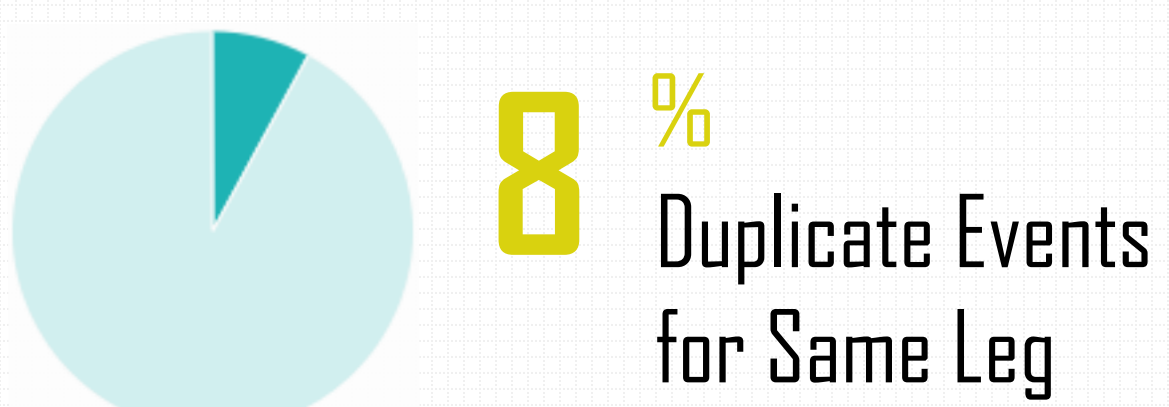
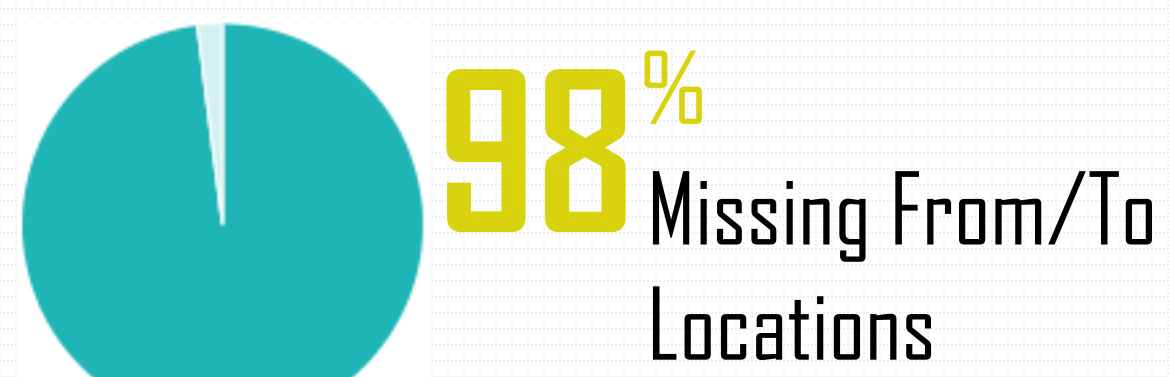
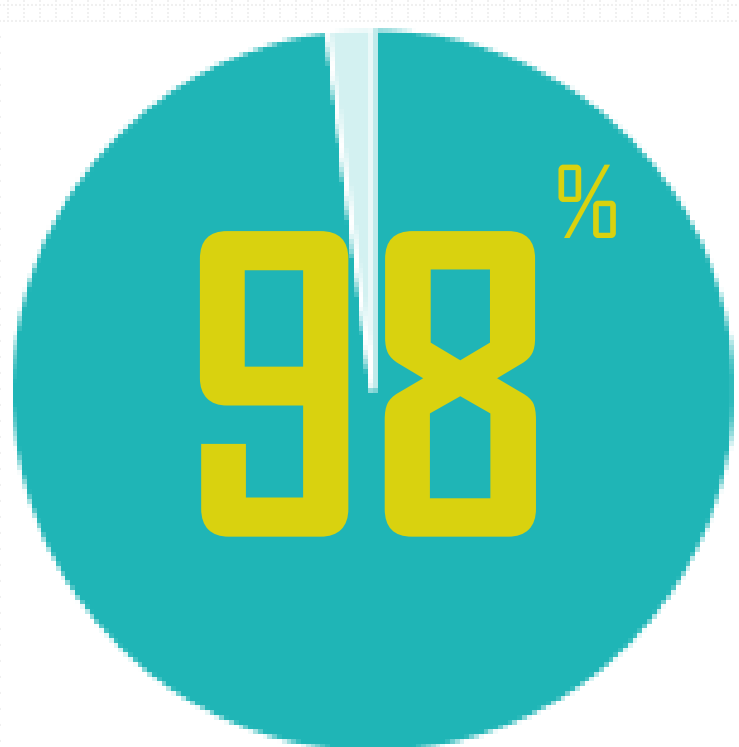
## Expeditors

a global logistics company headquartered in Seattle, Washington, providing customers with the best routing and pricing options, providing a high level of visibility from end to end tracking.



## "Where's my freight?"

### With Analytics

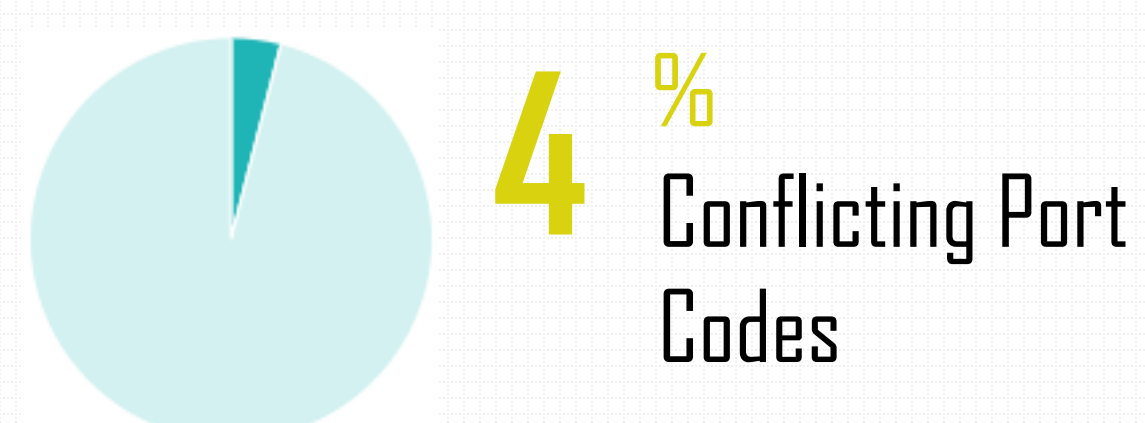
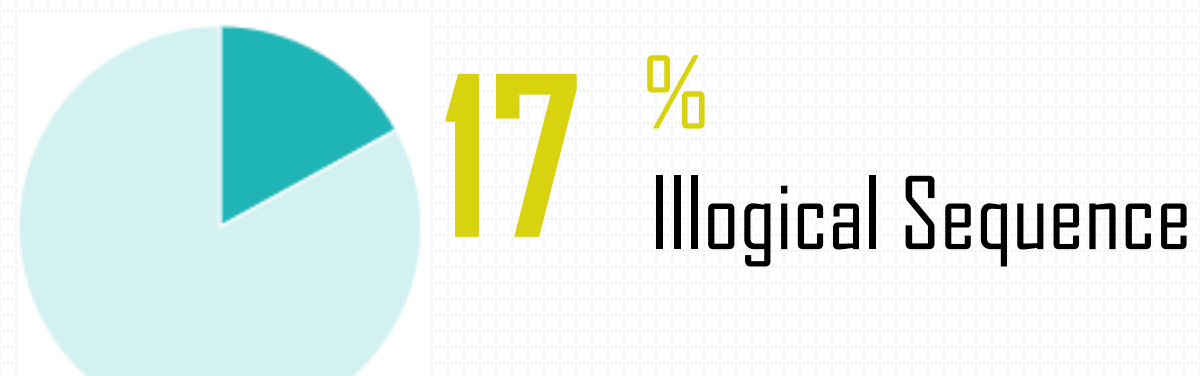
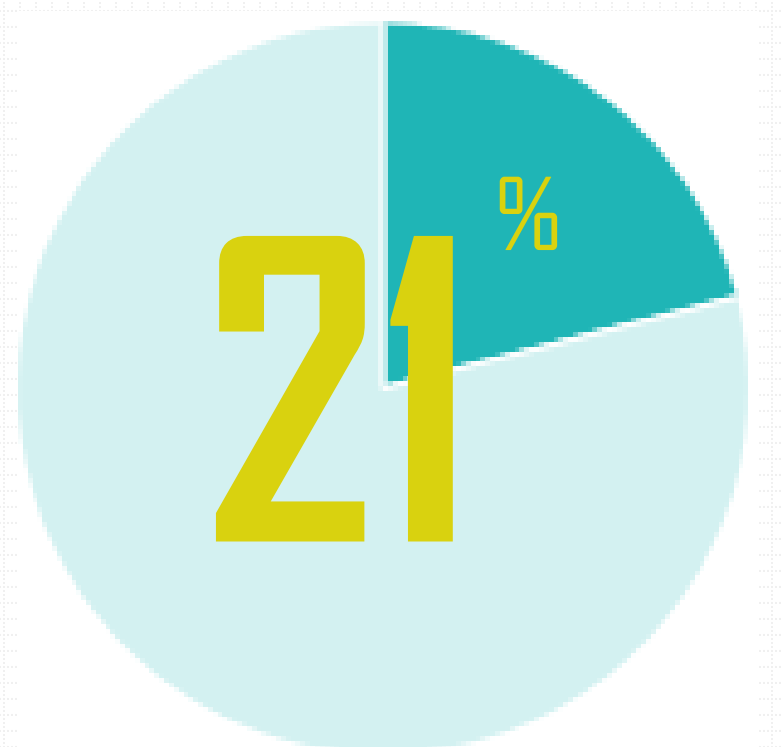


## Sequence Analysis

### Objective

Currently, Expeditors present the transportation information using complex rules to do computing on event records to indicate where the freight is. The project is trying to help Expeditors to show the exact location and status of the freight with data governance.

### With Human Analysis



## Core Event Data Quality

### Percentage of Reasonable Event

By Services: All Services; Air Services; Ocean Services; Transcontinental Services.

| Freight Services |       |            |
|------------------|-------|------------|
| Files            | Count | Percentage |
| CPU              | 528   | 34%        |
| FRD              | 1459  | 94%        |
| BKD              | 1558  | 100%       |
| COB              | 1554  | 100%       |
| AFD              | 1498  | 96%        |
| ETA              | 1558  | 100%       |
| DLV              | 924   | 59%        |

| Pickup |       |            |       |            |
|--------|-------|------------|-------|------------|
| Files  | Yes   |            | No    |            |
|        | Count | Percentage | Count | Percentage |
| CPU    | 240   | 66%        | 288   | 24%        |
| FRD    | 364   | 100%       | 1095  | 92%        |
| BKD    | 364   | 100%       | 1194  | 100%       |
| COB    | 362   | 99%        | 1192  | 100%       |
| AFD    | 360   | 99%        | 1138  | 95%        |
| ETA    | 364   | 100%       | 1194  | 100%       |
| DLV    | 284   | 78%        | 640   | 54%        |

### Frequency of Sequence Error

|               |    |               |     |
|---------------|----|---------------|-----|
| AFD After DLV | 28 | CPU After FRD | 65  |
| FRD After BKD | 22 | CPU After FND | 30  |
| BKD After AFD | 15 | CPU After COB | 4   |
| BKD After DLV | 13 | CPU After BKD | 3   |
| FND After BKD | 13 | Sum           | 102 |
| FRD After COB | 13 |               |     |

### Next Step

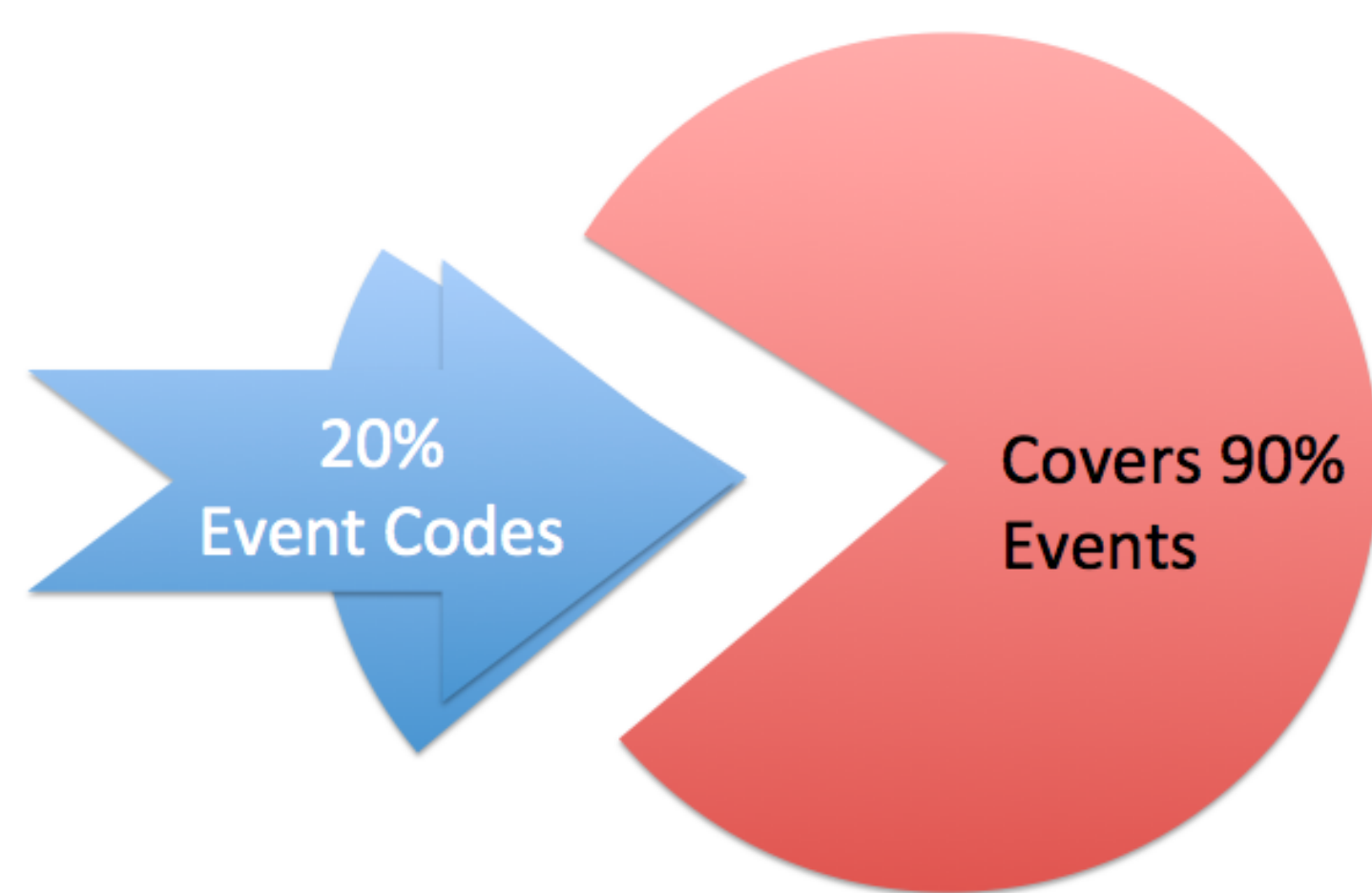
We picked event code system and dugged into it trying to answer "Where's my freight?" In the future, we would like to explore more perspectives and do more analyses to support our improvement proposal.

### Acknowledgement

Keiley Ostrow (Sponsor, Expeditors Data Strategy Director)  
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Hazel Taylor, Nancy Gershenfeld (Instructors)

\* Sample Data Duration: 2013-12-18, Wednes, 12:00 - 13:00

### Data Transactability



20% -> 90% : 80% Business Value?

### Event Matrix Analysis

Findings & Questions:

- One event code is used by multiple services of a product. Shouldn't it be one-on-one?
- One event code points to different services within different products. Does it indicate that different products have different business process?

## Event Categorization