Category

Data & AI

Data Literacy for Logistics, Fleet & Route Optimization Teams Playbook

Reading route and delivery performance data well enough to optimize the actual bottleneck

- Practitioner
- Intermediate
- Template Included

- Mithun A. Sridharan
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- 4 minute(s)

Overview

A framework for building data literacy within logistics, fleet, and route optimization teams — bottleneck identification versus symptom treatment, understanding optimization model assumptions, and appropriately weighing average versus variance in delivery performance metrics.

Route optimization software already handles the complex

calculations — what data literacy gap remains for the team using it? Optimization software calculates correctly given its inputs and assumptions, but doesn't tell you whether those assumptions still match reality, or whether the metric you're optimizing for is actually the

genuine bottleneck constraining overall performance — literacy the software itself doesn't provide.

Why does variance in delivery performance matter as much as the

average? A route with a good average delivery time but high variance can still produce a meaningful number of late deliveries and unreliable customer experience — optimizing for average alone can miss this, since it's possible to have an acceptable average while variance-driven reliability problems persist.

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