Automated Dashboard Provides Real-Time Access to Data for a Large Trucking Firm

Datatelligent

CHALLENGE >>

What happens when you combine business growth and expansion with a new logistics system? That's exactly what our trucking client faced as it looked to expand its capacity for data analytics following an acquisition.

In 2020, as the global pandemic hit and progressed, the trucking industry as a whole, was designated an essential service and thrived. During this time of growth, our client acquired another trucking firm in order expand its service offerings.

The combination of business growth and business expansion left our trucking client with an abundance of disparate data sources—from driver and shipping data to onboard cameras, online container tracking and online quoting. Add to that the integration of EDI and API systems as well as a lack of resources, and the path toward expanding it's capacity for data analytics started to look murky. In order to capitalize on its business growth and expansion, our client needed to address its data analytics and reporting capabilities that were holding them back. The company identified that it needed to:

- Improve reporting with better organization and improved processes
- Address changes in data analytics and reporting as a result of the new logistics system
- Solve its limited resources available for report development

INDUSTRY >>
Trucking, Drayage & Logistics

CLIENT >>
One of the largest intermodal trucking companies specializing in the drayage of containers and trailers between ports, railroads, and shippers

CHALLENGE >>
Business growth & expansion resulted in a need to address data analytics & reporting capabilities

SOLUTION >>
Better track safety across multiple metrics

RESULTS >>
Improved timeliness of information due to data being refreshed daily instead of weekly

For the trucking industry, being able to better track safety across multiple metrics, is paramount to managing costs that ultimately affect insurance rates. For our client, trying to track the following trucking safety metrics was a limiting, inexact and labor-intensive process:

- Drivers – the number of times a driver exceeded an 11-hour shift limit and the number/type of violations (i.e., lack of turn signals, overweight load, etc.)
- Trucks – via multiple electronic sources, across a variety of companies, devices, drivers, etc.

Our client looked to Datatelligent, LLC to innovate a leading-edge solution. Datatelligent's cost-effective Data Analytics as a Service (DAaaS) approach provides businesses with a full range of services and would not limit our client to just one project at one time. Utilizing Datatelligent's innovative subscription-based model, our client began with our *90-day Accelerator* that allowed it to focus on safety data and reporting first.

Datatelligent automated the collection and integration of the data feeding into an existing safety report. Previously compiled manually from multiple sources, the dashboard now seamlessly pulls data from multiple data sources into a dashboard that can run and compile multiple metrics. Using Microsoft Azure services (Logic Apps, Azure Data Factory and Azure SQL Database), the solution automated the data feeding the Power BI report resulting in clean, exact data metrics that expanded our client's data analytics capacity.

Key to the solution was addressing and automating the match-up of data by driver name

> "The automation of our client's trucking safety dashboard allowed them to run safety reports daily versus weekly.

and ID, including different data sources, formats, inconsistencies and anomalies (i.e., multiple drivers with the same name).

RESULTS >>

Together, Datatelligent helped our client tap its existing, yet disparate trucking data sources which gave it real-time visibility into its safety data.

SOLUTION HIGHLIGHTS:

- Improved timeliness of information due to data being refreshed daily instead of weekly
- Rebuilt the safety report with the multiple, automated data sources
- Lifted the strain on resources allowing multiple staff to access and quickly run safety reports
- Improved the accuracy of the safety data
- Establish processes to ensure data accuracy
- Automated how to identify the exceptions and anomalies the client didn't have previously