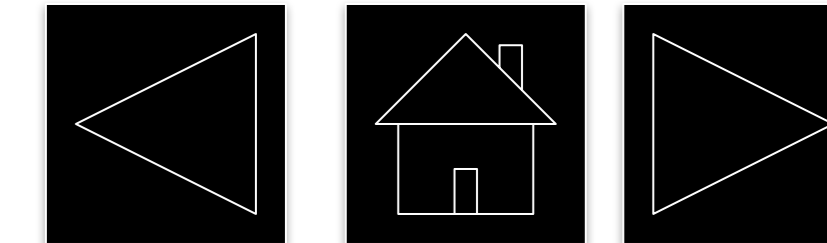


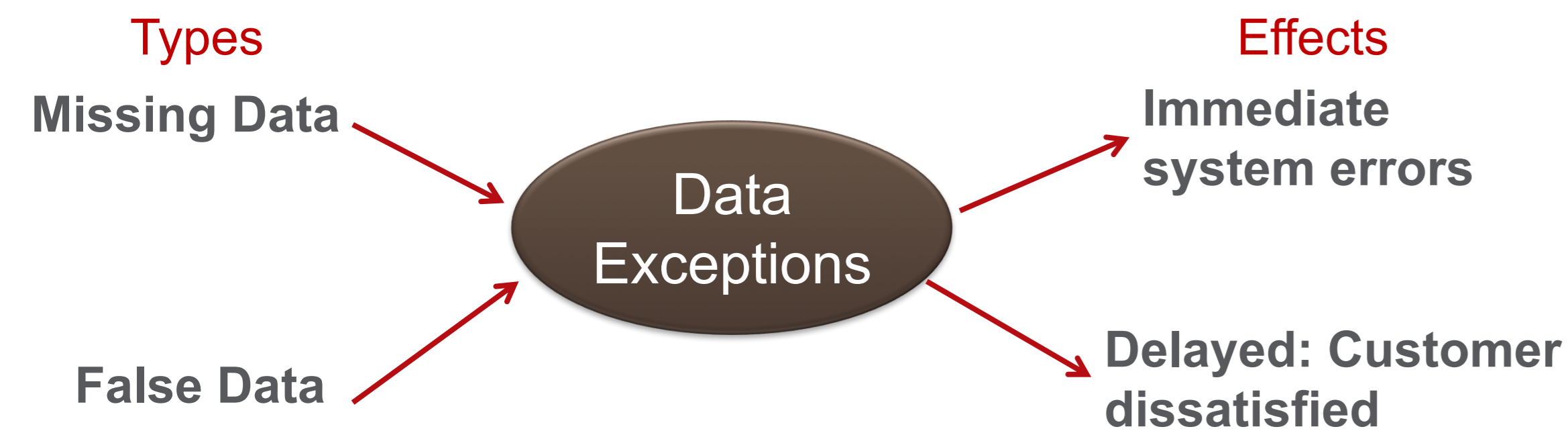
Exception Handling Powered by Smart Analytics



Background

Damco offers freight forwarding and supply chain management services to its 10,000+ customers. Near real-time tracking of shipment milestones is a pivotal component of freight forwarding services and **data consistency**, **accuracy** and **veracity** are paramount.

The challenge: Data exceptions



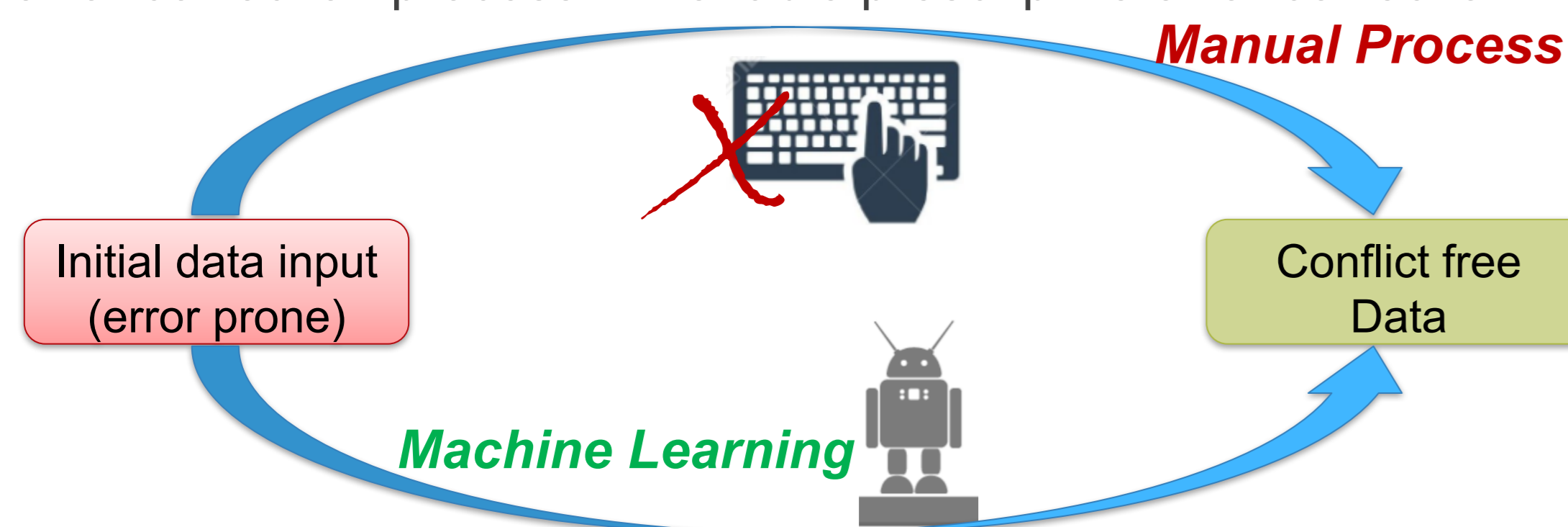
Key Question / Hypothesis

While working with multifarious data, how can Damco

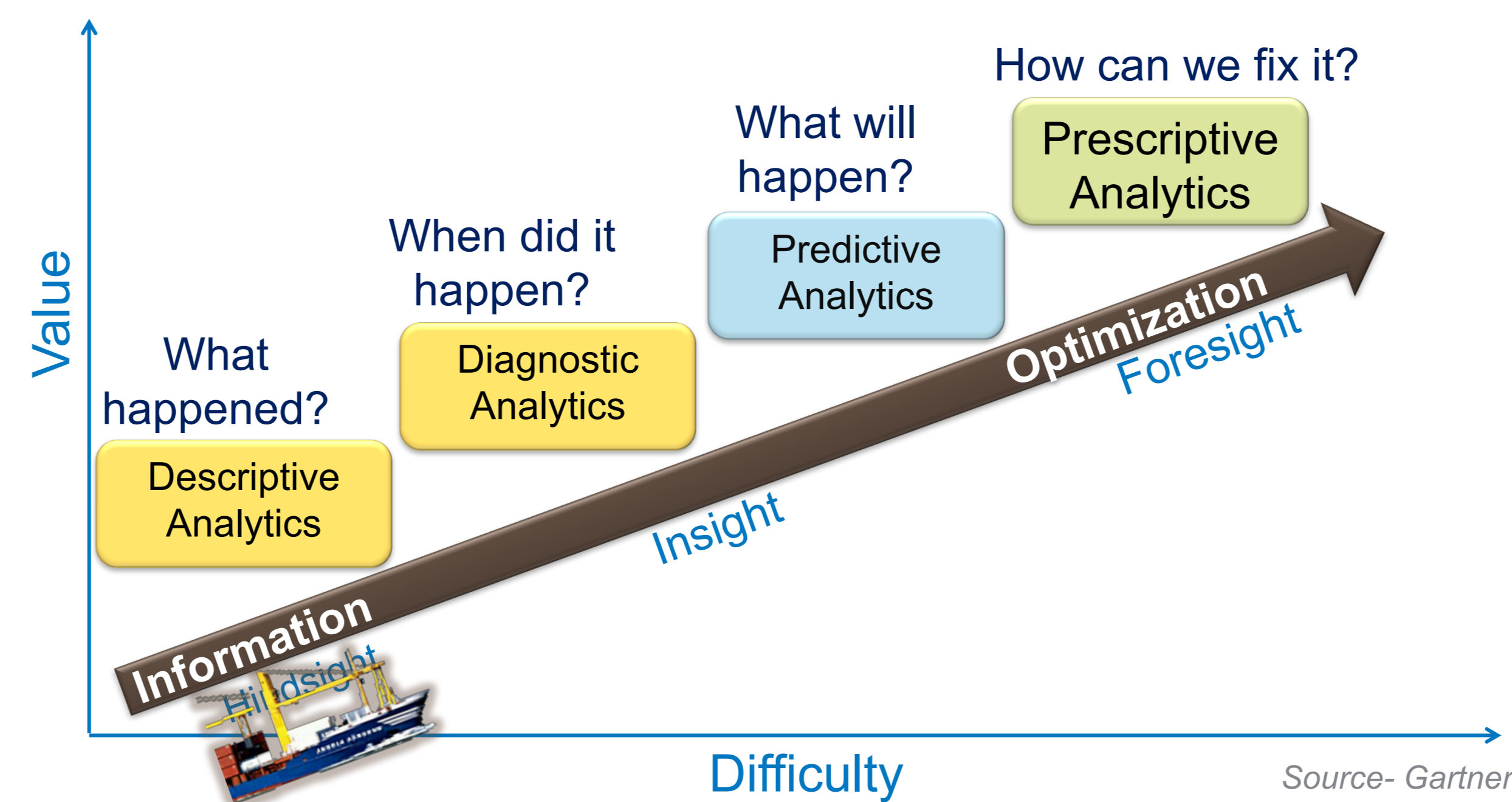
- i) Accelerate data entry correction,
- ii) Automate data entry correction wherever possible using a robust reusable algorithm

Hypothesis:

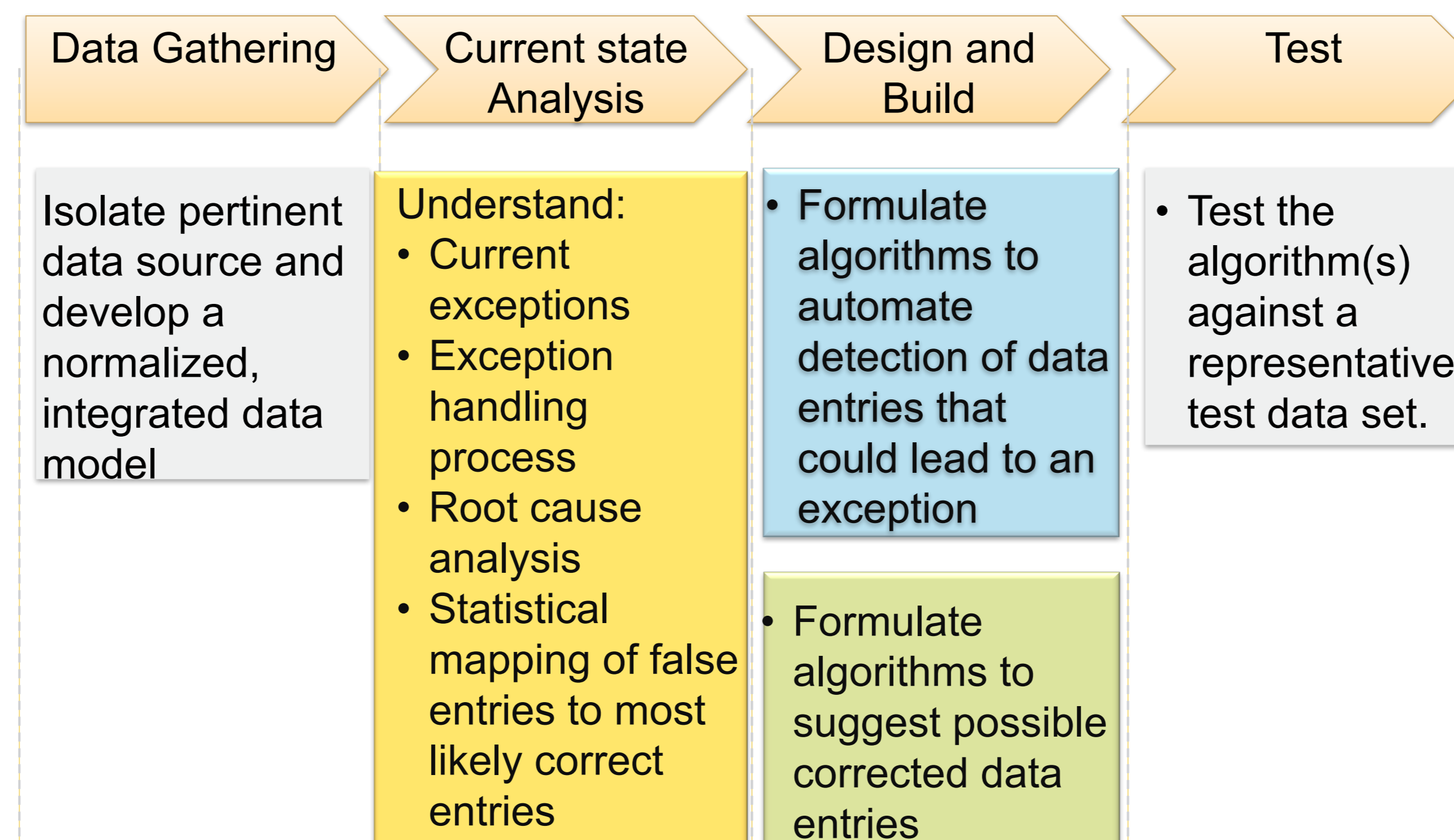
A learning algorithm mapping historical errors to existing manual error correction process will enable prescriptive error correction



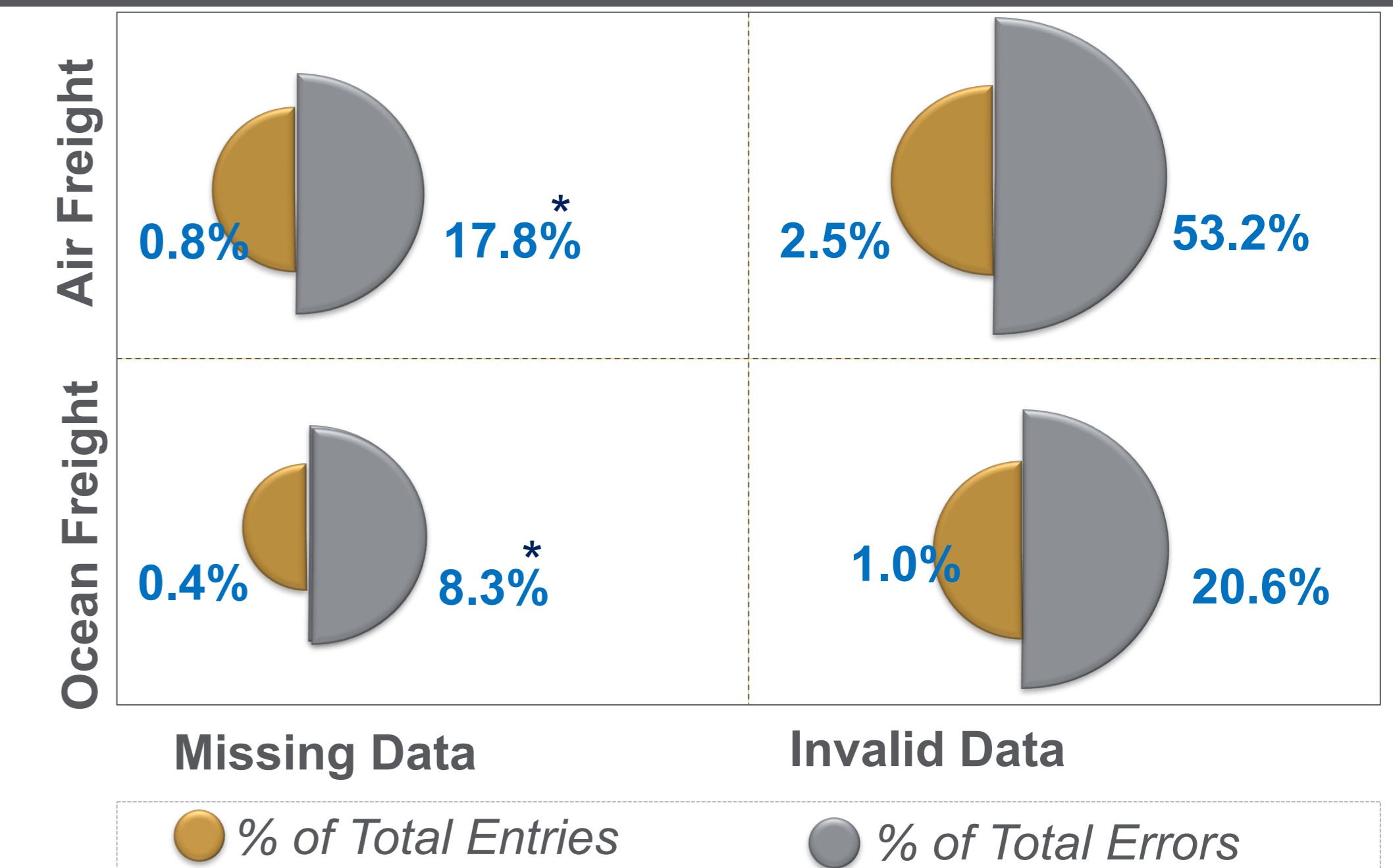
Analytics Maturity Model



Methodology



Initial Results



*97.3% of missing data errors are caught by the system

Expected Contribution

To Damco:

- Significant insights on the nature and frequency of data errors which impede ability to meet customer SLAs.
- Proposed algorithm will accelerate and standardize resolution of a portion of these errors and provide time related saving.

Transferable Insights:

- Algorithm can be extended to data entry correction for other industries

Future Extensions:

- Algorithm can be extended to include external data sources (news, weather) adding to the predictive power for operational exceptions

Rohini Prasad



Gerta Malaj

