



Is This Customer Profitable?

Dissecting Direct Labor Cost per Customer

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About Lineage



The largest cold storage network in the world who is also playing a critical role in multiple global supply chains

Problem Statement

Lineage Direct Labor Costs ~ \$ ½ Billions

Not Assigned to Customers



Dissect direct labor cost and quantify labor % for each customer at each Lineage warehouse

Context & Data



Product

Case Volume & Weight Catch Weight Information



Transportation Inbound & Outbound Mode of Transportation



Volume

In & Out Bound Pallet (Full, Partial) Case Picking (Normal, Cherry) SKU; Blast Pallet



RedPrairie Labor Minutes

Tracked Labor Minutes per Customer



Dayforce Labor Minutes

Payroll Labor Minutes per Facility

Challenges

- Not every facility have RedPrairie (Best source of truth)
- High variability among facilities and customers
- Data quality issues with RedPrairie labor data
- Model validation on facilities with no RedPrairie labor minutes (Only Dayforce labor minutes)
- Metrics generation

Scope

PART 1: Can we make well-informed predictions when the ground truth is available? (30 Facilities with RedPrairie)

PART 2: How can we use the model and extend it to the general dataset? (300 Other Facilities)

Result

PART 1 : Customer Level Model

Feature Engineering

- Facility Level HHI Index
- Daily Volume Variabilities
- Customer size
- Customer-Volume interaction

Modeling

- **Linear Regression** (Selected)
- Random Forest
- **XGBoost**

REDPRAIRIE **PREDICTION** 6.86 22.36 9.19 23.23 21.1 21.88 - 20.0 17.58 18.07 17.5 21.48 20.22 17.53 17.18 20.96 - 17.5 16.06 16.74 18.53 20.24 15.61 15.32 14.68 16.27 17.75 - 15.0 11.47 11.99 11.48 14.39 10.13 9.84 10.47 12.79 11.38 12.5 7.49 6.41 5.94 5.96 6.22 8.22 7.99 10.0 4.01 4.51 4.33 3.64 - 7.5 9.95 9.87 10.06 11.46 10.93 10.72 10.85 12.72 2.94 2.99 5.29 MONTH

* Only the customers with more than 3% of the total facility labor are shown on the graph

PART 2: Facility Level Model

MODELING

FACILITY ERROR

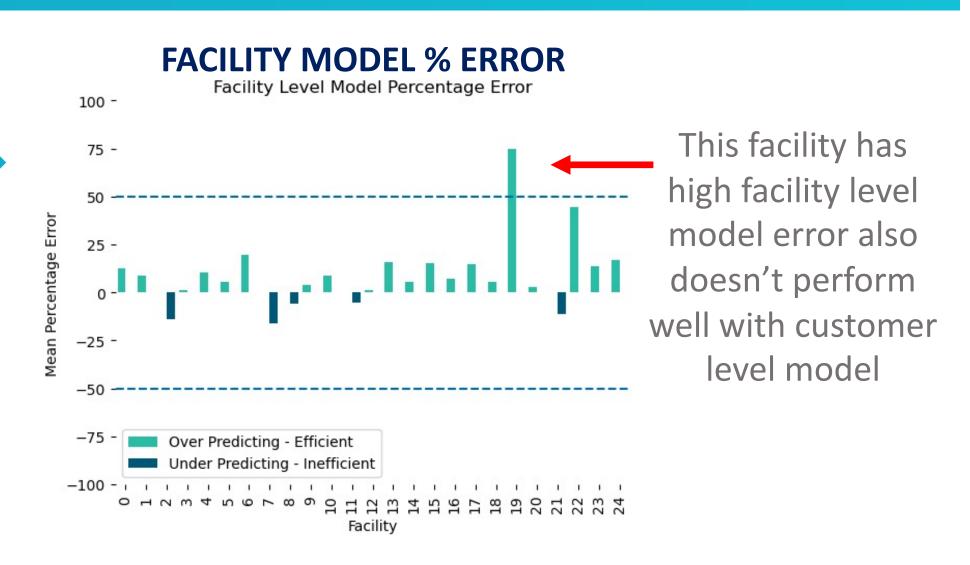
Same methodology as part 1, but trained on a Facility Level

Dayforce labor minutes (available at all facilities) as y-variable instead of RedPrairie



Suitable to apply PART 1 Model

Caution when applying Model



WHY? The customer level model is only suitable to Facility with no anomaly data & similar characteristics as the average facilities

Business Impact

Assigned Labor cost to Customers



Identify & Replace Unprofitable Customers:





Save Cost: Labor tracking system (e.g. Red Prairie) Cost ~ 50K to 1M to install per facility

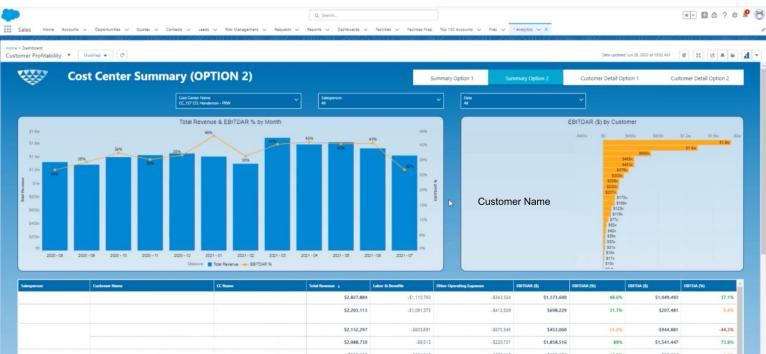


Save Labor: Save time used to manually map costs to customers

Next Step

- Feed prediction into Finance dashboard
- Apply model to more facilities
- Develop a feedback loop for model iteration to prevent model drift

MOCK FINANCIAL DASHBOARD



Mock finance dashboard where profitability by customers is clearly displayed