CASE STUDY

LA POSTE
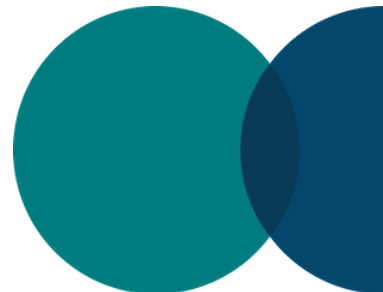
BIG DATA ANALYTICS FOR LA POSTE

The insights behind the project

The French Post Office (La Poste) handles huge volumes of letters and parcels every day. It is an entity that relies on the speed and accuracy of receiving mail and packages regardless of location, time or cost.

The variety of postal products and services available has led to a rapid increase in the data associated with these flows. Due to this, the non-automated (manual) processing of this data made it almost impossible to effectively access critical information.

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Success Highlights

Challenge
Provide reliable forecasts for the management and distribution of material at the French Post Office

Solution
Bouquet platform, Big Data Analytics

Tangible Results
- Evidence - based decision making
- Reliable forecast of workflows and workload
- Optimized usage of material sorting and storage facilities

What we did for the client
Athens Technology Center (ATC) developed a predictive analytics application, utilizing Bouquet, an integrated Big Data Analysis platform.
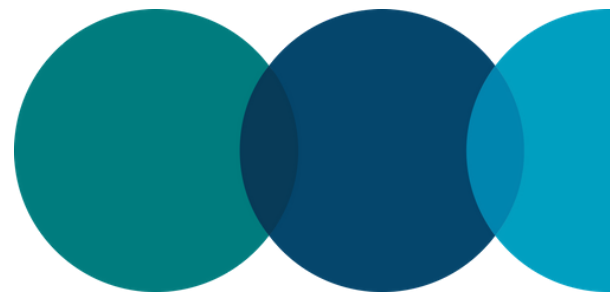The application provides assistance for important administrative decisions, mainly in terms of the recorded daily and weekly traffic. The relevant forecasts are based on statistical and mathematical models applied to historical traffic data.

Specifically, 4 basic modules were developed:
- Administrative: provision of route lines forecast in key facilities
- Delivery: providing forecasting of mail and package delivery to factories, headquarters and post offices.
- Business Correspondence: traffic forecasts for bulk shipments of advertising and information material (e.g. free samples, promotional letters, coupons, etc.), delivered from various companies to consumers.
- Performance management: a combination of the above 3 forecast types to find the remaining capacity at a factory level, either for maintenance purposes or for professional mail promotions, in order to optimize the use of the facilities.

The outcome
The ultimate goal of La Poste was to reliably predict workflows and workload, especially in the fields of management and distribution. The ability of having easy and direct access to grouped, visualized and directly comparable data, is rather important for the French Post (La Poste) as it ensures the safe and fast execution of their work.

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About

Athens Technology Center (ATC) provides a full range data analytics services, to help organizations formulate, monitor and exploit a well-defined structure of KPIs, either in a strategic, departmental or personal level. From creating easy-to-use, custom dashboards to converting data from sensors (IoT) to real-time reports, our teams design and develop custom solutions, following a flexible approach, leading to tangible results.

Our extended portfolio of industry agnostic and industry specific services, spans from Data Management and Data Visualization & Dashboards solutions, to Corporate Data infrastructures and to Predictive and Business Performance Analytics, provided either on-cloud or on premise.