Case Study

Analytics | Transportation

Leading Australian logistics company reduces time spent reporting from 20 hours to 20 minutes

Overview

Tasrail is a leading logistics company in Australia charged with operating rail networks across the Tasmanian region, helping companies transport over three million tons of goods every year. The company would review operational performance with customers on a monthly basis to ensure the company was delivering goods on time and meeting its key performance indicators (KPIs). However, spending 20 hours per month writing static reports for customers was both time-consuming and difficult to scale. Tasrail needed a way to reduce reporting time while making data and insights easily accessible – without increasing headcount.

To deliver stellar customer service while managing costs, Tasrail, a logistics company, reviewed operational performance with customers on a monthly basis to ensure the company was delivering goods on time and meeting KPIs.

The Solution

Tasrail now uses Narratives for Power BI to instantly transform Power BI data into dynamically generated stories that identify and explain insights; these include factors influencing transit time, trends impacting freight costs, and metrics on capacity utilization. In one instance, the story highlighted an unusual drop in freight volume for a specific commodity — an insight buried within the chart that could have otherwise taken days to surface.

Understanding drivers of performance at all hours of the day allows Tasrail and its customers to react to critical information in real-time instead of waiting for month-end reports that require interpretation. In addition, the team at Tasrail can now spend their time conducting higher value analysis.

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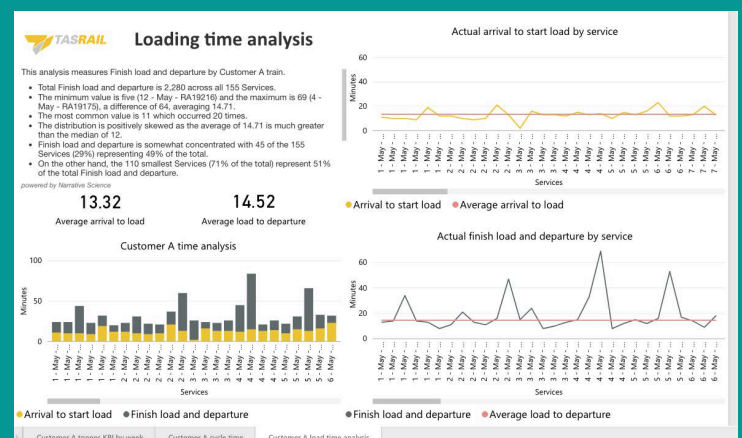
Results

Reduced reporting time

Reports creation went from 20 hours to 20 minutes

Increased customer engagement

Provides valuable insights 24/7

Eliminated repetitive tasks

Allows employees to focus on higher value analysis

What our clients say

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With Narratives for Power BI, we are strengthening customer relationships by automatically providing insights we feel confident about in minutes instead of hours. Now, my team can spend more time conducting sophisticated analysis and enhancing our services. In turn, everyone is able to understand and digest data to inform their decisions and impact the bottom line.

"

Giles Walker

Commercial Business Analyst, Tasrail

About Narrative Science

Narrative Science creates software that writes stories from enterprise data to drive understanding and results. Powered by artificial intelligence, our technology automatically turns data into easy-to-understand reports, transforms statistics into stories, and converts numbers into knowledge.

Narrative Science works with customers including Deloitte, MasterCard, USAA, and members of the U.S. intelligence community, empowering them to understand and act on key business metrics, make better decisions, and focus talent on higher-value tasks -- all through the power of data storytelling.

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CASE STUDY

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