



AI-Integrated Platform Success Story

Achieving 99.5% Same-Day Delivery for an E-commerce Giant

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Case Study Report

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Major E-commerce Platform

DOCUMENT TYPE
Retail & E-commerce

CLIENT TYPE
35,000+ Employees

LOCATION
India

Sector Focus: Large-scale e-commerce operations with complex warehouse networks, peak season surges, and last-mile fulfillment challenges.



Executive Summary

A leading e-commerce player faced major fulfillment challenges due to exponential online order growth across 75+ warehouses. Inventory bottlenecks, inefficient routing, and inconsistent last-mile delivery led to missed service levels and rising costs during peak seasons. Translytics deployed its AI-powered omnichannel fulfillment platform — transforming inventory flow, order allocation, and delivery coordination. The result: 99.5% same-day delivery, faster inventory movement, and higher customer satisfaction at reduced fulfillment cost.

99.5%

Same-Day Delivery

52%

Faster Inventory

4.9/5

Rating

28%

Cost Cut



Challenge

Explosive demand growth exposed critical fulfillment gaps:



Fulfillment Bottlenecks

- 75+ warehouses overloaded during peak periods
- Delays in order routing and inventory availability
- Stock-outs, missed deliveries, and customer dissatisfaction



Delivery Complexity

- Lack of dynamic inventory allocation
- Static delivery scheduling hindered last-mile efficiency
- Rising per-order fulfillment costs

Business Impact



High cost-to-serve during sale periods



Strained last-mile logistics across zones



Decreased customer satisfaction scores

Solution



Translytics AI-Powered Supply Chain Platform

A smart, AI-powered solution built to optimize order fulfillment across warehouses and last-mile touchpoints.



Intelligent Order Routing

- ✓ Routes orders to optimal fulfillment center
- ✓ Reduces delivery time and cost



Delivery Planning Engine

- ✓ AI-powered route planning & geo-optimization
- ✓ Enhances last-mile delivery precision



Real-Time Inventory Intelligence

- ✓ Monitors inventory across all nodes dynamically
- ✓ Predictive allocation based on regional demand

Impact & Results

Qualitative Improvements

- ✓ Unified inventory + delivery visibility
- ✓ Faster fulfillment cycles across zones
- ✓ Better planning during peak season
- ✓ Warehouse-Carrier Sync

Annual Impact Projection

99.5%

Same-Day Delivery

52%

Faster Inventory

4.9/5

Customer Rating

28%

Cost Reduction

Technology & AI Implementation

Hyperlocal Node Planning

- Demand sensing engine
- Route & node optimization
- Inventory velocity forecasting
- Delivery pattern recognition

Integration & Platform Features

- Connected to warehouse, OMS, and last-mile apps
- API-based data sync for real-time execution
- Custom dashboard for operations and analytics

Future Enhancement Roadmap



Phase 2: Hyperlocal Node Planning

AI models for zone-based inventory pooling to serve metro & tier-2 demand faster



Phase 3: Reverse Logistics Optimization

Automated RTO (return to origin) planning with route & pickup scheduling



Phase 4: SLA-Based Dynamic Pricing

Auto-assign orders based on SLA tiers and delivery cost models