KSMTA
Trucking Analytics Council
Fall 2023 Meeting - OKC

October 12, 2023

Welcome to OKC!

Mission of the Trucking Analytics Council

- Share proven data analytics strategies and techniques with a deep focus on trucking or transportation-specific problems or opportunities.

- Become a trusted resource for leading-edge tech strategy, application vetting, and implementation.

- Identify trends with respect to industry software applications and hardware.

- Identify common measurements to enhance the transparency and profitability of the companies we serve.

KSMTA
Trucking Analytics Council
DAY #1

October 12, 2023

Agenda and Meeting Rules

- 8:00 AM – 8:45 AM
  - Roll-call
  - Administrative items
  - Hot topics

- 8:45 AM – 10:45 AM
  - Spotlight Session

- 11:00 AM – 12:00 PM
  - Workshop Session #1

- Email, messaging – try to keep to a minimum

- Be open, respectful, transparent, and vocal.

- Complete confidentiality.

- Own your experience.

Agenda and Meeting Rules

- 12:00 PM – 1:00 PM
  - Lunch

- 1:00 PM – 3:00 PM
  - Right-sizing operations using analytics

- 3:15 PM – 4:30 PM
  - Advanced analytics techniques

- 4:30 – 5:00 PM
  - Workshop session #2

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Agenda and Meeting Rules

- 5:00 PM
  - Adjourn

- 6:00 PM – 9:00 PM
  - Dinner and More!
    - Dustbowl
    - Meeting in lobby @ 5:45 PM

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Welcome

- **Administrative items**
  - Antitrust review
  - Membership guide (directory)
  - New members
  - New workshop format
    - Future topics/case studies
- **Rollcall**
  - Name, Company, Key Initiatives/Challenges
- **Hot Topics**
  - The Market, Challenges, Break-throughs, Blockers

TAC Spotlight Session
Shark Tank Style!

October 13, 2023

TAC Spotlight Rules

RULES

1. **Each TAC member is allotted $1,000. You can only 'invest' in other company ideas/presentations (not your own).**

2. **Each TAC Member presents their 'Spotlight'.**

3. **After all presentations are complete, quick summary of each.**

4. **15 minute break. All members get up from chairs, and allocate their capital to the ones they want to invest in.**

5. **The company with the largest investment wins**

6. **Prize**

TAC Spotlight Rules

15 MIN BREAK

Group Case Study – Session #1

- **Assemble with your Team**

- **Objective:** Arm TAC members with an analytical toolkit/checklist for future use

- **Case Study:** The executive team at your company has identified a target acquisition. Your group is tasked with requesting data from the target company to properly evaluate if this company is a suitable 'fit' for your current operation. You are not being asked to evaluate the capabilities of the target's management team or personnel. For this team workshop challenge, your group is tasked with:

Group Case Study – Session #1

- **Creating a list of datasets which you would request from the target company.**

- **Determine how you would utilize this data, in conjunction/parallel with datasets from your company, to make a recommendation to proceed/not proceed with the acquisition.**

Group Case Study – Session #1

- **Attributes of Buyer**
  - 200 Trucks / 410 Trailers
  - Dryvan
  - Current network – Upper Midwest US
  - 650 mile Length of Haul
  - $5 Million Brokerage
- **Attributes of Seller**
  - 550 Trucks / 1200 Trailers
  - 90% Dryvan / 10% Refrigerated
  - Current network – Southeast US
  - 710 mile Length of Haul
  - $10 Million Brokerage

60 MIN LUNCH

Right-sizing Operations Using Analytics

- **Summary –** during freight market contractions, many trucking companies do not react as quickly as they should to the changing market. These actions include:
  - **Reducing tractor / trailer counts**
  - **Right-sizing operations team**
  - **Focus on cost-containment**
  - **Analyzing the current state of the freight that is being tendered/offered to them**

Right-sizing Operations Using Analytics

- **Discussion Topics:**
  - **From an analytics perspective, where do you start the process of evaluating and right-sizing your business / your company's current strategy.**
  - **Specific data that you use in this process.**
  - **Evaluating the freight you have versus 'had'.**

Right-sizing Operations Using Analytics

- **Discussion Topics:**
    - ○ **Re-evaluating your network.**
    - ○ **Debt considerations.**
    - ○ **Current used equipment market.**
    - ○ **Maintenance considerations and cost-savings.**
    - ○ **Predictive – the downstream effect of reduced tractor and trailer count on service (for when the market swings).**

15 MIN BREAK

Advanced Analytics Techniques

- **During this discussion session, we will discuss the following topics and use-cases that you have implemented/considering (including third-party applications):**
  - Anomaly Detection – detecting unusual patterns in data.
  - Predictive/Prescriptive analytics.
  - Machine Learning
  - Natural Language Processing, including sentiment analysis.

Advanced Analytics Techniques

- **Continued:**

  - Geographic/Spatial data to identify trends.
  - Forecasting/Budgeting, including 'what if' analysis.

Group Case Study – Session #2

- **Re-group with your team, continue discussion and presentation preparation**

ADJOURN FOR DAY 1
Meet in Lobby @ 5:45 PM
The Dust Bowl
421 NW 10th St.

KSMTA
Trucking Analytics Council
DAY #2

October 13, 2023

Agenda and Meeting Rules

- 8:00 AM – 8:30 AM
  - Re-cap of Day 1

- 8:30 AM – 10:00 AM
  - BI Tool Evaluation

- 10:15 AM – 11:30 AM
  - Workshop Presentations

- 12:00 PM Adjourn

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Key items from yesterday

- **Review key discussions from yesterday, and additional feedback**
- **Questions about workshop session**
- **Future topics, including group/case studies**

BI Tool Evaluation

- **BI Tool Evaluation**
  - **Discussion of the current BI tools each participating member is currently using, including:**
    - Pros/Cons
    - Cost considerations
    - Latest features
    - Tracking dashboard usage
    - New / Future features

15 MIN BREAK

TAC Group Workshop Session

October 13, 2023

TAC Spotlight Rules

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3. **After all presentations are complete, quick summary of each.**
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TAC Meeting Topics

- **November (Virtual) - Incorporating Industry/Economic Data into forecasting models**
- **January (Virtual) – Tender Acceptance/Rejection Logic and Accountability**
- **February (Virtual) – Cost Containment / Cost Visibility**
- **March (Virtual) - Lifecycle analytics (e.g. OEM, Model, Age of Equipment)**
- **April In-Person**
  - **Dates confirmed**
  - **Preferred location**

TAC Feedback

- **SharePoint**
- **Survey**
- **Final Comments**
  - **Content**
  - **Location**
  - **Venue**
  - **Food/Entertainment**

Adjournment

Safe travels back home!