A Fast Moving Consumer Goods company operates daily and sells products with a short shelf life at a relatively low cost. Products have a short shelf life due to either high consumer demand or early expiration. This results in a high turnover rate of products sold at a low cost margin. In order to maintain a healthy market share, a strong distribution channel that provides optimized planned routes is critical. Additionally, sales and marketing teams must be able to analyze the planned vs actual routes to make efficient business decisions and increase profits.

**PROBLEM**

Route optimization in the company was conducted only *once every six months*. It took about *40 hours* to generate planned routes as the process included intense manual interventions. The list of the customers changed frequently due to addition or elimination. As a result of the changes, these routes were inefficient after the first month. Additionally, the company did not know the performance of the actual routes in comparison to the planned routes to maximize the profits.

**CONCLUSION**

Compared to the previous system, ROAR generates planned routes in less than *10 minutes*. The GPS points of the delivery trucks are automatically downloaded from third party XML web services. Actual routes are identified from the extracted GPS points. The routes are generated *daily*.

The Key Performance Indicators (KPI) are calculated from the differences between actual and planned routes. The results are displayed on a dashboard and shared among the sales and marketing teams. Cumulatively, ROAR took less than *an hour* to generate two sets of routes in the study area and calculate their KPIs.