



Carnegie Mellon University

# IFDA Kickoff Meeting

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*2/17/2021*

# Agenda:

- Introduce the team
- Explain our understanding of the project, including the goal of the project
- Present our approach and high level timeline
- Evaluate technical knowledge of the clients
- Present our next steps

# Who are we?



**Malik**

- Queens, NY
- NBA & NFL fan
- Hiking, volleyball, basketball, investing



**Yanxi**

- Guangzhou, China
- Films
- Undergrad in UW-Madison
- Aspiring Data Scientist



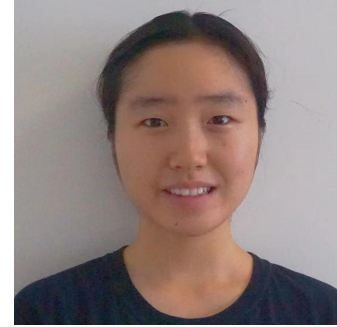
**Echo**

- China
- Texas Holdem
- Undergrad in UIUC
- Aspiring Data Scientist



**Lanyi**

- Yangzhou, China
- Undergrad in CWRU
- Dance
- Aspiring Data Analytics



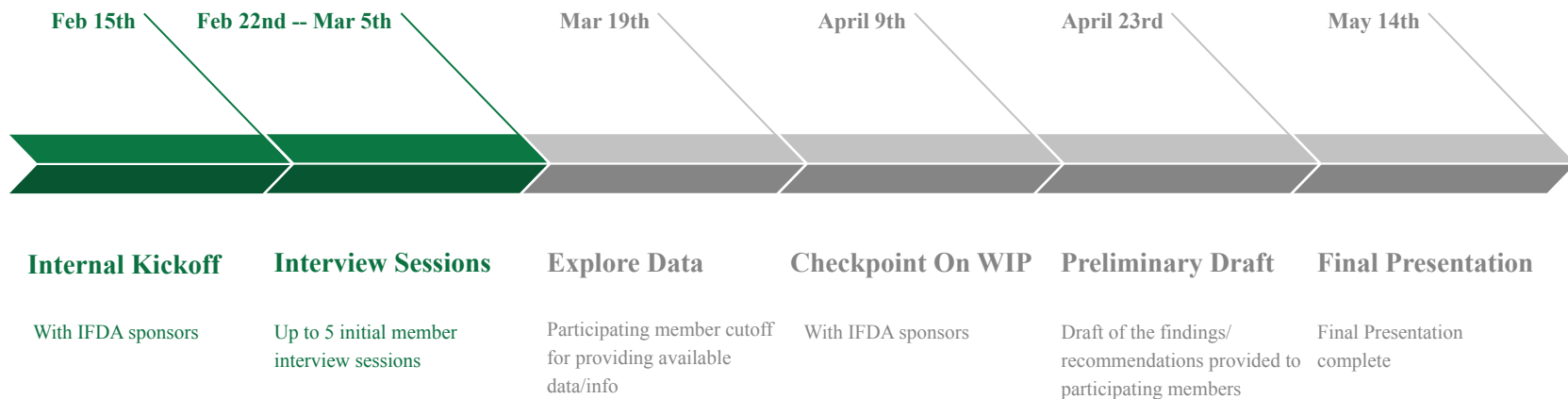
**Xiaofan**

- Hefei, China
- Travel
- Aspiring Data Scientist

# Background:

- IFDA is the premier trade association for the foodservice distribution industry.
- IFDA members are facing challenges in recruiting warehouse and driver positions.
  - A stagnant rate of truck driver employment
  - Increasing demands for shipping and transportation of many delivery products from food to ecommerce
- **Objective:** Determine pain points and relevant information using internal and public data to strategize a recruitment and retention improvement plan for foodservice distributors.
  - Validate the hypothesis that competition for qualified candidates has been increasing, including from eCommerce companies
  - Propose a roadmap to attract more job applicants and improve retention

# Our Approach: Major Checkpoints



# Our Approach: High Level Plan



- Research the issue
- Finalize Interview Documents for Stakeholders
- Documents(Internal):
  - ◆ Stakeholder Analysis
  - ◆ Project Charter
  - ◆ Project Plan
- Documents(External):
  - ◆ Charter Summary
  - ◆ Status Report

★ February

- Interview Stakeholders
- Iterative Analysis -- Design
- Explore available Data
- Propose/Refine Design
- Documents(Internal):
  - ◆ Data Inventory
  - ◆ Define Approach
- Documents(External):
  - ◆ Status Report

★ February --- March

- Iterative Analysis -- Explore
- Iterate on our EDA
- Build & Visualize Insights
- Documents(Internal):
  - ◆ Ingest, Clean, Visualize Data
- Documents(External):
  - ◆ Status Report

★ February --- March

# Our Approach: High Level Plan

Apr 9th

Checkpoint on WIP

**TEST**

- Iterative Analysis -- Construct Results
- Propose and test hypothesis, QA results, validate design
- Documents(Internal):
  - ◆ Model/ Evaluate Data
- Documents(External):
  - ◆ Phase Summary
  - ◆ Iteration Summary
  - ◆ Weekly Status Report

March --- April

Apr 23rd

Preliminary Draft

**FINALIZE**

- Test and Validate
- Write draft of findings
- Documents(Internal):
  - ◆ Test Plan
  - ◆ Functional/ Technical Specs
- Documents(External):
  - ◆ Phase Summary
  - ◆ Weekly Status Report

★ March --- April

May 14th

Final Presentation

**CLOSE**

- Documentation and Presentation
- Documents(Internal):
  - ◆ Lessons learned
- Documents(External):
  - ◆ Detailed Summary Report
  - ◆ Transition Summary
  - ◆ Final Presentation

★ April --- May (By May 14th)

# Evaluating Technical Knowledge of Client

- IFDA Project Advisor & Main Client: Annika Stenison
  - Director of Research & Industry Insights
- IFDA CEO: Mark Allen
- IFDA Member Companies (Participants for Data Collection Interview):
  - Performance Food Group (PFG)
    - Jeff Williamson - Senior VP Operations
    - Steve Palmer - Regional VP Operations
    - Pam Burns - Regional VP Field Human Resources
    - Patrick DeOrdio - Regional VP Operations



# Evaluating Technical Knowledge of Client Cont'd

- IFDA Member Companies (Participants for Data Collection Interview):
  - Saladin's
    - Patrick Peters - Chief Operation Officer
    - Martin Acree - Director of Human Resources
  - Gordon Food Service (GFS)
    - Laura Rivas - Operations Learning & Development
  - Martin Bros
    - Ethan DeWall - VP Operations
  - Ben E Keith
    - L. Wholcomb - TBD

# Materials:

- Background Materials:
  - *IFDA Economic Impact Study*
  - *2019 Compensation Survey: Driver & Warehouse Positions Edition*
  - *2020 Cross-Industry Compensation & Benefits Survey*
  - *2020 IFDA Operations & Financial Performance Report*
  - *ATA Trends 2020 from the American Trucking Associations*
  - *Reports from the Warehouse Education & Research Council*
  - *Society for Human Resource Management (SHRM) paper on skill gap/attracting talent*
- External Data & Industry Research:
  - Bureau of Labor Statistics, US Economic Census, O\*NET
  - Labor market analysis, Recruiting Benchmarks, Talent Gap research
- Potential Member Data:
  - Candidate data, Recruiting Data

# Contacts:

## Student Point Of Contact (SPOC):

Malik Khan      [malikk@andrew.cmu.edu](mailto:malikk@andrew.cmu.edu)

## Other IFDA project members:

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## Director of MSP Program:

Jamie McGovern [jspm@cmu.edu](mailto:jspm@cmu.edu)

## Project Advisor:

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Thank you