

● LOGISTICS & CARRIER OPTIMIZATION

\$150K Shipping Cost Savings in 2 Weeks

How Faherty used state-level carrier performance data to save ~\$150K in two weeks while maintaining every BFCM delivery promise.

CUSTOMER	INDUSTRY	YEAR
FAHERTY	OMNICHANNEL APPAREL	2025

EXECUTIVE SUMMARY

How Faherty used state-level carrier performance data to save ~\$150K in two weeks while maintaining every holiday delivery promise.

Faherty is an omnichannel apparel brand operating across ecommerce and approximately 75 to 78 physical retail stores, served by a central warehouse in Ohio. As the brand scaled into high-stakes holiday windows, shipping decisions began carrying six-figure cost implications and direct customer experience risk.

Before this engagement, carrier selections were made using aggregate performance averages and historical instinct. That approach was sufficient at lower scale, but during peak holiday surges it created significant risk: performance varied sharply by geography and by carrier, and a blanket switch to premium shipping across all states would have materially increased costs without necessarily improving outcomes where economy services were already performing well.

Saras Analytics built an operations dashboard powered by automated, twice-daily carrier data ingestion. This gave Faherty's operations team state-level visibility into delivery times, SLA adherence, and service-level performance across carriers. The result was a decision-grade data foundation that turned vague shipping risk into a clear, actionable carrier strategy.

The measured outcomes: approximately \$150,000 in shipping cost savings in roughly two weeks, approximately 30,000 shipments kept on economy service, a 28% reduction in delivery time during peak weeks, a 30% reduction in CX tickets tied to delivery delays, and zero compromise on Faherty's holiday gifting promise.

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Seeing carrier performance by state fundamentally changed how we thought about shipping risk during the holidays.

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Tahnee

Dir. Business Operations, Faherty

KEY IMPACT METRICS

Six measurable outcomes from two weeks of data-driven carrier decisions.

\$150_K

Shipping Cost Savings in ~2 Weeks

Dec 2025 gifting window

~30_K

Shipments Remained on Economy Service

Without breaking any promises

~28%

Reduction in Delivery Time During Peak Weeks

proactive carrier switch

~30%

Reduction in CX Tickets Related to Delivery Delays

Peak holiday period

~10

High-Risk States Switched to Premium Service Immediately

vs. full nationwide upgrade

Zero

Compromise on Holiday Delivery Promises

100% gifting promise kept

Company Snapshot

COMPANY Faherty	INDUSTRY Omnichannel Apparel and Lifestyle Brand
CHANNELS ecommerce and approximately 75 to 78 physical retail stores	OPERATIONS Central warehouse in Ohio; ships nationwide via multiple carriers
ANALYTICS PARTNER Saras Analytics (partnership since 2023)	CASE STUDY CATEGORY Logistics and Carrier Optimization
TECH STACK Klaviyo, Vertile, Attentive, Toast, Linelist, GCP, DBT	KEY OUTCOME \$150K shipping cost savings in ~2 weeks

01

THE BUSINESS CHALLENGE

\$150K Shipping Cost Risk Made Carrier Decisions a Six-Figure Problem

Faherty ships nationwide from a single central warehouse in Ohio, relying on multiple carriers including FedEx and USPS. At lower order volumes, aggregate carrier performance averages and experience-based judgment provided sufficient guidance. As the brand scaled and holiday order volumes increased, this approach introduced meaningful risk.

Four specific conditions made the existing approach increasingly insufficient as scale grew:

01

Geography-driven performance variance

Carrier performance differed significantly by state, meaning a carrier that performed well nationally could underperform in specific regions during peak periods.

02

Seasonal performance degradation

BFCM and holiday surges caused performance shifts across carriers that were not visible in annual aggregate averages.

03

Asymmetric cost trade-offs

A blanket switch to premium carrier services across all shipments would have materially increased shipping costs, regardless of whether those states actually needed the upgrade.

04

Reactive decision-making risk

Without early warning indicators at the state level, SLA breaches and customer service escalations were likely to occur before the operations team could act.

02

THE RISK

~30,000 Shipments Were at Risk of an Unnecessary Blanket Carrier Upgrade

Carrier decisions made on aggregate averages mask the geographic and seasonal specificity that drives real delivery risk. During peak holiday periods, a carrier that performs at 95% nationally may be operating at 78% in a specific cluster of states, creating exactly the kind of SLA gap that results in missed gifting promises and customer service escalation.

2024 holiday season: the validation moment

The 2024 holiday season validated this precisely. USPS performance deteriorated sharply during peak weeks while FedEx remained stable. Without state-level visibility, this pattern would not have been detectable until tickets were already rising, which means the response would have been reactive rather than preventive.

The cost implication of the old approach

The instinct heading into the December 2025 holiday gifting window was to switch all shipments to a premium carrier service, which carried a higher per-shipment cost compared to economy service. Applying that switch to the full shipment volume would have added substantial cost, most of it unnecessary given that many states did not require it.

The gap between national averages and state-level reality



A 17-point gap invisible without state-level data — directly translating to missed gifting promises and CX escalations.

Without state-level visibility, the default response to holiday risk was a costly blanket upgrade. With it, Faherty could act precisely, protecting promises where it mattered and holding costs where it didn't.

03

THE SARAS SOLUTION

2x Daily Data Refresh Enabled State-Level Carrier Risk Detection

Saras Analytics built a carrier operations dashboard powered by a Saras Pulse data foundation. Shipment scan and delivery data was ingested automatically from Faherty's carrier aggregator twice daily using an RPA-based pipeline. This cadence ensured the operations team was always working with near-real-time performance data rather than day-old summaries.



Operations Dashboard — Faherty team interface

State-level carrier insights delivered to the operations team for real-time, data-supported carrier decisions during peak holiday periods.

LAYER 03



Saras Pulse Data Foundation — analytical layer

Translates raw carrier scan data into state-level performance visibility, 95th-percentile delivery analysis, and peak-period monitoring.

LAYER 02



Carrier aggregator — twice-daily RPA ingestion

Shipment scan and delivery data ingested automatically every 12 hours, ensuring near-real-time performance data throughout the holiday surge window.

LAYER 01

Three categories of decision-enabling insight

The analytical layer translated raw carrier data into three categories of decision-enabling insight:



State-level carrier performance visibility

Delivery times, SLA adherence rates, and service-level performance broken down by carrier and by state, replacing aggregate national averages with the geographic specificity needed for real decisions.



95th-percentile delivery analysis

A conservative analysis comparing economy vs premium carrier service performance at the tail end of delivery distributions, ensuring SLA coverage even for the slowest expected deliveries in each state.



Peak-period performance monitoring

Continuous tracking of carrier performance shifts during BFCM and holiday surges, providing early warning before SLA breaches occurred. This approach answered questions that the previous reporting could not: Which carriers perform reliably by state, not just on average? Where does performance degrade during holiday surges? When does switching to a premium carrier become genuinely necessary, and where is the economy carrier still adequate?

04

THE DECISION FRAMEWORK

~10 High-Risk States Switched to Premium Service, Instead of a Nationwide Upgrade

~28% Faster Delivery and ~30% Fewer CX Tickets from the 2024 Proactive Switch

During the 2024 holiday season, state-level performance data revealed that USPS performance deteriorated sharply in peak weeks while FedEx remained stable. Acting on this insight, Faherty proactively switched its carrier mix in affected states before SLA breaches occurred. The measured impact was a 28% reduction in delivery time during peak weeks and a 30% reduction in CX tickets related to delivery delays.

~10 States Identified as High-Risk, Saving \$150K by Avoiding a Blanket Upgrade

For the December 2025 holiday window, Faherty introduced a gifting promise: all orders placed by December 16 would arrive by December 24. The default instinct was to immediately switch all shipments to premium carrier service nationwide.

Instead, Saras conducted a state-level 95th-percentile delivery analysis. The conservative methodology ensured that even the slowest expected deliveries in each state were accounted for when evaluating whether economy service could reliably meet the gifting promise deadline.

The insight was definitive: only a subset of states genuinely required an immediate switch to premium service. The remaining states could remain on economy service until closer to the cutoff date without putting the delivery promise at risk.

The resulting decision framework

IMMEDIATE SWITCH

Approximately 10 high-risk states where the 95th-percentile economy delivery time could not reliably meet the December 24 deadline with meaningful confidence.

DELAYED SWITCH

Remaining states where economy service performance data showed sufficient confidence to wait, switching to premium only as the December 16 cutoff approached.

05

BUSINESS IMPACT

\$150K Saved While ~30K Shipments Stayed on Economy Service

The combination of the 2024 decision informed by carrier data and the December 2025 gifting-promise framework produced outcomes across four dimensions:

BEFORE SARAS

Aggregate averages, reactive response

- Carrier selections based on national-level averages
- No visibility into state-level performance degradation
- Instinct-based decisions during peak holiday surges
- Reactive SLA breach management after tickets rose
- Default: blanket premium upgrade across all states

AFTER SARAS

State-level precision, proactive strategy

- ✓ Twice-daily carrier data refresh throughout holiday period
- ✓ 95th-percentile analysis by state, not national averages
- ✓ ~10 states switched; ~30K shipments held on economy
- ✓ Proactive carrier mix decisions before SLA breaches
- ✓ \$150K saved while every gifting promise was kept

\$150K Saved, ~30K Shipments Kept on Economy

- **~\$150,000 in shipping cost savings.** Generated in approximately two weeks by avoiding a blanket premium carrier switch across all states during the December 2025 gifting window.
- **~30,000 shipments** remained on economy service without compromising any delivery promises, directly representing the cost differential between premium and economy carrier rates across those shipments.

~30% Fewer CX Tickets Related to Delivery Delays

~30% reduction in CX tickets related to delayed deliveries during peak holiday periods, reducing escalation volume and CX operational load at the busiest time of year.

~28% Faster Delivery During Peak Holiday Weeks

- **~28% reduction in delivery time** during peak holiday weeks, driven by the proactive carrier mix decision made during the 2024 season based on state-level performance monitoring.
- **Zero compromise on holiday delivery promises.** Every gifting promise made to customers for the December 2025 window was kept.
- **Improved on-time gifting confidence** during the most critical revenue window of the year.

Proactive Carrier Decisions Replaced Reactive SLA Response

- **Shift from reactive to proactive.** The operations team moved from responding to SLA breaches after they occurred to acting on early warning signals before breaches happened.
- **Data-driven carrier mix strategy** replaced instinct with a repeatable, evidence-based framework for geographic carrier decisions.

06

OPERATIONAL CAPABILITY

3 Carrier Decisions Enabled by State-Level Performance Data

The carrier analytics capability enabled three categories of operational decision that were previously not possible with the available data:

01

Carrier performance evaluation by geography

Rather than relying on national-level averages, the operations team could assess whether a specific carrier was performing adequately in specific states, enabling targeted action rather than blunt, full-network decisions.

02

Holiday SLA readiness planning

Using peak-period performance history, the team could identify which geographic markets were at risk of SLA degradation ahead of holiday surges and act preventively.

03

Economy vs premium service trade-off analysis

The 95th-percentile methodology provided a defensible, data-supported basis for deciding where premium carrier services were genuinely required and where economy services could be safely maintained, directly translating insight into cost management.

These are decisions that directly shape customer experience outcomes and carrier cost structure during the highest-revenue, highest-risk weeks of the retail calendar. Having the data foundation in place before the moment of need, rather than building it during a crisis, was the condition that made proactive decision-making possible.

\$150_K

Saved in ~2 weeks
Dec 2025 gifting window

~30_K

Shipments on economy
Without breaking promises

Zero

Holiday promises broken
100% gifting promise delivery

07

IN THEIR OWN WORDS · OPERATING PRINCIPLES

3 Operating Principles Behind the \$150K Holiday Shipping Savings

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Partnering with Saras Analytics has been a huge unlock for us. Their Customer 360 solution gave us deeper visibility into customer cohorts and CLTV across segments and channels, helping us better understand our customers and deliver more personalized communication.

**Alex Faherty**

CEO at Faherty Brand

This case study demonstrates what becomes possible when carrier performance data is structured for decision-making rather than reporting. Three principles drove the outcome:

01

Geographic specificity changes decision quality.

Aggregate carrier performance averages are not the right input for decisions that vary by state. State-level visibility transforms carrier management from a blunt instrument into a targeted capability.

02

Proactive frameworks prevent reactive costs.

The \$150K savings were not the result of cutting a cost that was already being paid. They were the result of having the data to avoid a cost that would have been incurred without it. The decision to hold economy service in low-risk states was only possible because the data showed, with confidence, that those states did not need the upgrade.

03

Peak-period data cadence is the enabling condition.

Twice-daily data ingestion during holiday surges was not a convenience. It was the infrastructure that made early warning possible. A daily or weekly refresh would have arrived too late to act on shifting carrier performance in time.

For operations teams managing nationwide shipping at scale, the question is not whether carrier performance varies by geography and season. It does. The question is whether the data foundation is in place to see that variance clearly enough, and soon enough, to act on it before it affects customers or costs.

READY WHEN YOU ARE

Ready to turn your operational data into decision-grade intelligence?

Contact Saras Analytics to learn how the Saras Pulse data foundation and carrier analytics capabilities can be applied to your operations.

Schedule a Demo 

WEBSITE

sarasanalytics.com

TALK TO AN EXPERT

</talk-to-data-consultants>

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