**Heat Map and Resource Allocation**

Heat maps are considered to be highly important for increasing delivery efficiency and predictability. One of the main benefits of using a heat map is that it can increase the element of predictability for businesses and can help them make the sensible and right decisions in due time.

**What is the Heap Map?**

The [Heap Map](https://shipox.com/heatmap/) is a feature that enables delivery management software to determine which areas or zones are generating the most amount of orders. The software uses the data based on previously placed orders to decipher which zones produce which amount of orders. This enables users to identify which neighborhoods are generating the most amount of orders. This way, they can optimize and allocate resources based on the number of orders. They can also filter the results based on location source type, customer or date range. Users can then make informed decisions based on this data.

**Why is Efficient Resource Allocation Necessary?**

The key to success for any business is efficient resource allocation. In case this is not possible, then businesses suffer from different types of losses, such as those of cost that is spent in hiring and using extra resources. Moreover, there is also loss of time and efficiency because of lack of resources. More than 47% of delivery business managers explained in a survey that one of the biggest challenges in a delivery process, is the difficulty in assigning drivers and staff for utmost efficiency. In case there is a sudden rise in orders, for example during the holiday season, companies fail to deliver effectively during this time.

**How Can the Heat Map Help in Efficient Resource Allocation?**

The heat map helps in efficient resource allocation. One of the main reasons for this is the smart predictability aspect that it has to offer. Calamities and disasters can be negated with smart prediction of what to avoid and what to adopt. Heat map also allows users to determine which seasons or times have the most orders from which locations. This can help allocate resources efficiently during the holiday season, or certain special dates or times of the year. You can also predict which areas have the least orders and not spend unnecessary resources to cater to those regions.

It also helps in cost and resource optimization. The heat map enables users to optimize resources by providing detailed data regarding which zones are most active and which are dormant at the same time. In order to increase your profits, you must reduce extra spending. With the information provided by the heat map, you can allocate more delivery vehicles and personnel in the locations where there are most chances of activity.

Shipox is a data-driven **Same Day** **Delivery Management Platform** that enables its users across a multitude of diverse industries to avail market competitive features and customer support in order to automate and perfect their delivery process. Shipox users are able to increase the efficiency of their delivery process, optimize their costs effectively, and enhance their customer experiences. To learn more, you can [sign up for a quick demo here](https://shipox.com/request-a-demo/).