DATA ANALYTICS FOR DHL LOGISTICS FACILITIES

ABSTRACT

      DHL Logistics Facilities using Data Analytics provides customers in many industry sectors with logistics services along the entire supply chain from planning, sourcing, production, storage and delivery to return logistics and value-added services. Since its arrival in the first edition of the DHL Logistics Trend Radar in 2013, Big Data Analytics has developed and today is increasingly becoming part of the *de-facto* operating model for the logistics industry. Surging demand for personalized and context-based services has driven development of artificial intelligence (AI) and machine learning applications which, in turn, have upped the need for larger datasets in the industry for better results. .

      Additionally, the rapid migration of enterprise data storage from traditional datacenters to the cloud has provided more flexibility in effectively scaling storage and processing power for all collected data. The need for visibility and prediction is ever-more pressing. COVID-19 has caused unprecedented uncertainty in supply chains globally, affecting how goods are moved and altering consumer demand and behavior.

      Big data analytics holds the key to uncovering hidden issues across entire supply chains and surfacing trends that are not so obvious. As companies around the world recover, demand is growing for promising features of data analytics, such as mitigating disaster risks, simulating operations, and improving customer service.

INTRODUCTION

DHL Logistics Facilities is concerned with getting the products and services where they are needed and when they are desired with the help of Data Analytics. It is difficult to accomplish any marketing or manufacturing without logistical support. It involves the integration of information, transportation, inventory, warehousing, material handling, and packaging.

The operating responsibility of logistics is the geographical repositioning of raw materials, work in process, and finished inventories where required at the lowest cost possible. Logistics is practiced for ages since organized activity began. Without logistics support no activity can be performed to meet defined goal. The current challenge is to perform logistics scientifically in order to optimize benefits to the organization. Logistics is a planning function of management. Logistics function is concerned with taking products and services where they are needed and when they are needed. Logistics is being transformed through the power of data-driven insights. Thanks to the vast degree of digital transformation and the Internet of Things, unprecedented amounts of data can be captured from various supply chain sources. Capitalizing on its value offers massive potential to increase operational efficiency, improve customer experience, reduce risk, and create new business models.

Real-time process optimization and simulation are becoming increasingly important tools for supply chain management. As worldwide complexity grows, the ability to run global supply chains at peak efficiency becomes more and more challenging. Warehouse operators and supply chain managers can make better decisions with granular visibility of processes like order management, and inventory levels and resource utilization become transparent in live dashboards. we understand that dynamic technology markets demand dynamic solutions. So we seek strong partnerships with every customer, envisaging and creating the connections to achieve business success. You can rely on our unrivalled global reach, experience and engagement. We'll help you to imagine and enable new approaches and solutions. Together we will push the pace of change. And always we will enrich your experience with our industry-leading logistics services.

EXISTING SYSTEM

DHL is a global expertise in express, air and ocean freight, overland transport and logistics solutions; DHL combines worldwide coverage with an in-depth understanding of local markets. DHL India has an outstanding reputation in the market for providing a reliable, fast and easy-to-use service. DHL offers Highly

trained and professional staff, committed to being responsive to all customers' needs Customer Service Agents, available round-the-clock, 365 days of the year, to serve customers whenever and wherever they need them. Electronic pre-clearance of shipments through Customs Five international gateways proving direct-to-air networks and faster sorting of inbound and outbound shipments.

DHL India is a proven facilitator of trade, across the globe. His strength lies in our global network and the know-how of our people. Backed by strategic alliances with world-class partners and the innovative use of technology, they strive to continuously improve the quality of our service. Our services range from fast, responsive and cost-effective express deliveries toe-commerce fulfillment and intelligent logistics solutions. DHL Core Services consist of door-to-door air express delivery of documents and parcels of all sizes (and weight), both into and out of the country.
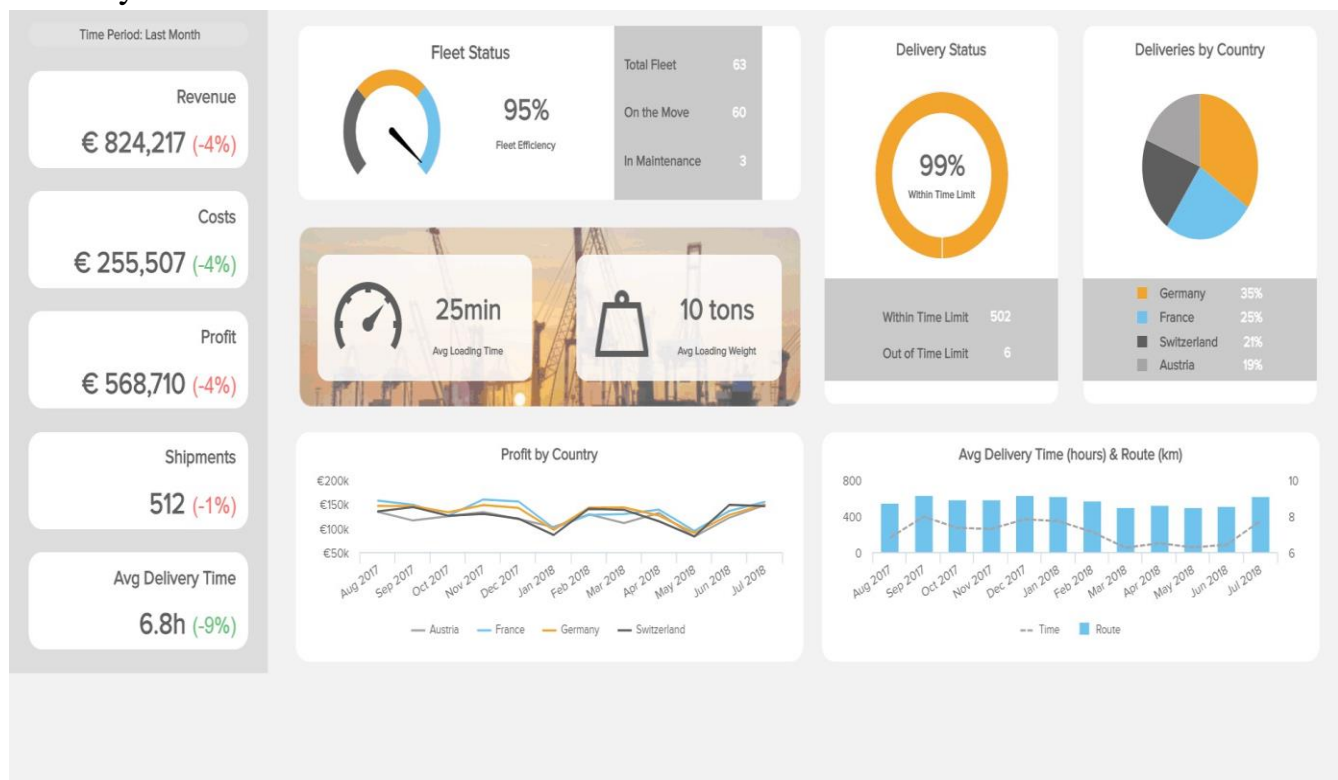
Other value-added services are a. Kitting/Pre-Assembling

Kitting is the addition of items such as accessories and batteries to the product pack. Pre-assembling is completion of a finished product from component parts or pre-programming of products. b. Re-Working/Re-Packing

Repacking for a specific customer can include repalletization. Reworking is the modification of products to suit a local market. c. Packaging/Bundling

Packaging includes packing of products into suitable media for transportation and retail display. Bundling is the assembly of a number of pre-packaged products to make up an integrated product offering d. QA Control

Quality control ensures that product is received into and dispatched from the warehouse in a suitable condition, free from faults and defects. e. Labeling/Merchandising

The application of labels either to the product or to the packaging Merchandising can include the addition of price stickers or promotional items ready for retail display.
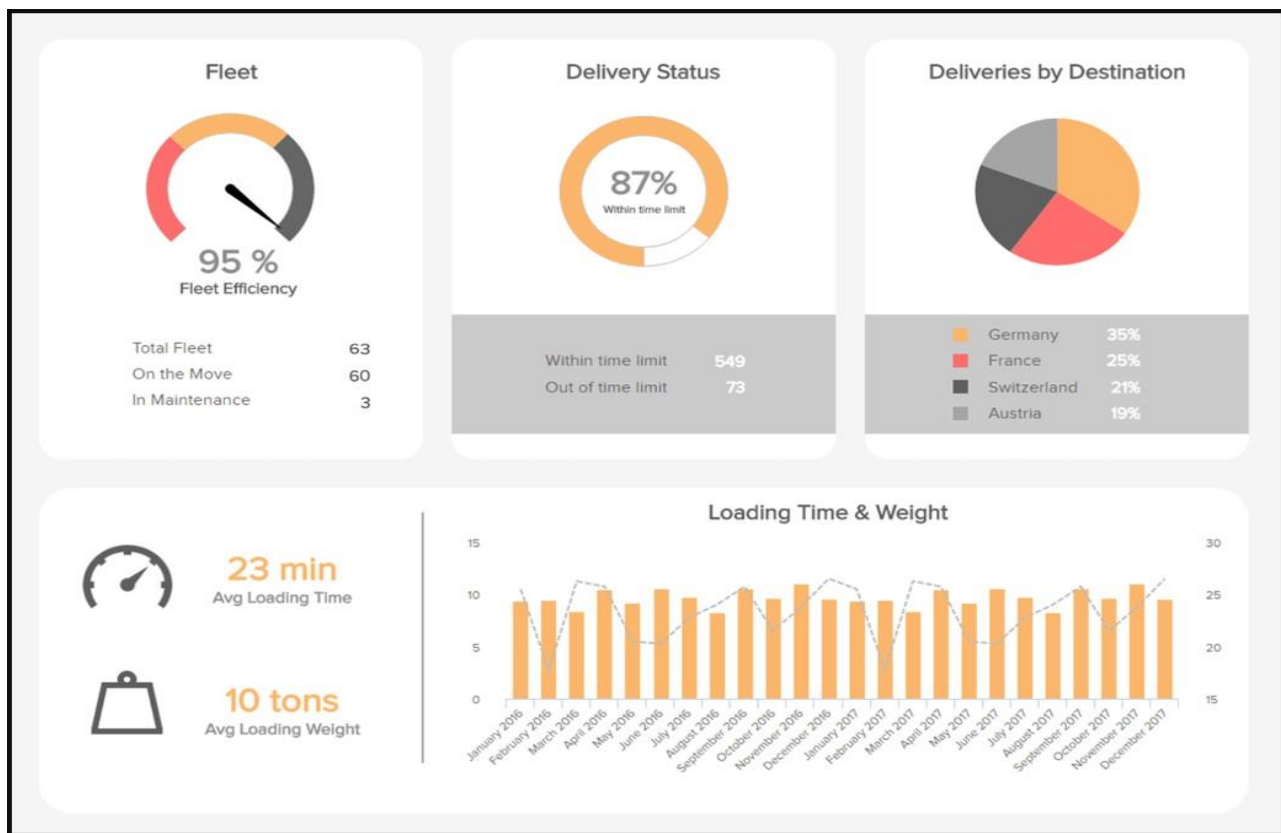
DISADVANTAGES OF EXISTING SYSTEM

- Logistics industry requires huge investment to set up operations and grows. DHL also require heavy investment to grow its business and to generate return on investment.
- DHL is expected to act in compliance with regulatory guidelines and local authorities. Regulations can be different in the source and destination locations, and so it can be impossible to obey different rules.

- Logistic Market is filled with many local and international players and the market growth is distributed among all the players and due to high pricing strategy DHL market share is restricted in developed and developing economies.
- Due to a very large market and a large network of delivery partners are required. DHL also depends on small and local entities for delivery. And this has a direct influence on DHL efficacy, and so teamwork becomes very necessary.
- DHL has less marketing cost as compared to FedEx or UPS and does not spend much on advertisement and branding practices. This impacts the success and recognition of brands.

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