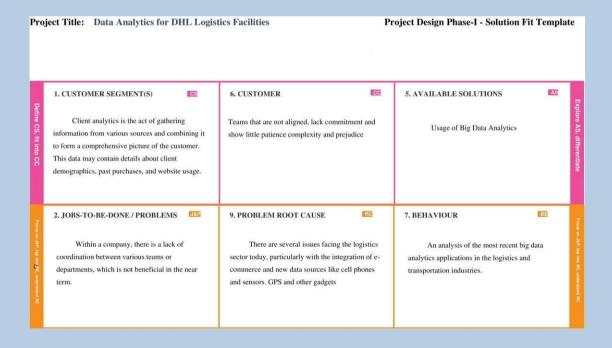| Date	19 October 2022
Team ID	PNT2022TMID28822
Project Name	Data Analytics for DHL LogisticsFacilities
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

❑ Solve complex problems in a way that fits the state of your customers.
❑ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
❑ **Understand the existing situation in order to improve it for your target group.**

Template:

Project Title: Data Analytics for DHL Logistics Facilities   **Project Design Phase-I - Solution Fit Template**

1. CUSTOMER SEGMENT(S) `CS`

Client analytics is the act of gathering information from various sources and combining it to form a comprehensive picture of the customer. This data may contain details about client demographics, past purchases, and website usage.

6. CUSTOMER `CC`

Teams that are not aligned, lack commitment and show little patience complexity and prejudice

5. AVAILABLE SOLUTIONS `AS`

Usage of Big Data Analytics

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Within a company, there is a lack of coordination between various teams or departments, which is not beneficial in the near term.

9. PROBLEM ROOT CAUSE `RC`

There are several issues facing the logistics sector today, particularly with the integration of e-commerce and new data sources like cell phones and sensors. GPS and other gadgets

7. BEHAVIOUR `BE`

An analysis of the most recent big data analytics applications in the logistics and transportation industries.

3. TRIGGERS `TR`

Monitoring 24/7 , User friendly interface

4. EMOTIONS: BEFORE / AFTER `EM`

Before: Keeping track of records for commodities is difficult.

After: Now, businesses may predict busy and sluggish times. future supply shortages that may occur and take appropriate action

10. YOUR SOLUTION `SL`

Regarding the way in which organizations now use their analytics Now, businesses may predict sluggish and busy times as well as anticipated supply shortages in the future.

8. CHANNELS OF BEHAVIOUR `C`

Along with a growth in data volume, data processing technologies will also become more powerful.