

# ProjectDesignPhase -I

## Proposed SolutionTemplate

Date	19October2022
TeamID	PNT2022TMID37594
ProjectName	DataAnalyticsForDHLLogisticsFacilities
Maximummarks	2 Marks

### ProposedSolutionTemplate:

Projectteamshallfillthefollowinginformationinproposedsolutiontemplates.

S.No	Parameter	Description
1.	ProblemStatement(probl emtobesolved)	Thebiggestproblemsinthelogis ticsindustry comefrom itsinconsistencyandfragment ation. Since there are many partiesinvolved (manufacturers,storekeeper s, drivers,managers,and end users) it's impossible tohavecentralisedcontrolov ereverystepoftheway.
2.	Idea/Solutiondescription	Ideamanagementsoftwarestr uctures the process of gatheringand developingideasaroundbusin essfocus areas,includingproduct development, day-to- dayprocesses,customerfeedb ack,market trends, and competitiveinsights,withtheg oaloforganizingandmanagin gthoseideasforimprovement ordevelopment.

3.	Novelty/Uniqueness	As a Thought leader in the logistics industry, DHL structurally invests in trend research and solution development. The nature of the workplace, work culture, and workforce are evolving.
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4.	Business Model(Revenue Model)	A business model helps a business to build its business by analyzing what they are going to sell and how are they going to promote it. It also helps it analyze what are the expenses it is going to incur and how is it going to make a profit.
5.	Scalability of the Solution	A Scalable solution allowing for changing demands & service requirements. Whatever your company's shape or size, you will gain.
6.	Social Impact/Customer Satisfaction	Marketing is the delivery of customer satisfaction at a profit. This study identifies Customer Relationship Management (CRM). The importance of an excellent customer experience cannot be understated.

