THE ROLE OF

DATA ANALYTICS FOR DHL LOGISTICS FACILITIES

BY HARISH V & TEAM

PROJECT DESCRIPTION

- DHL IS AN INTERNATIONAL UMBRELLA BRAND AND TRADEMARK FOR THE COURIER, PACKAGE DELIVERY, ANDEXPRESSMAIL SERVICE WHICH IS A DIVISION OF THE GERMAN LOGISTICS FIRM DEUTSCHE POST. THE COMPANY GROUP DELIVERSOVER1.6 BILLION PARCELSPER YEAR.
- THE COMPANY DHL ITSELF WASFOUNDEDIN SAN FRANCISCO,USA,IN 1969AND EXPANDED ITS SERVICE THROUGHOUT THE WORLD BY THE LATE 1970S. IN 1979, UNDER THE NAME OF DHL AIR CARGO, THE COMPANYENTERED THE HAWAIIAN ISLANDS WITH AN INTER-ISLAND CARGO SERVICE USING TWO DC-3 ANDFOUR DC-6 AIRCRAFT. ADRIANDALSEYAND LARRY HILLBLOMPERSONALLYOVERSAWTHE DAILY OPERATIONSUNTILITS EVENTUAL BANKRUPTCY CLOSED THE DOORS IN 1983. AT ITS PEAK, DHL AIR CARGO EMPLOYED JUST OVER 100 WORKERS,MANAGEMENT,AND PILOTS.

GOAL OF THE PROJECT

To provide Analytics to improve New Marks and grow the business.

TECHNICAL ARCHITECTURE

SOLUTION REQUIREMENTS

IBM Cognos Analytics

PROJECT WORKFLOW

EMPATHY IS KEY

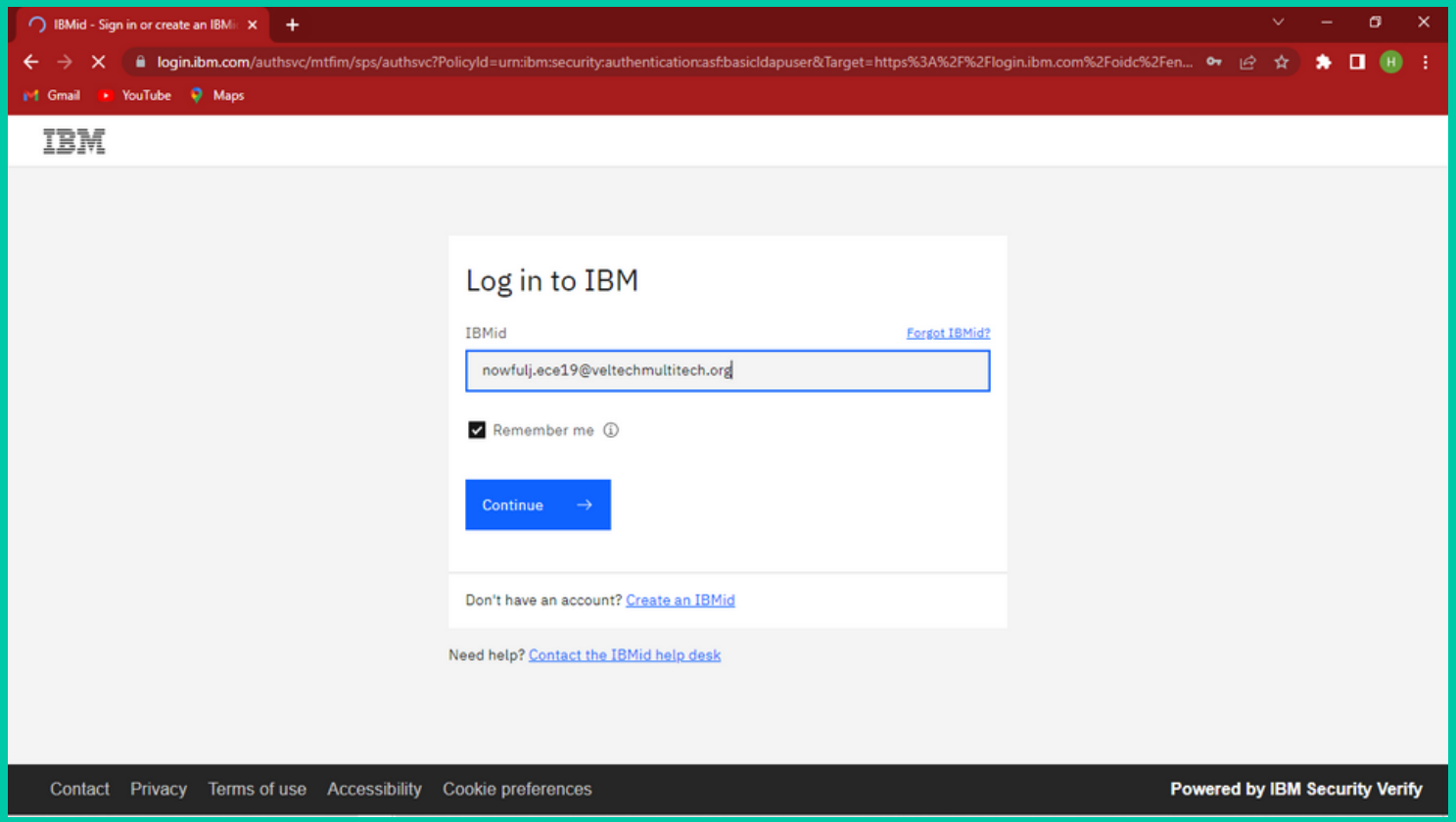
- Users create multiple analysis graphs/charts.
- Using the analyzed chart creation of the Dashboard is done.
- Saving and Visualizing the final dashboard in the IBM Cognos Analytics.To accomplish this, we have to complete all the activities and tasks listed below
- IBM Cloud Account
- Login to Cognos Analytics
- Working with the Dataset o Understand the Dataset o Loading the Dataset
- Data visualization charts o Seasons with average productions o With years usage of Area and Production o Top 10 States with most area o State with crop production o States with the crop production along with season (Text Table) Dashboard Creation Export the Analytic

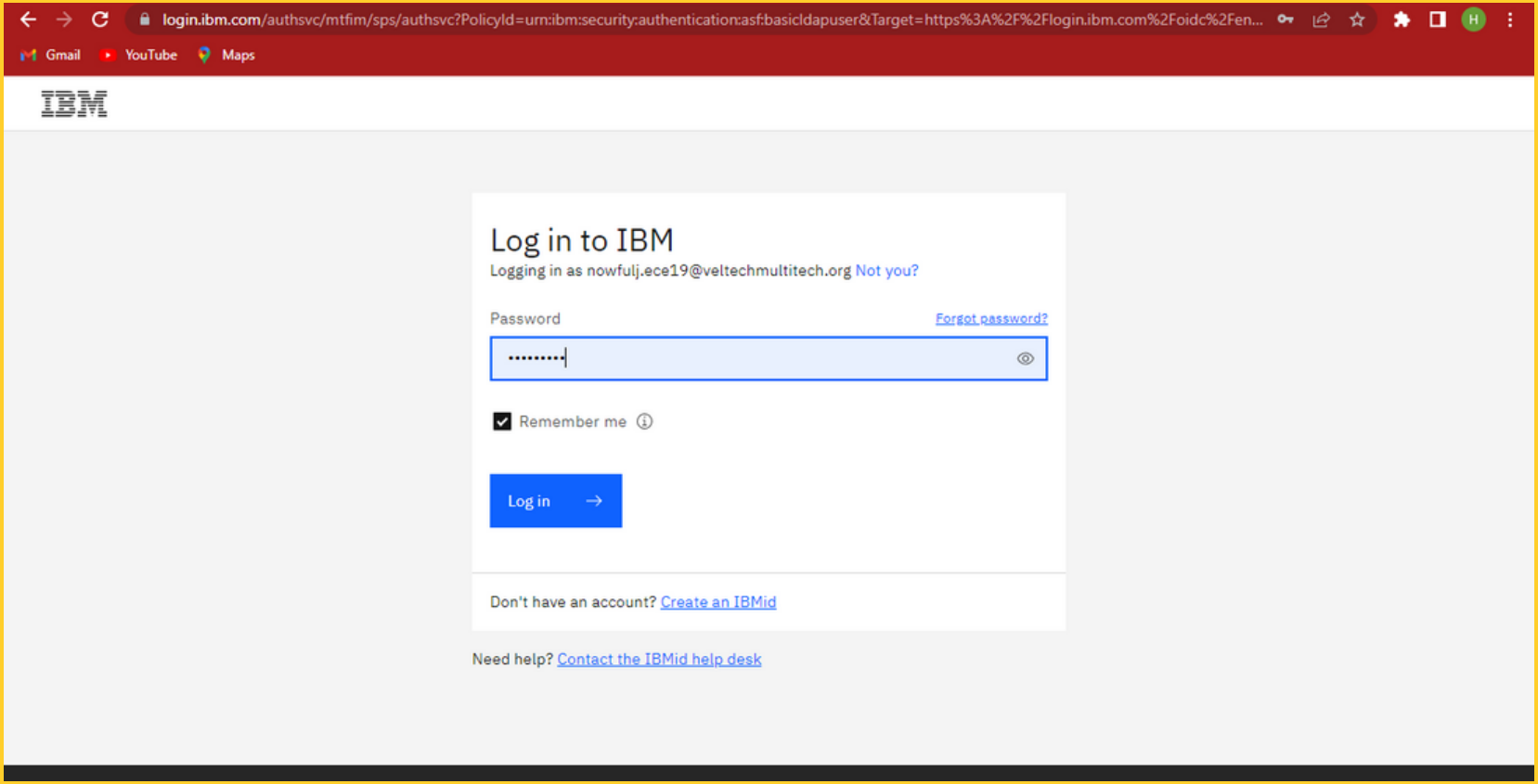
PROJECT OBJECTIVE

- By the end of this project, we can Learn about:
- Know fundamental concepts and can work on IBM Cognos Analytics.
- Gain a broad understanding of plotting different graphs.
- Able to create meaningful dashboards Creation of Dashboard
- Exporting the Dashboard
- Visualizing the Data Charts
- Working With the Dataset
- Planning the Project
- Developing the Project
- Creation of Cloud Account
- Creation of Cognos Account

LOGIN & VERIFICATION

01

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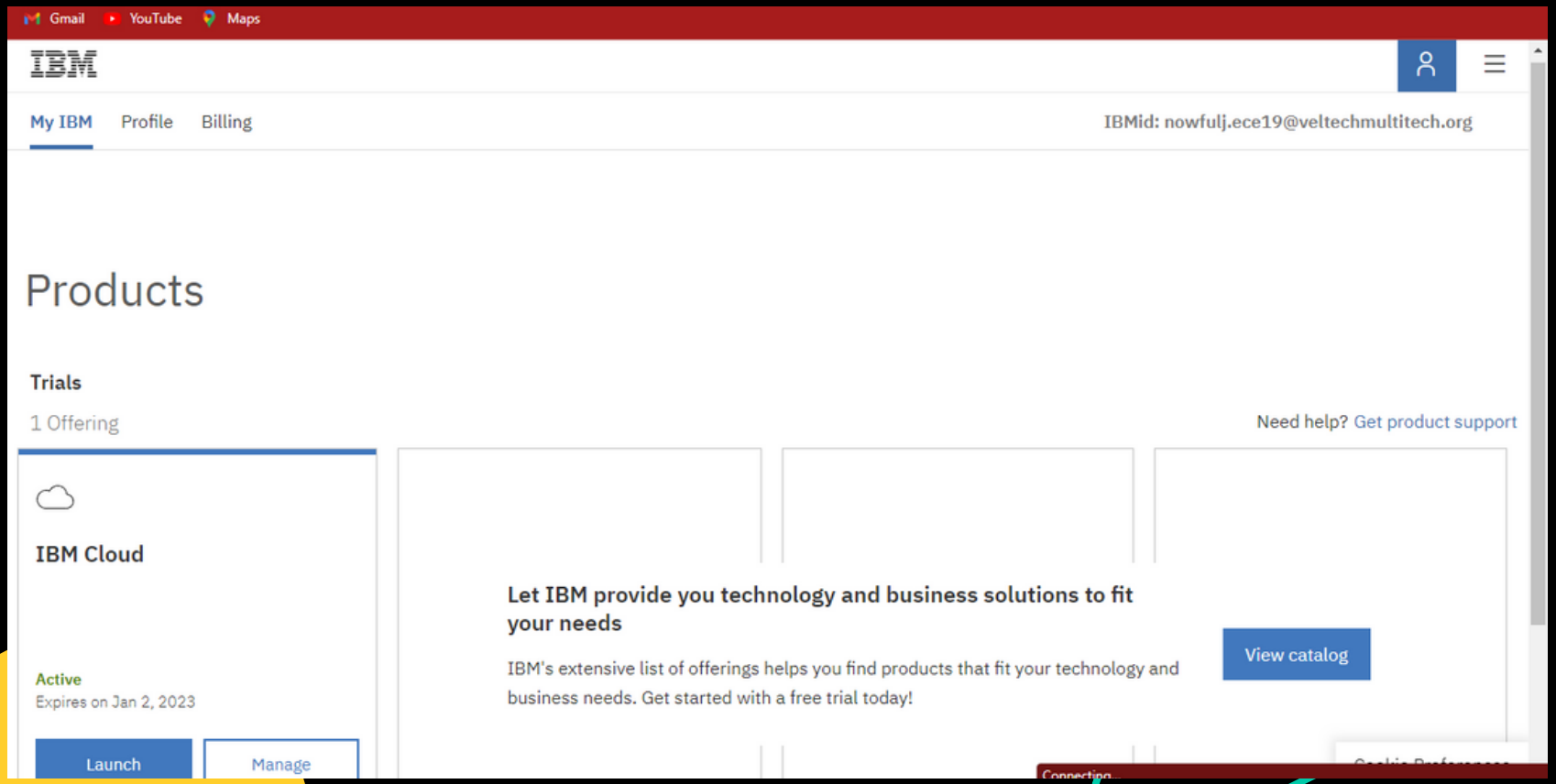
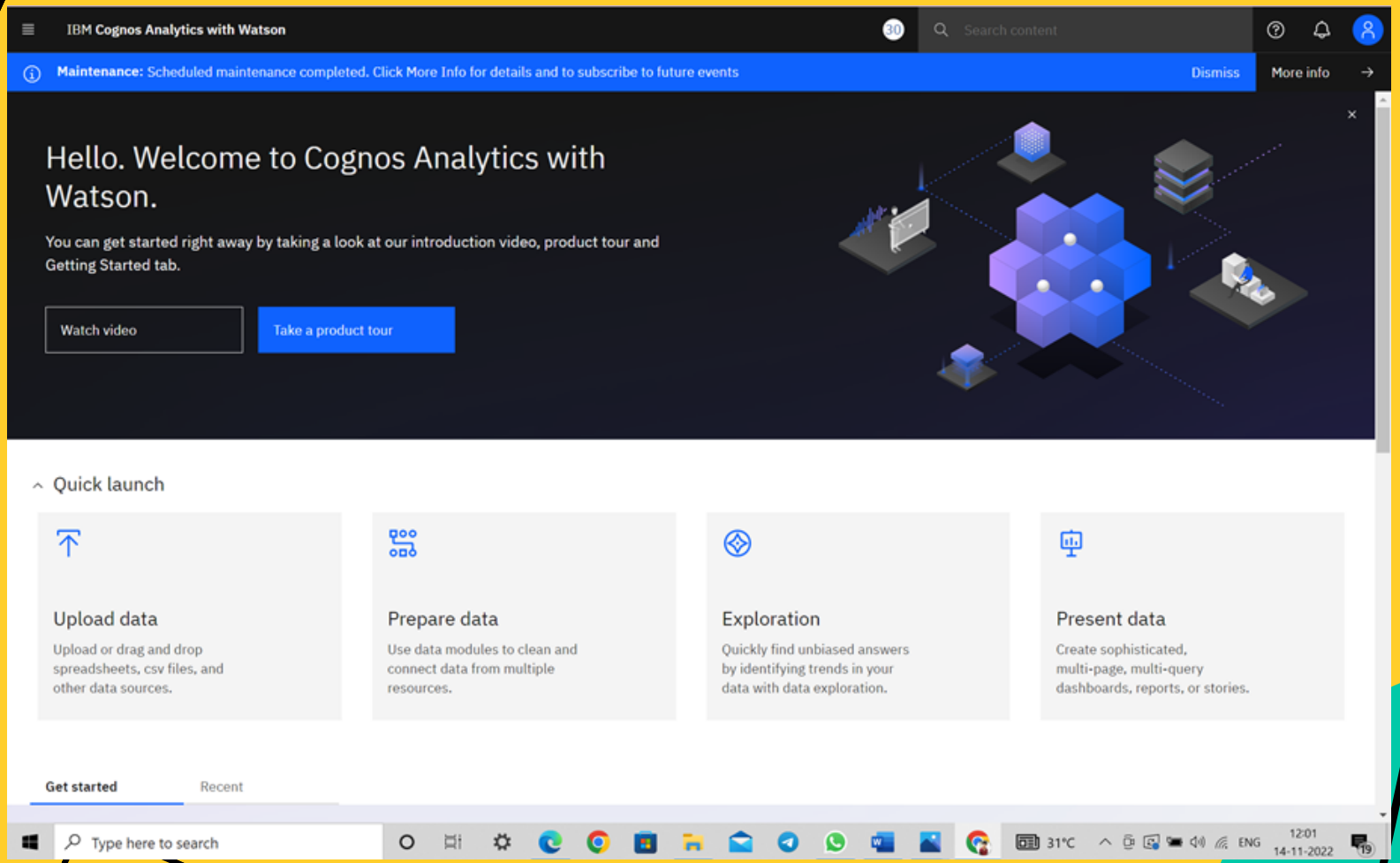
Gmail
YouTube
Maps
IBM
Log in to IBM
Logging in as nowfulj.ece19@veltechmultitech.org Not you?
Password
Forgot password?
Remember me
Log in
Don't have an account? Create an IBMid
Need help? Contact the IBMid help desk

02

CLOUD AND COGNOS 03




IBM Cognos Analytics with Watson
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Search content
Maintenance: Scheduled maintenance completed. Click More Info for details and to subscribe to future events
Dismiss
More info
Hello. Welcome to Cognos Analytics with Watson.
You can get started right away by taking a look at our introduction video, product tour and Getting Started tab.
Watch video
Take a product tour
Quick launch
Upload data
Upload or drag and drop spreadsheets, csv files, and other data sources.
Prepare data
Use data modules to clean and connect data from multiple resources.
Exploration
Quickly find unbiased answers by identifying trends in your data with data exploration.
Present data
Create sophisticated, multi-page, multi-query dashboards, reports, or stories.
Get started
Recent
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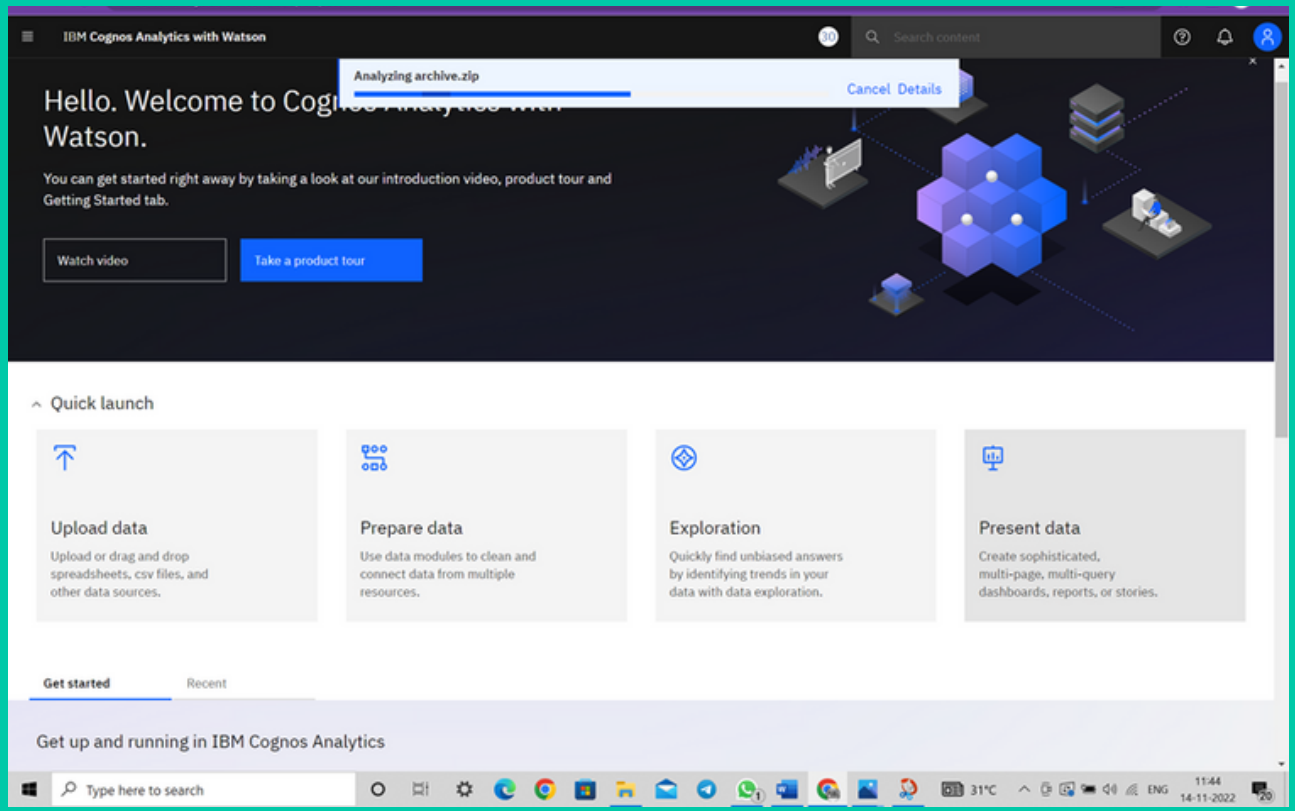
UPDATING THE DATASET IN COGNOS

01



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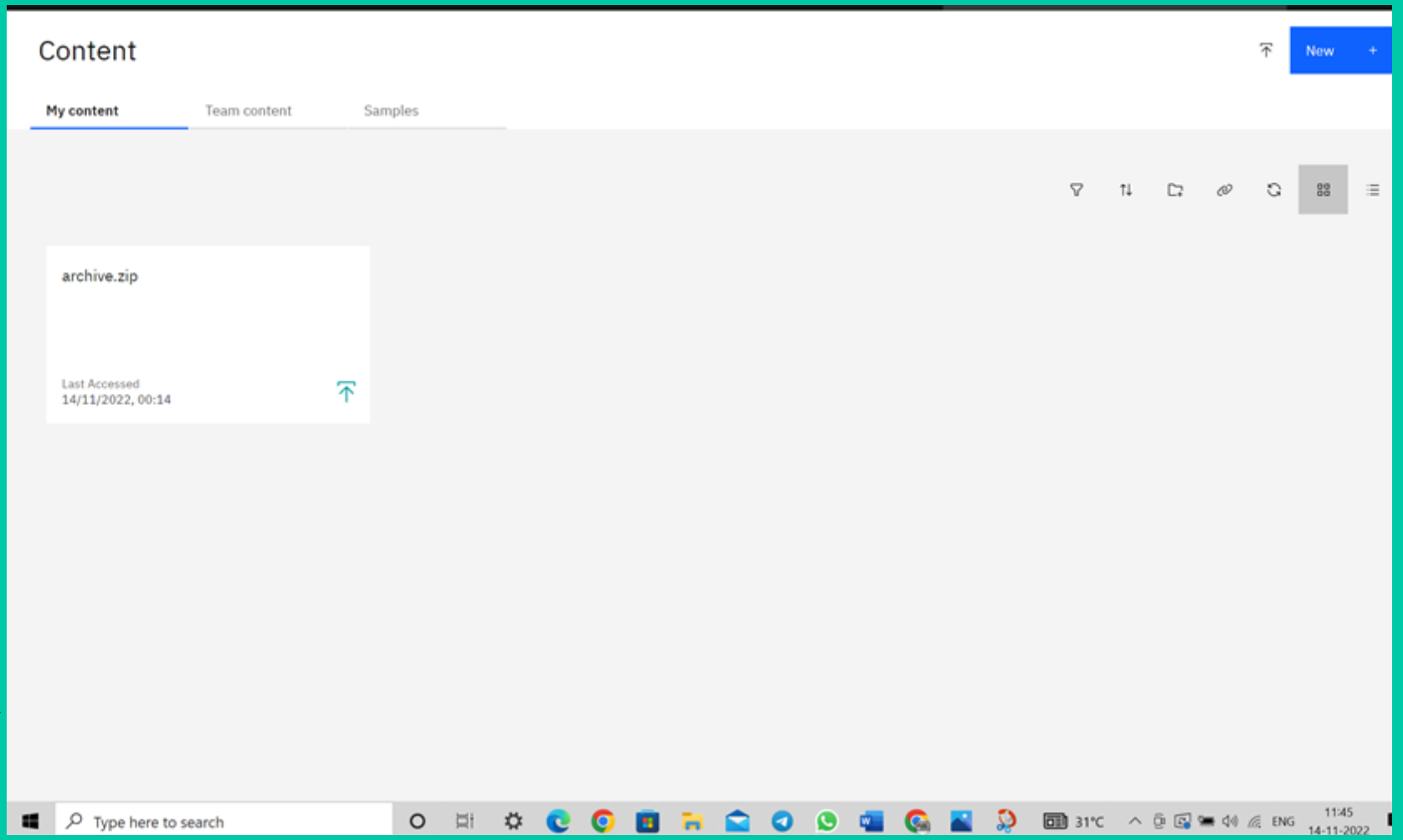
Content
New
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Team content
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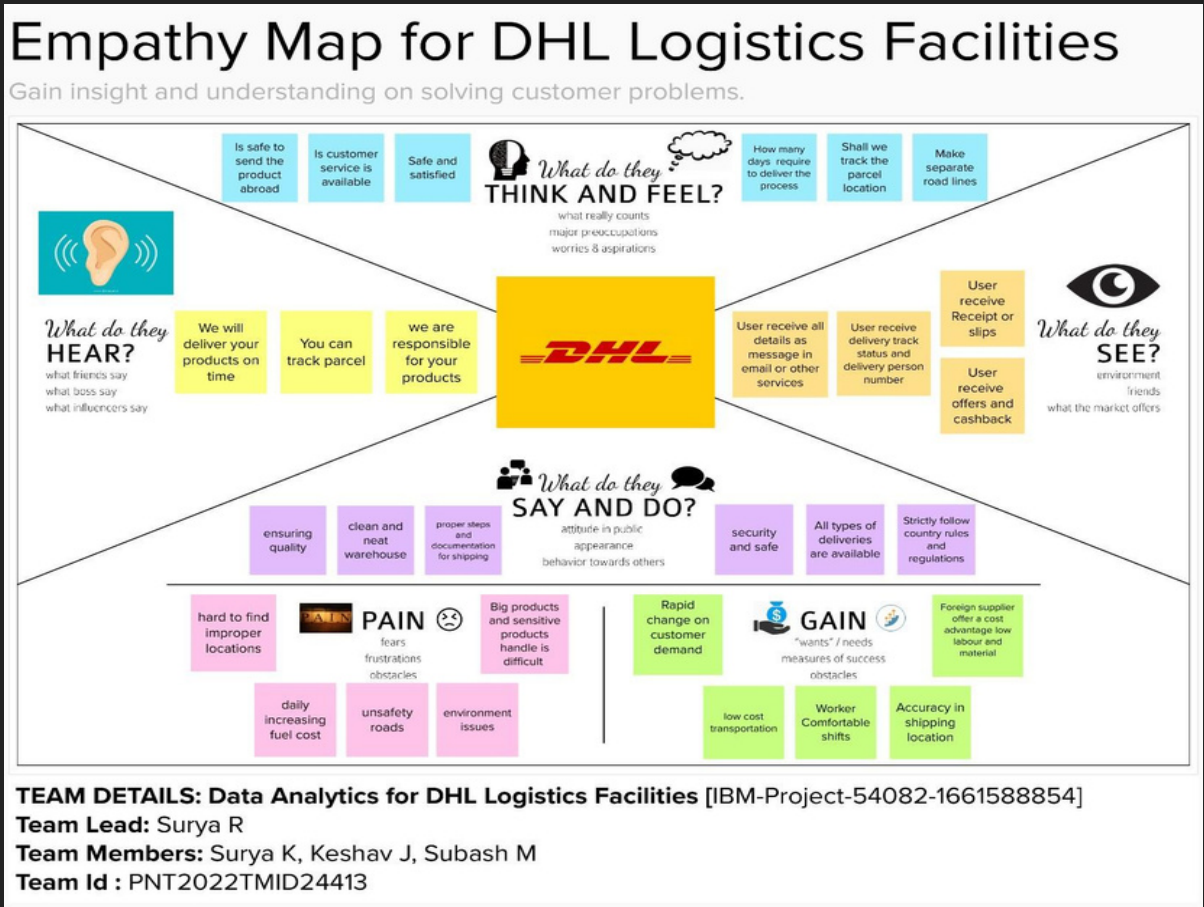
EMPATHY MAP



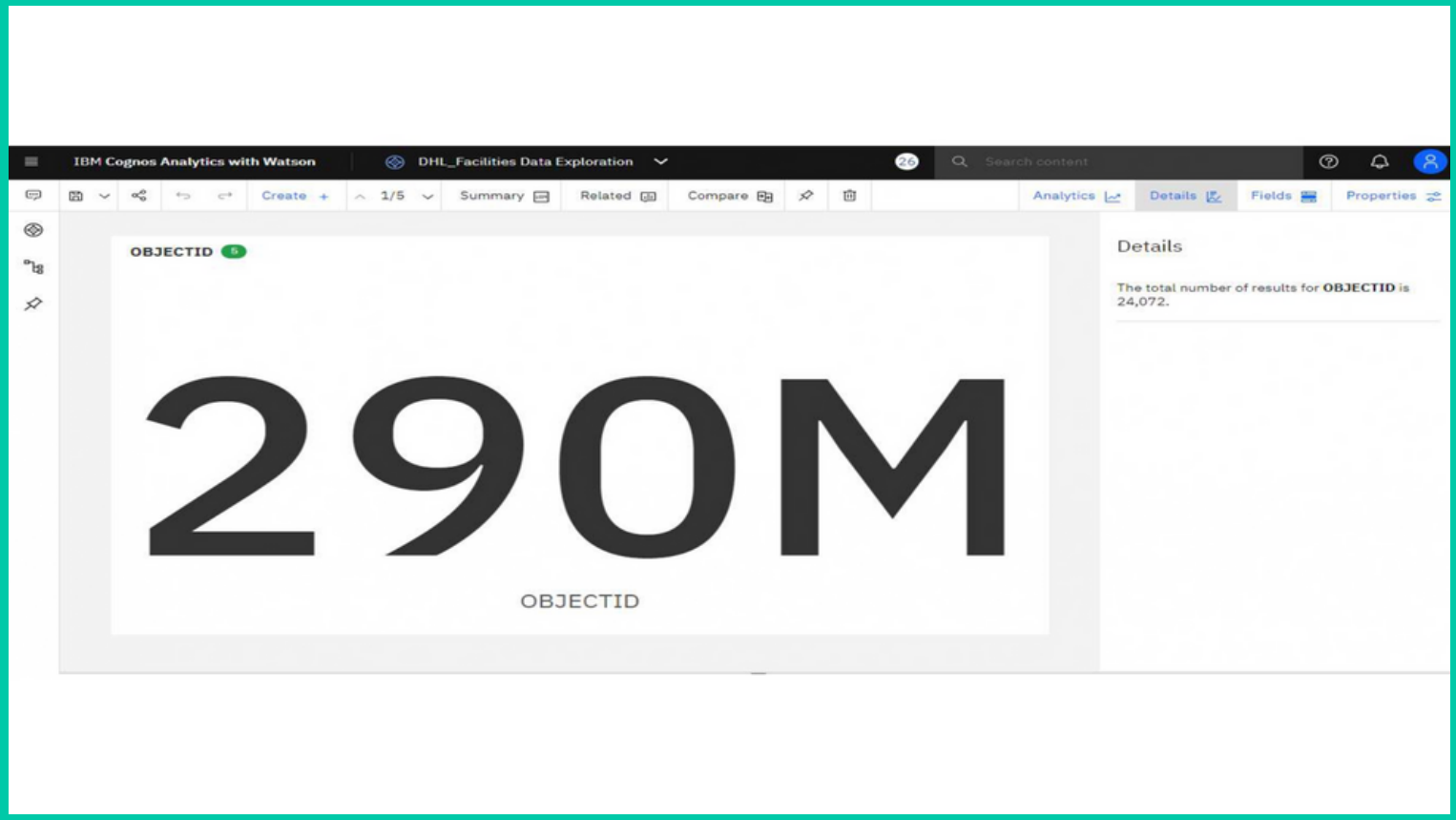
TEAM DETAILS: Data Analytics for DHL Logistics Facilities [IBM-Project-54082-1661588854]
Team Lead: Surya R
Team Members: Surya K, Keshav J, Subash M
Team Id : PNT2022TMID24413

THE ROLE OF

DATA VISUALIZATION CHARTS

BY IBM COGNOS ANALYTICS

01


IBM Cognos Analytics with Watson
DHL_Facilities Data Exploration
Search content
Create
1/5
Summary
Related
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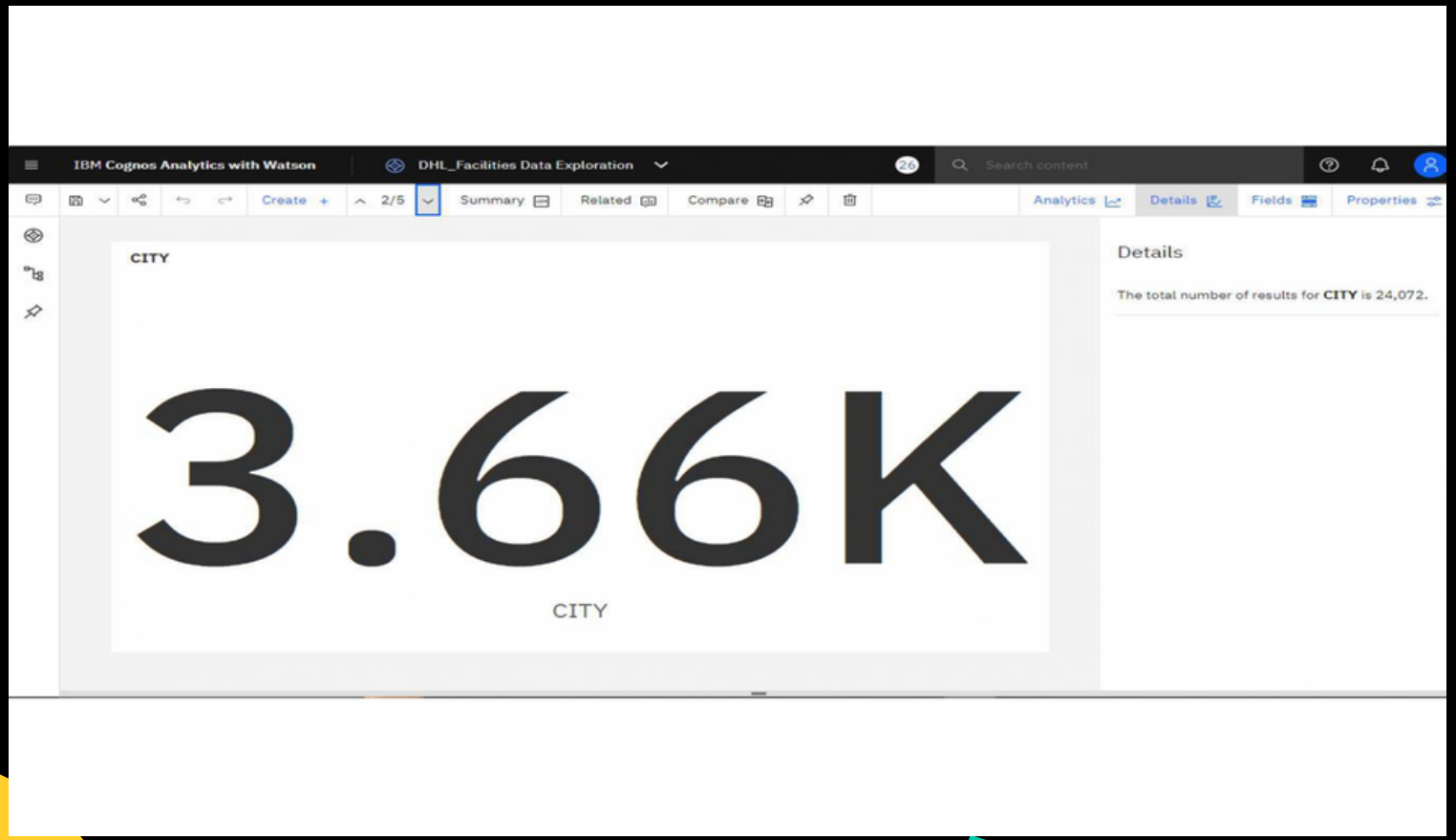
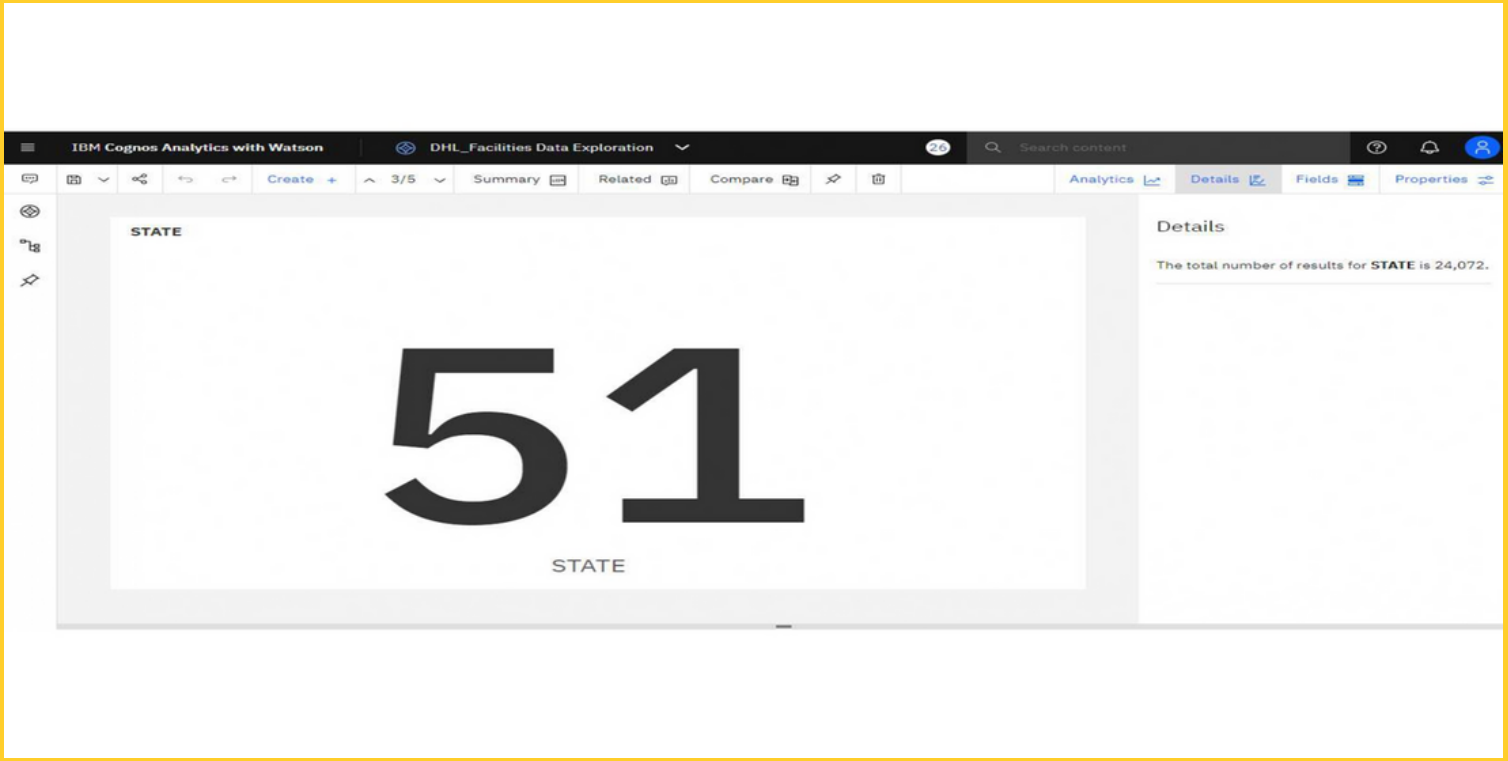
OBJECTID
Details
The total number of results for OBJECTID is 24,072.

02


IBM Cognos Analytics with Watson
DHL_Facilities Data Exploration
26
Search content
Create
2/5
Summary
Related
Compare
Analytics
Details
Fields
Properties
CITY
3.66K
CITY
Details
The total number of results for CITY is 24,072.

03


IBM Cognos Analytics with Watson
DHL_Facilities Data Exploration
Search content
Create
3/5
Summary
Related
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Analytics
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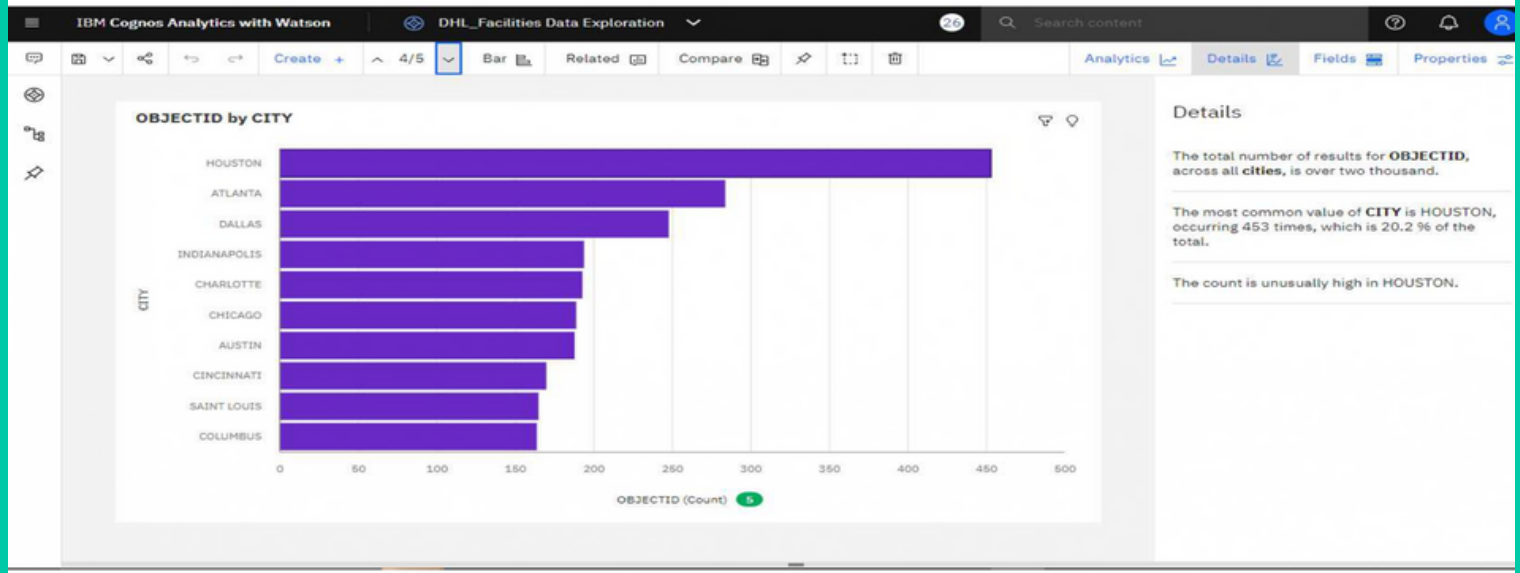
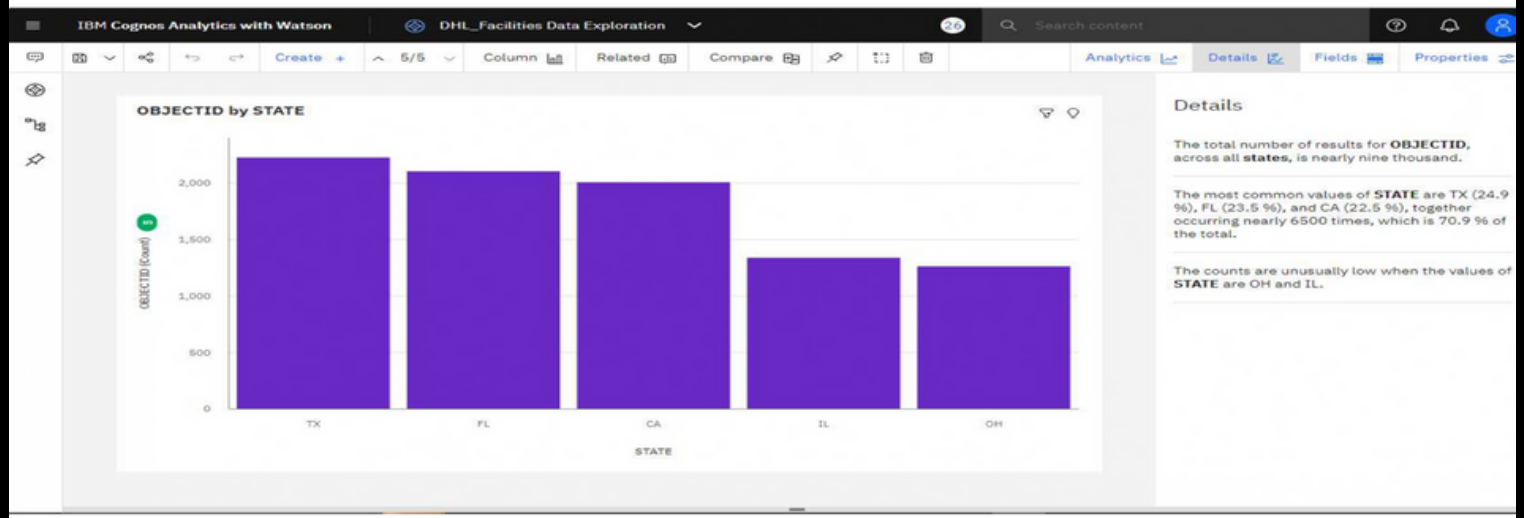
Fields
Properties
STATE
51
STATE
Details
The total number of results for STATE is 24,072.

04


IBM Cognos Analytics with Watson
DHL_Facilities Data Exploration
Search content
Create
4/5
Bar
Related
Compare
Analytics
Details
Fields
Properties
OBJECTID by CITY
HOUSTON
ATLANTA
DALLAS
INDIANAPOLIS
CHARLOTTE
CHICAGO
AUSTIN
CINCINNATI
SAINT LOUIS
COLUMBUS
CITY
0
50
100
150
200
250
300
350
400
450
500
OBJECTID (Count)
Details
The total number of results for OBJECTID, across all cities, is over two thousand.
The most common value of CITY is HOUSTON, occurring 453 times, which is 20.2 % of the total.
The count is unusually high in HOUSTON.

05

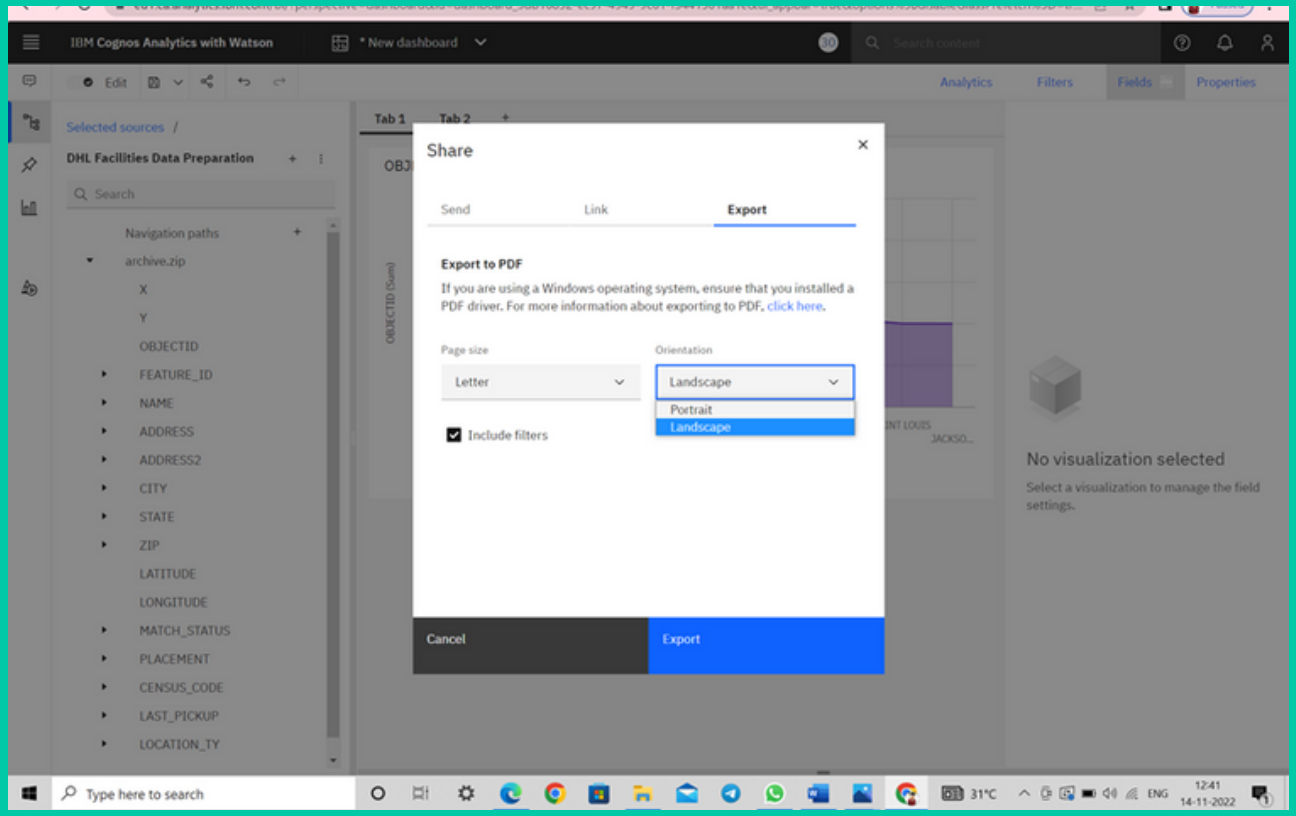

IBM Cognos Analytics with Watson
DHL_Facilities Data Exploration
Search content
Create
5/5
Column
Related
Compare
Analytics
Details
Fields
Properties
OBJECTID by STATE
OBJECTID (Count)
2,000
1,500
1,000
500
0
TX
FL
CA
IL
OH
STATE
Details
The total number of results for OBJECTID, across all states, is nearly nine thousand.
The most common values of STATE are TX (24.9 %), FL (23.5 %), and CA (22.5 %), together occurring nearly 6500 times, which is 70.9 % of the total.
The counts are unusually low when the values of STATE are OH and IL.

THE ROLE OF

EXPORTING THE DATASET

BY IBM COGNOS ANALYTICS

01


IBM Cognos Analytics with Watson
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Share
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Export to PDF
If you are using a Windows operating system, ensure that you installed a PDF driver. For more information about exporting to PDF, click here.
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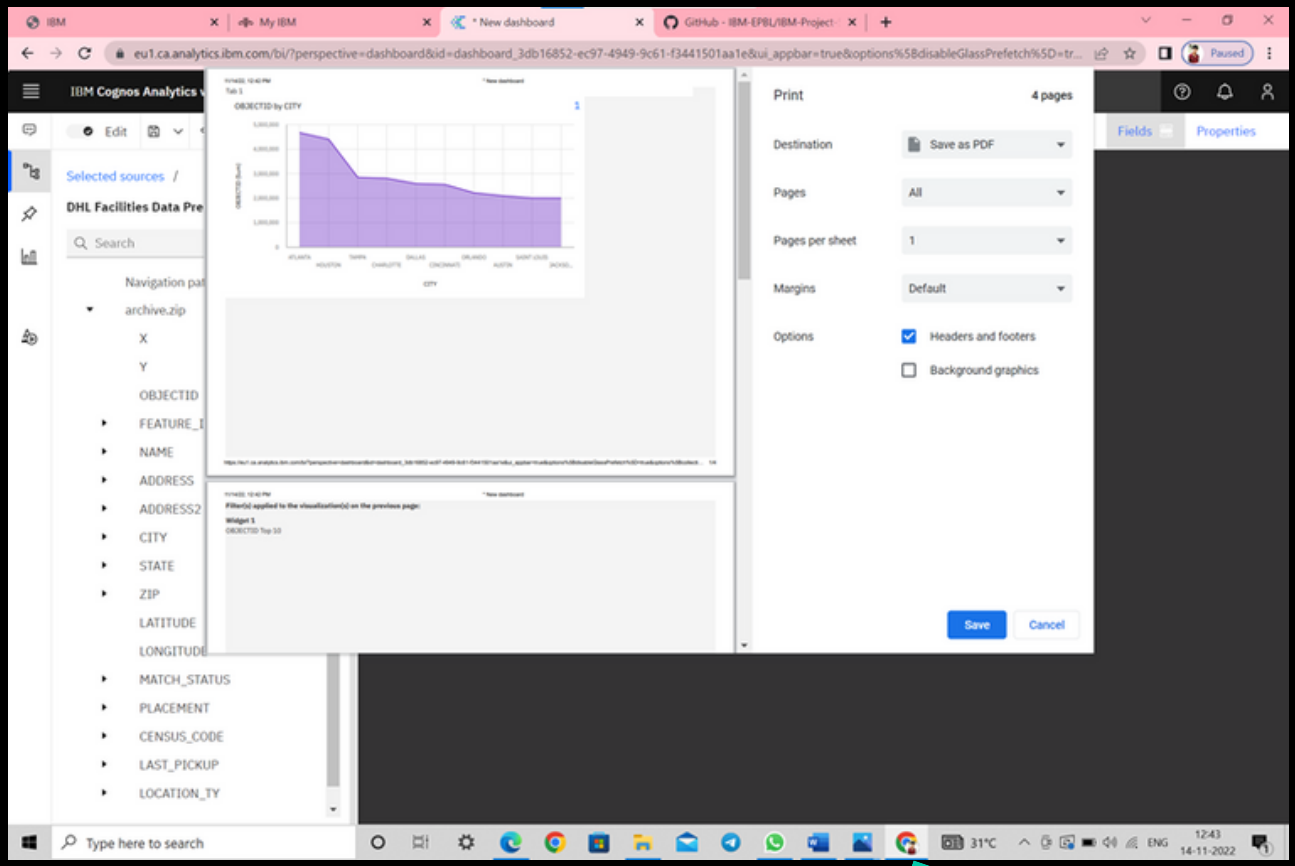
02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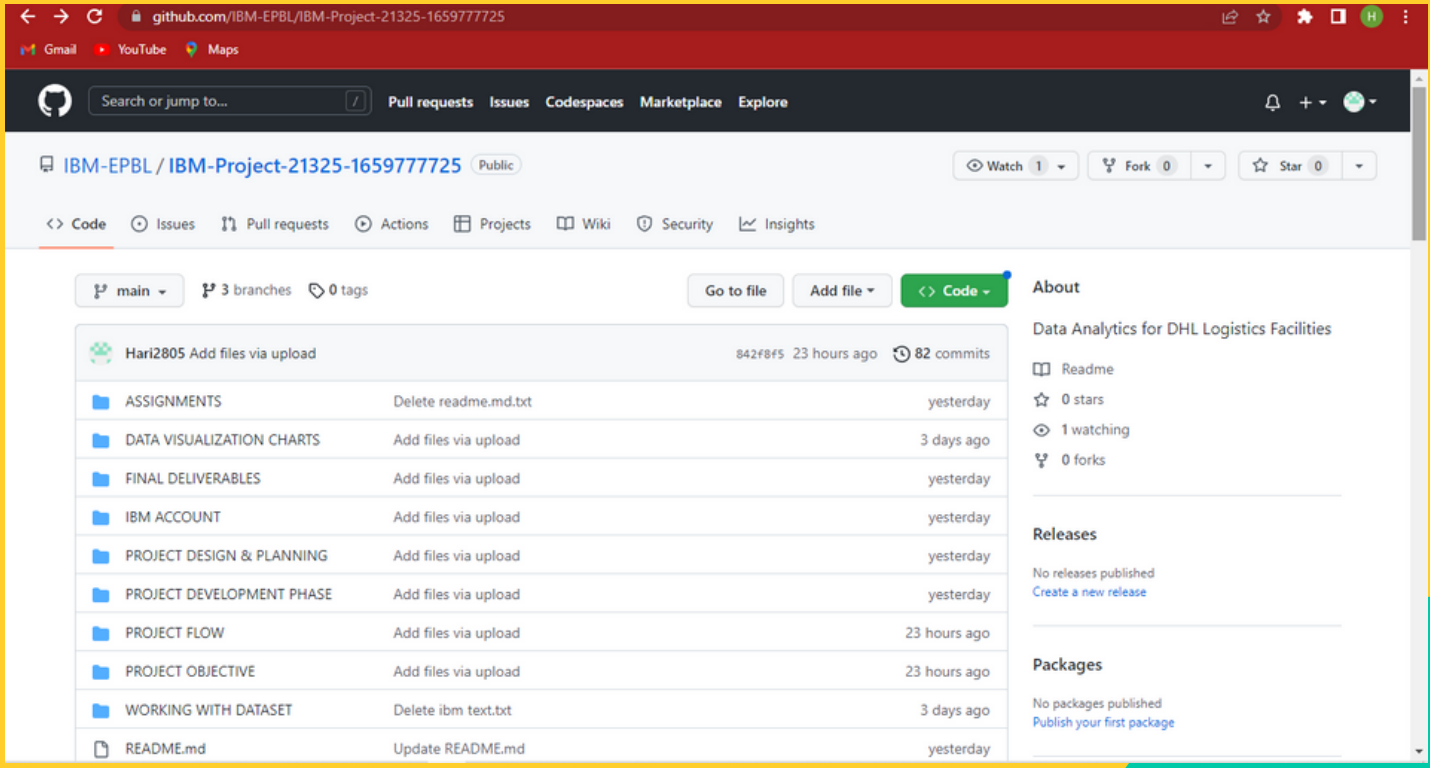
A LITERATURE SURVEY ON DATA ANALYTICS ON DHL LOGISTICS FACILITIES

- The purpose of this study is identifying the services marketing mix (7Psproduct/service, place, promotion, price, people, processes and physical evidence) decisions of a logistics company. The significance of services marketing mix on creating a logistics services brand has received little attention in the literature. In this paper, the case of a global brand, DHL Logistics is presented. Case study was conducted by using secondary data obtained from DHL Logistics' reports and by conducting semi constructed interviews with DHL Logistics' executives and employees. Due to the reputation and operations of the company, this framework will act as a guideline for the other alike companies. The marketing mix decisions made by DHL Logistics affect both B2B and B2C customers' brand perceptions and enhance the brand equity of DHL Logistics

MILESTONE AND ACTIVITY LIST

MILESTONES	TASK
MILESTONES-1	Collection of Data
MILESTONES-2	Uploading the required Data on the Platform (IBM COGNOS)
MILESTONES-3	Exploration and Visualization of Data
MILESTONES-4	Creating the Interactive Dashboard
MILESTONES-5	Display the Insights in the Dashboard
MILESTONES-6	Prepare a standardized Dataset and using the Data Required with the help of Python Program
MILESTONES-7	Usage of Various Algorithms to Obtain the Desired Resu with more Accuracy using GOOGLE COLAB
MILESTONES-8	Display them in Required Format
MILESTONES-9	Deployed in the GITHUB

UPLOADED EVERY FILES IN GITHUB



THANKS A LOT

BY HARISH V
PARTHIBAN K
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