A LITERATURE SURVEY ON DATA ANALYTICS ON DHL LOGISTICS FACILITIES

DHL Logistics :

ABSTRACT

1. *The significance of services marketing mix on creating a logistics services brand has received little attention in the literature.*

2. *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 semiconstructed interviews with DHL Logistics' executives and employees.*

3. *Due to the reputation and operations of the company, this framework will act as a guideline for the other alike companies.*

4. *The marketing mix decisions made by DHL Logistics affect both B2B and B2C customers' brand perceptions and enhance the brand equity of DHL Logistics.*

INTRODUCTION

1. *Even though the academic researches that focus on traditional marketing mix constitute the majority, in the last decade a stream of researching the topic "services marketing mix" has emerged. Marketing mix tools hold animportant place for actualizing marketing and positioning strategies.*

2. *Traditional marketing mix, 4Ps, is made up of four components namely product, place, promotion, and price, constitute the marketing mix (Borden, 1953; McCarthy, 1964; Aghaei et al., 2013). In 1995, Rafiq and Ahmed extended*

the concept of 4Ps to 7Ps, namely product, place, promotion, price, physical evidence, processes and people, for services industry.

3. *Marketing tools and strategies of firms are being shaped in accordance with their positioning decisions. Hence, management of a firm's decisions on components of marketing mix occupy an important place for actualizing positioning purposes.*

4. *Positioning covers decisions and activities intended to create a concept of the firms' product in the minds of customers (Ferrell, 1997). Lamb, Daniel, and McDaniel (2004) explains positioning as a process of developing a marketing mix in order to influence customers' perception of a product line, brand or organization in general.*

5. *Marketing strategies hold an important place for logistics service providers since logistics firms play a vital for companies in gaining competitive advantage and cost efficiency, risk-*

sharing, freeing up resources, and accessing to resources that are not available at one's own organization (Green et al., 2008). However, there exists numerous logistics companies offering similar services.

6. *Additionally, according to Porter's five forces of competition framework, logistics companies are in a disadvantageous position since the industry contains high threat of entry, high intensity of rivalry, medium level of substitution risk, medium to high level of bargaining power of buyers and medium level of bargaining power of suppliers (Manatayev, 2004).*

7. *Hence, for logistics service providers, marketing efforts have a significant influence on changing their disadvantageous position into a more advantageous position. In this paper, the marketing efforts of DHL Logistics, an important player in the industry, are being analysed.*

AIM

i. **The main aim of the project is to build a model which is used to optimise and improve the supply chain and helping to gain a competitive advantage.**

ii. **This model analysis the every datasets to improve and reach new markets and growth in the organisation.**

TECHNICAL ARCHITECTURE:

flow of datas :
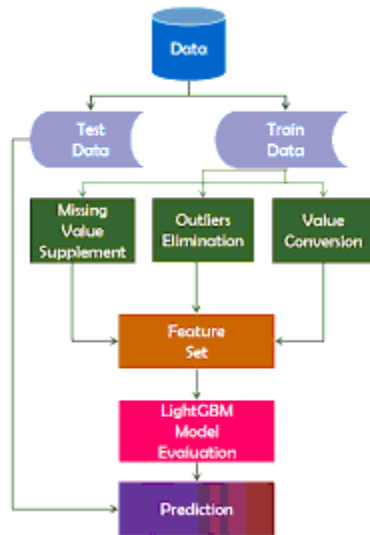
PROJECT FLOW:

1. Data Collection.
2. Collect the dataset or create the dataset
3. Data Pre-processing.
4. Import the ImageDataGenerator library
5. Configure ImageDataGenerator class
6. ApplyImageDataGenerator functionality to Trainset and Test set
7. Model Building
8. Import the model building Libraries
9. Initializing the model
10. Adding Input Layer
11. Adding Hidden Layer
12. Adding Output Layer
13. Save the Model

14. **Application Building**
15. *Create an HTML file*
16. **Build Python Code**

CONCLUSION:

a. *The services marketing mix has an incontrovertible importance for creating a mental picture of intangible products, in other words services.*

b. *In a similar vein, when logistics sector's disadvantageous position in Porter's Fice Forces of Competition Model is considered, it is ought to emphasize the importance of positioning decisions and marketing mix efforts for logistics service providers.*

c. *Due to the reputation and global operations of Deutsche Post DHL, the developed framework in this paper will act as a guideline for the other alike companies.*

d. For further research, customer side can also be considered and customer satisfaction can be measured via surveys.

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