

Project Design Phase-I

Proposed Solution Template

Date	04 November 2022
Team ID	PNT2022TMID43566
Project Name	Data Analytics for DHL Logistics Facilities
Maximum marks	2 Marks

Proposed Solution Template: Project team shall fill the following information in proposed solution templates.

S. No	Parameter	Description
1.	Problem Statement (problem to be solved)	The biggest problems in the logistics industry come from its inconsistency and fragmentation. Since there are many parties involved (manufacturers, storekeepers, drivers, managers, and end users) it's impossible to have centralised control over every step of the way.
2.	Idea / Solution description	Idea management software structures the process of gathering and developing ideas around business focus areas, including product development, day-to-day processes, customer feedback, market trends, and competitive insights, with the goal of organizing and managing those ideas for improvement or development.

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.
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 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.