

**Project Design Phase-I**  
**Proposed Solution Template**

Date	04 November 2022
Team ID	PNT2022TMID48050
Project Name	Project - Data Analytics for DHL Logistics Facilities
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	A company's profitability may be severely impacted by continually shifting dynamics brought about by the global nature of the supply chain. The enormous burden that the COVID pandemic placed on logistics made this clear. As a result, manufacturers, shippers, and retailers are using data analytics to better understand their processes and optimise them in order to be more prepared for unforeseen events. Data-driven businesses are growing their profit margins and customer satisfaction levels as a result.
2.	Idea / Solution description	New technology plays a vital part in improving operations, removing costs and improving customer service. With DHL you like technology advances and investments as we constantly review, evaluate and adopt new technological solutions. Augmented Reality , for instance, is already getting used to optimize warehouse processes, while a spread of automated guided vehicles and robots are being tested and assessed for future deployment.
3.	Novelty / Uniqueness	The specialist knowledge of your team has been the foundation for your company's success. By entrusting DHL with your logistics, you can concentrate on your core business rather than being side tracked by the requirements and complications of the global supply chain. DHL offers a wide range of ready-to-use solutions, technologies, and assets that would otherwise take a lot of time and money to implement, freeing up your cash to expand your business in other ways. Furthermore, outsourcing your logistics allows you the freedom to quickly scale up and down in response to new opportunities or issues with the least amount of risk.

4.	Social Impact / Customer Satisfaction	Customers want to understand when their items are delivered and whether a package's expected arrival date are later than expected. Customers are often happier as they get more knowledgeable. Real-time or nearly real-time status updates are now possible, and businesses that make it simple for purchasers to urge these logistics updates will enjoy higher customer satisfaction. Additionally, data can improve customer satisfaction in ways aside from just shipping monitoring.
5.	Business Model (Revenue Model)	<p>1 – Broker model This is the most common way 3PL works, and the one most organizations are probably familiar with. In the broker model, a 3PL buys cargo space in bulk from carriers and resells the space to its own customers at a premium. Oversized, his 3PL can afford to purchase large amounts of cargo space without delay, and can take advantage of economies of scale to significantly reduce costs. Even with a premium, they're still dealing with less than most sole proprietors could die for outright.</p> <p>2 – Profit sharing With a profit-sharing model , 3PL works directly with customers to reduce costs.</p> <p>3 – Fee model In the commission model , the 3PL "works" for the carrier and acts as an intermediary between the carrier and the buyer. From there, it works like some standard commission-based system. Fee models offer a lot of transparency within the process, and in many cases 3PLs can rely on carrier proprietary technology, which rarely leads to the most effective technical solutions.</p>
6.	Scalability of the Solution	As market growth requires an expansion of your distribution network, you ideally desire a partner that incorporates a presence within the markets where you wish help. the choice to tapping into a scalable logistics infrastructure is either working with a replacement provider (new relationships to manage, new systems to integrate) or pushing an existing provider to enter new, unfamiliar markets. Look for partners who can walk the talk when it involves exchanging data between your two systems. The provider's size doesn't necessarily correlate with a classy IT capability. Vet providers carefully during this area or it can return to bite you. The largest 3PL providers will have virtually unlimited scale – a hugely attractive benefit. But their interest is also limited to serving only the most important companies out there. If that's not you, you'll find yourself being the proverbial small fish within the big pond.