

Ideation Phase
Define the Problem Statements

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| Date | 22 September 2022 |
| Team ID | PNT2022TMID10429 |
| Project Name | Project - Data Analytics for DHL Logistics Facilities |
| Maximum Marks | 2 Marks |

Problem Statement

DHL is an international umbrella brand and trademark for the courier, package delivery, and express mail service which is a division of the German logistics firm Deutsche Post. The company group delivers over 1.6 billion parcels per year.

The company DHL itself was founded in San Francisco, USA, in 1969 and expanded its service throughout the world by the late 1970s. In 1979, under the name of DHL Air Cargo, the company entered the Hawaiian Islands with an inter-island cargo service using two DC-3 and four DC-6 aircraft. Adrian Dalsey and Larry Hillblom personally oversaw the daily operations until its eventual bankruptcy closed the doors in 1983. At its peak, DHL Air Cargo employed just over 100 workers, management, and pilots.

Logistics is being transformed through the power of data-driven insights. Thanks to the vast degree of digital transformation and the Internet of Things, unprecedented amounts of data can be captured from various supply chain sources. Capitalizing on its value offers massive potential to increase operational efficiency, improve customer experience, reduce risk, and create new business models.

| Problem Statement (PS) | I am (Customer) | I'm trying to | But | Because | Which makes me feel |
|-------------------------------|------------------------|------------------------------|--|--|----------------------------|
| PS-1 | Customer | send parcel | Parcel that I given is damaged | Bulk goods mixed up with my packages | Angry |
| PS-2 | Customer | Get my parcel on time | Parcel is missing | Either delivered in wrong address nor theft issue was occurred | Sad |
| PS-3 | User | Get my package fast | Package still not deliverable and updating wrong | Address is long and server issue | Tempting |
| PS-4 | User | Track driver location status | The product status shown as Delivered | Wrong update by delivery person or server error | Bad |
| PS-5 | Driver | Track customer location | Address found was error | Customer given wrong address | Frustrated |
| PS-6 | Driver | deliver fast | Traffic occurs | big accident on the road lane | Worse |
| PS-7 | Delivery person | Deliver the product | The Customer not avail in the home | They have emergency work | Tired |