**Optimization of Business Logistics: Data driven Analysis for Problem and its Solution**

There are a lot of business that have taken its root in India. Those are led by talented individuals and know a lot about their business. Many of them look into their logistics keenly and keep a note of their operations and many may not. My path is to find a business/firm that requires logistic management and find a trend on how their business works.

**Organization Background:** The business that have been taken into consideration is a grocery firm which is placed in the city of Pandharpur, district Solapur, in Maharashtra. <Name> is the name of this firm and they deal with regular customers for groceries. There products consist of daily needs, grains, oil, wafers, chocolates and many more. The firm has been running for decades as a result people feel reliable for their requirements on this firm. It is owned by a family and only a single worker is needed for help therefore they have employed a lady worker. They have a range of customers, from those who are daily buyers (many) to those who make occasional purchases for just a few items. As they are authenticated sailors they have Incorporation Certificate, GST Registration and Trade License. This is another reason why people are mostly likely to but items from reliable shops. I have found this firm based on the recommendation of my friend. Shop owners are convinced based on the preparation of my approach and the outcome that I will provide.