



DALHOUSIE UNIVERSITY

Faculty of Computer Science

CSCI 5100 – Communicating Computer Science Ideas

TEAM 2.2.2 - INDIVIDUAL SUBMISSION

Adesh Nalpet Adimurthy

B00886154

adesh.nalpet@dal.ca

1. Group ID: HA 2

2. Name of the team contact: Adil Dinmahamad Otha

3. Submitted by: Adesh Nalpet Adimurthy, adesh.nalpet@dal.ca

4. References

4.1. Group Sources:

[1] J. Ke et al, "Hexagon-Based Convolutional Neural Network for Supply-Demand Forecasting of Ride-Sourcing Services," IEEE Transactions on Intelligent Transportation Systems, vol. 20, no. 11, pp. 4160-4173, Nov. 2019, DOI: 10.1109/TITS.2018.2882861.

[2] V. Uher et al, "Hierarchical Hexagonal Clustering and Indexing," Symmetry, vol. 11, (6), pp. 731, 2019. Available:

<https://ezproxy.library.dal.ca/login?url=https://www.proquest.com/scholarly-journals/hierarchical-hexagonal-clustering-indexing/docview/2550264175/se-2>. DOI: <http://dx.doi.org/10.3390/sym11060731>.

[3] J. Zhou et al, "Lattice Quad-Tree Indexing Algorithm for a Hexagonal Discrete Global Grid

System," ISPRS International Journal of Geo-Information, vol. 9, (2), pp. 83, 2020. Available:

<https://ezproxy.library.dal.ca/login?url=https://www.proquest.com/scholarly-journals/lattice-quad-tree-indexing-algorithm-hexagonal/docview/2548589139/se-2>. DOI: <http://dx.doi.org/10.3390/ijgi9020083>.

4.2. Individual Sources:

[4] Panda, Debadrita. "A Report on the Viability of Hyperlocal Strategy in Indian E-Commerce," IJEDR, Volume 5, Issue 4, June 2017, ISSN: 2321-9939. Available: https://www.researchgate.net/publication/326440348_A_Report_on_the_Viability_of_Hyperlocal_Strategy_in_Indian_E-Commerce. DOI: <http://dx.doi.org/10.3390/ijgi9020083>.

[5] Aruan, Carina. "Analyzing the use of hyperlocal marketing of street food startup business in Manado," Volume 7, Issue 4, July 2019, Hal. 4552-4560. Available: <https://ejournal.unsrat.ac.id/index.php/emba/article/download/25248/24945>.

5. Research paper summary:

5.1. A Report on the Viability of Hyperlocal Strategy in Indian E-Commerce

5.2. Looking at the bigger picture, I picked this research paper to know better the different sectors hyperlocal businesses dwell in and correlate with varying product categories.

5.3. The research papers explicitly discuss the different product categories involved in the hyperlocal businesses, such as the delivery of food, groceries, apparel, furniture, and supply chain mechanics in the health care, technology, and fitness industry classified under unorganized and organized retailing. But, more importantly, it talks about understanding the customer buckets based on the drivers for online shopping, product categories sold online or offline, and attributes that customers see room for improvements in, all of these, achieved mainly by large-scale customer surveys to solve the gaps in the hyperlocal supply chain.

5.4. The market study of the product is among the first and foremost considerations before diving into the product details any further. For instance, keeping the financials in mind, targeting the food and grocery industry would be ideal. It contributes to 63% of the organized retail in India, as per a break-up by McKinsey & Co. From this, it is evident to build the product with features to analyze user churn, cancellation, bookings, driver metrics correlated to earnings/incentives, trip data across different granular regions, and business decisions for revenue, request frequency, conversion rate, and optimal resource utilization. These ideas shape the foundation of the product.

5.5. I found the document on the research gate website while checking the market share of Amazon on the global supply chain.

Word count: 253

6. I declare the following team members contributed their fair share to our work on this team project:

1. Adil Dinmahamad Otha, B00900955, ad842343@dal.ca
2. Prashit Prakashbhai Patel, B00896717, pr718986@dal.ca
3. Prerak Choksi, B00869485, Prerak.choksi@dal.ca
4. Shivam Miteshkumar Barot, B00885167, shivam@dal.ca

Signed,

Adesh Nalpet Adimurthy, B00886154