Intelligent Last Mile Delivery Orchestration System

# Phase 1: Problem Understanding & Industry Analysis

## Problem Statement

In today’s competitive logistics environment, last-mile delivery remains the most challenging and costly part of the supply chain. Many organizations face issues such as inefficient route planning, delayed deliveries, lack of real-time tracking, and poor customer communication. This results in increased operational costs, reduced customer satisfaction, and limited visibility into delivery status. The objective of this Salesforce project is to design and implement an Intelligent Last Mile Delivery Orchestration system that leverages Salesforce CRM and real-time data to automate delivery scheduling, optimize routes dynamically, monitor live deliveries, and enhance customer communication, thereby improving operational efficiency and customer experience.

## Objectives

The main objectives of this phase are:  
- To analyze the logistics industry and identify the pain points in last-mile delivery.  
- To understand how Salesforce CRM and integrations can help address these challenges.  
- To define the high-level goals of the Intelligent Delivery Orchestration System.

## Activities Done

- Conducted research on last-mile delivery challenges faced by logistics companies.  
- Identified inefficiencies in current operations such as static route planning and lack of real-time tracking.  
- Analyzed Salesforce features suitable for addressing the identified issues (CRM, Flow, Apex, Field Service Lightning).  
- Drafted the problem statement and proposed Salesforce-based solution approach.

## Outcomes / Deliverables

- Clear understanding of logistics industry challenges in last-mile delivery.  
- Problem Statement document created.  
- High-level objectives of the Intelligent Last Mile Delivery Orchestration System defined.  
- Foundation laid for subsequent project phases.