

Big Data in Logistics

The Data-driven
Logistics Provider

New Customer Base



Financial
Industry

Public
Authorities

Market
Research

IoT

Retail



Commercial Data
Services

- Address verification
- Market intelligence
- Supply chain monitoring
- Environmental statistics

Existing Customer Base

Customer Loyalty Management
Apply customer information to improve customer experience and increase loyalty by creating offers and incentives.

High-tech + Home



Order delivery

Manufacturing (MFG)



Customer Center



Residential (RHS)



Service Improvement and Product Innovation
A comprehensive view of customer requirements and needs leading to new services and product offerings.

Strategic Network Planning
Long-term strategic decisions on transport capacity and operations to enable strategic planning, optimization and cost reduction.

Market Intelligence for Sales
Market intelligence for sales and marketing, enabling better targeting and optimization of sales efforts.

Environmental Intelligence
Monitor environmental impact, optimize routes for reduced emissions, and analyze weather conditions for better planning and execution.

Real-time Route Optimization
Dynamic route optimization based on real-time traffic, weather, and other factors to improve delivery efficiency and reduce costs.

Address Verification
Data processing to filter incorrect addresses and ensure accurate delivery, reducing failed attempts and improving customer satisfaction.

Event-based Fleet and Delivery
A large amount of customer data can be used to plan and optimize delivery routes, ensuring timely and efficient service.

Operational Capacity Planning
Short- and medium-term capacity planning and resource allocation to ensure efficient operations and meet customer demands.

Risk Evaluation and Business Planning
By analyzing historical and real-time data, logistics providers can identify potential risks and develop proactive strategies to mitigate them.

Core Transport Network

..... Flow of data
———— Flow of physical goods

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Siddappa N.Byrareddy



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Big Data Driven Supply Chain Management Nada R. Sanders, 2014 Master a complete five step roadmap for leveraging Big Data and analytics to gain unprecedented competitive advantage from your supply chain Using Big Data pioneers such as Amazon UPS and Wal Mart are gaining unprecedented mastery over their supply chains They are achieving greater visibility into inventory levels order fulfillment rates material and product delivery using predictive data analytics to match supply with demand leveraging new planning strengths to optimize their sales channel strategies optimizing supply chain strategy and competitive priorities even launching powerful new ventures Despite these opportunities many supply chain operations are gaining limited or no value from Big Data In Big Data Driven Supply Chain Management Nada Sanders presents a systematic five step framework for using Big Data in supply chains You ll learn best practices for segmenting and analyzing customers defining competitive priorities for each segment aligning functions behind strategy dissolving organizational boundaries to sense demand and make better decisions and choose the right metrics to support all of this Using these techniques you can overcome the widespread obstacles to making the most of Big Data in your supply chain and earn big profits from the data you re already generating For all executives managers and analysts interested in using Big Data technologies to improve supply chain performance

Managerial Accounting Charles E. Davis, Elizabeth Davis, 2019-11-05 Managerial Accounting 4th edition presents a modern and practical approach to managerial accounting through a combination of unique and flexible learning units real world concepts and integrated practice all within the business context Praised for its decision making framework C C Sports Continuing Case Story and Data Analytics Cases this new edition helps students develop a thorough understanding of how businesses make informed decisions and builds the skills required to be successful in tomorrow s workplace

Handbook of Research on Supply Chain Resiliency, Efficiency, and Visibility in the Post-Pandemic Era Ramakrishna, Yanamandra, 2022-04-15 The COVID 19 pandemic has adversely affected the supply chains of all sectors of business worldwide The pandemic has made it evident that by managing supply chains in a traditional manner organizations will no longer be able to achieve profits and improve customer satisfaction This calls for immediate structural changes in organizations flexible organizational culture and a sense of urgency to redefine strategies related to supply chains The Handbook of Research on Supply Chain Resiliency Efficiency and Visibility in the Post Pandemic Era explores diverse strategies for achieving capabilities related to supply chain resilience and seeks to expand the existing body of knowledge in this area It develops models frameworks and theoretical concepts related to supply chain resilience to enhance efficiency and improve visibility of supply chains Covering topics such as change management production relocation and supply chain risk this book is an essential reference for business leaders corporate executives industry practitioners researchers academicians educators and students

Reimagining Operational Excellence Philip Kotler, Hermawan Kartajaya, Jacky Mussry, 2024-08-06 Explore the cutting edge of marketing new products and services from

leading businesses in Asia In *Reimagining Operational Excellence Inspirations From Asia* world renowned marketing guru and bestselling author Philip Kotler delivers a groundbreaking book unveiling the transformative marketing strategies that have propelled Asia to the forefront of the global business arena In this insightful text Kotler explores the dynamic competition between Asia and the global West revealing how it has catalyzed Asia's adoption of incisive and effective marketing practices The book delves into various dimensions of marketing operations including quality cost delivery service creativity and innovation highlighting the crucial role of entrepreneurship and leadership in achieving operational excellence Kotler's analysis extends to significant developments within the global business ecosystem showcasing how countries like Singapore Japan Korea India and China are redefining business efficiency and continuous improvement You'll also find In depth examinations of China's unique and competitive economic ecosystem Discussions of the increasingly foundational role played by Singapore as an international business hub An analysis of the latest economic developments in South Korea driving marketing excellence in that country *Reimagining Operational Excellence Inspirations From Asia* is an essential guide for anyone involved in marketing advertising business operations or entrepreneurship This book is not just an analysis of Asian marketing prowess it's a blueprint for harnessing these strategies to drive business growth and success in today's rapidly changing global market

Advances in Empirical Economic Research Nicholas Tsounis, Aspasia Vlachvei, 2023-07-19 This volume presents new empirical methods and applications in economics with special interest in advances in empirical macroeconomics microeconomics financial economics international economics and agricultural economics Featuring selected contributions from the 2022 International Conference of Applied Economics ICOAE 2021 this book provides country specific studies with potential applications in economic policy It is beneficial to researchers scholars academics and policy makers in quantitative economic research in both methods and applications

The Business Year: Panama 2023, In this 172 page Panama 2023 publication The Business Year's research team had the chance to experience Panama at a very interesting moment in its history Panama had a tough pandemic its economy exposed to the ebbs and flows of global trade more than most because of the country's eponymous canal

Logistics Management, 2008 **Plunkett's Transportation, Supply Chain & Logistics Industry Almanac**, 2006 *Traffic World*, 2002-10 **F & S Index United States Annual**, 2007

Business Asia, 1995 Weekly report to managers of Asia Pacific operations *Supply Chain & Logistics 2005*, 2005

With reference to India *Cargonews Asia*, 1997 **Traffic World and Traffic Bulletin**, 2006-05 *Transport International*, 2003 *Annual Report Deutsche Post*, 2006 *Philippine Business Report*, 2003 **Global Marketing Management Update** Masaaki (Mike) Kotabe, Kristiaan Helsen, 1998 For further information on this book visit the website at www.wiley.com/college/kotabe

Global Marketing Management Masaaki (Mike) Kotabe, Kristiaan Helsen, 1998-01-23 Emphasising the multilateral global nature of marketing this book aims to provide the marketer with a better understanding of how the various functional areas interface with marketing

The Economist, 2005-01

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