



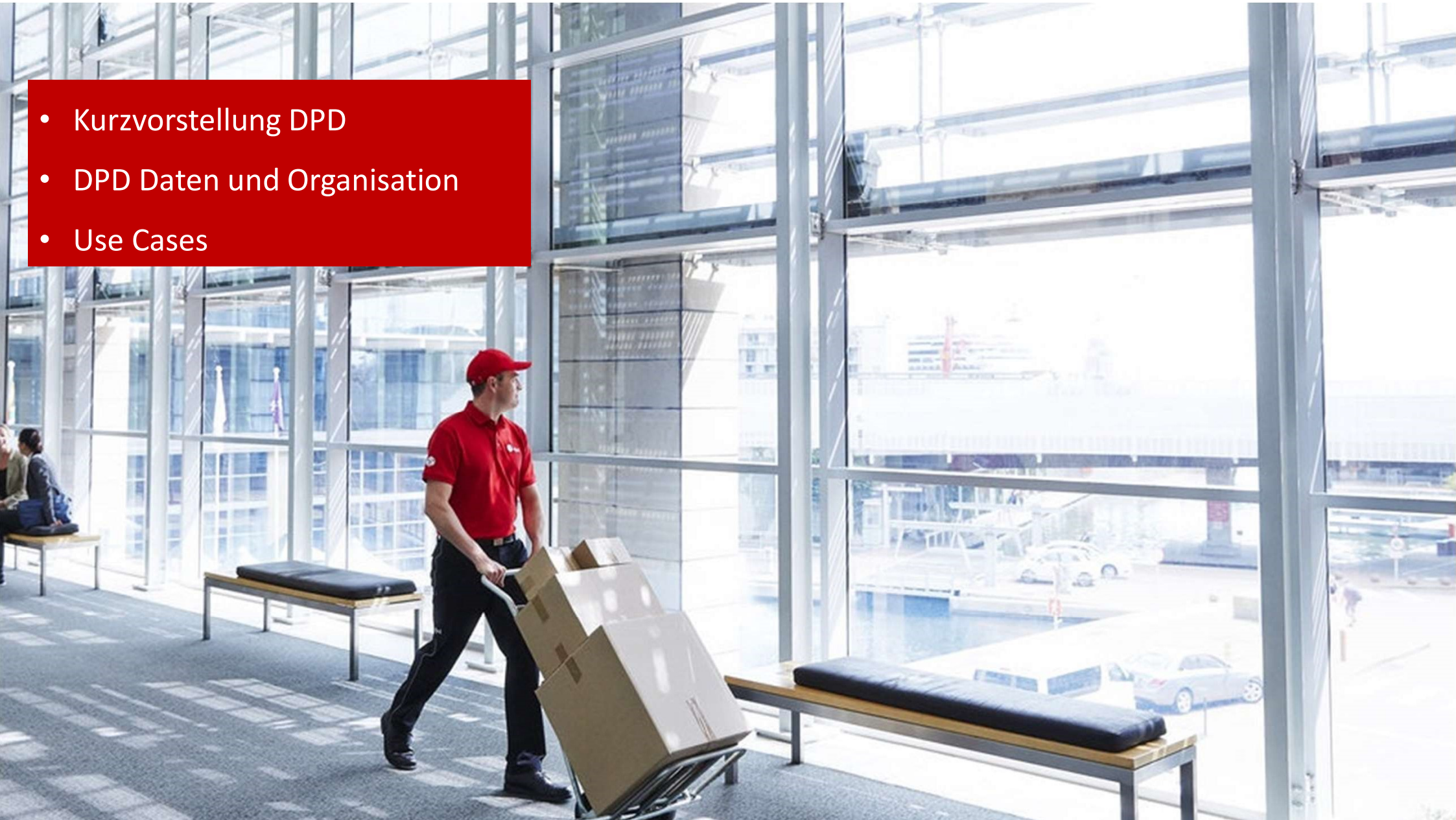
Live-Webinar | Zebra & BVL

DPD Deutschland GmbH

20.01.2021



- Kurzvorstellung DPD
- DPD Daten und Organisation
- Use Cases



Die DPDgroup in Europa

Kennzahlen



#1

Marktführer B2B
Domestic in Europa

23

Länder, in denen DPD
in Europa vertreten ist

+12%

Intraeuropäisches
Wachstum 2018

#1

Cross border
Straßennetzwerk in
Europa

DPD Deutschland
Unsere Struktur

In 2020: 420
Mio Pakete

78 Depots

18 Cluster

2 Regionen

1 Business Unit



Daten



The world is becoming data-driven faster than ever

Enormes jährliches Datenwachstum, z.B. IBM Schlagzeile: "90% der weltweiten Daten wurden in den letzten 2 Jahren erzeugt"

Predictive Modelle unterstützen die Wartung der Infrastruktur, Maschinen und Fahrzeuge

E-Commerce verstärkt auch den Trend in der Logistik data-driven zu agieren/reagieren

Forecasting Modelle spielen eine große Rolle bei Anbietern wie Uber oder Netflix



DPD BI im Reifegrad Modell 06/2018 (Assessment)

Capabilities

	“This is what happened” Basic	“This is what will happen” Core	“This is what you should do” Best in class
A. Data management	<ul style="list-style-type: none"> Multiple data repositories Limited data availability for business users Data quality / meaning not documented Data security practices not defined 	<ul style="list-style-type: none"> Unified, single source of truth, data Business Analysts have direct access Data library documented Data ownership and governance defined (master data management) 	<ul style="list-style-type: none"> Data collected with future analytics opportunities in mind and coded for machine learning purposes Ability to leverage unstructured data Missing data imputation
B. Organisation	<ul style="list-style-type: none"> No central analytics team / capability Some sporadic data-science done by pioneers scattered in the organization Analytics mostly done by BI analysts 	<ul style="list-style-type: none"> Central and official analytics capability staffed w/ data scientists Analytics is seen and used as enabler of core business goals (pull, not push) Analytics output used by human decision makers (open loop) 	<ul style="list-style-type: none"> Analytics is not only a function but also a way of thinking in the organization Opinion based decision making not allowed: intervention effectiveness is rigorously measured and tested Analytics output used for direct decision making in core systems (closed loop)
C. Value	<ul style="list-style-type: none"> Analytics products explain the past (report driven vs insight driven) Analytics products are one-off and implementation is limited Insights not fully actionable (“fun-facts”) 	<ul style="list-style-type: none"> Analytics products predict the future Products are implemented and continuously improved Insights are actionable and added value of insights is measured (i.e. improves effectiveness) 	<ul style="list-style-type: none"> Analytics identifies opportunities Analytics products are self-learning Business activities improved through continued experimentation
D. How it feels to work here	<ul style="list-style-type: none"> “Why data and why did it happen?” Descriptive Analytics Diagnostic Analytics 	<ul style="list-style-type: none"> “When I give you some data, can you then do the analysis?” Predictive Analytics 2019 / 2020 	<ul style="list-style-type: none"> “Sorry, did you just give your opinion?” Prescriptive Analytics 2020 / 2021

Business Intelligence & Data Science

Business Intelligence

- Governance for Performance Indicators
- Reporting
- Single Version of the truth
- Realtime Reporting
- Self Service BI
- Machine Learning

seit 2012 zentral

Data Science

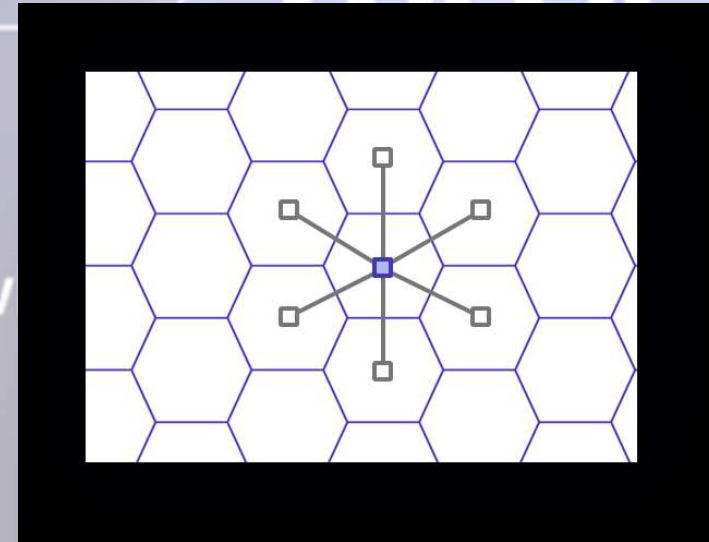
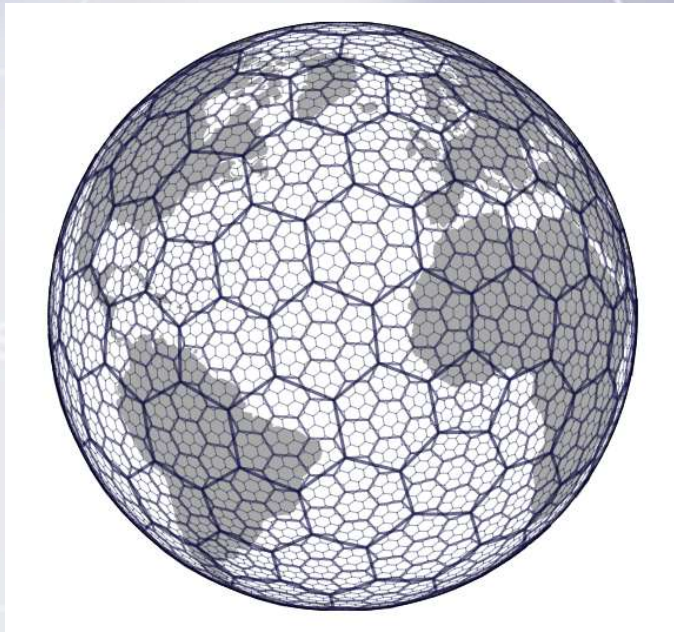
- Predictive Analytics
- Prescriptive Analytics
- Pattern and Anomaly detection
- Data Scientist
 - Programming Skills
 - Statistical Methods,
 - Know how in Economics
 - Communication on Board Level
 - Machine Learning

seit 07/2018

Data Science – Use Cases

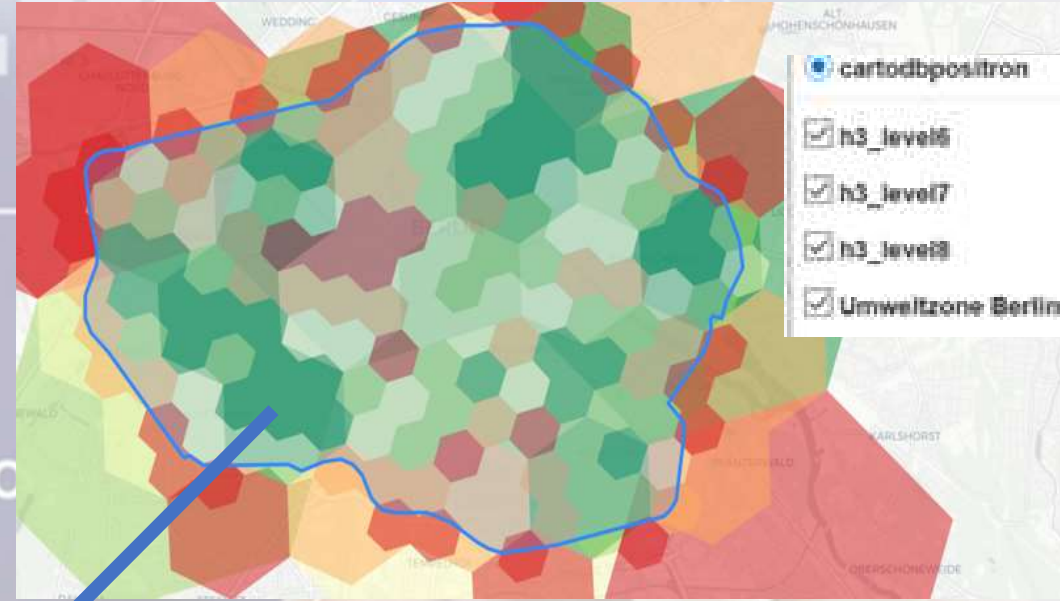
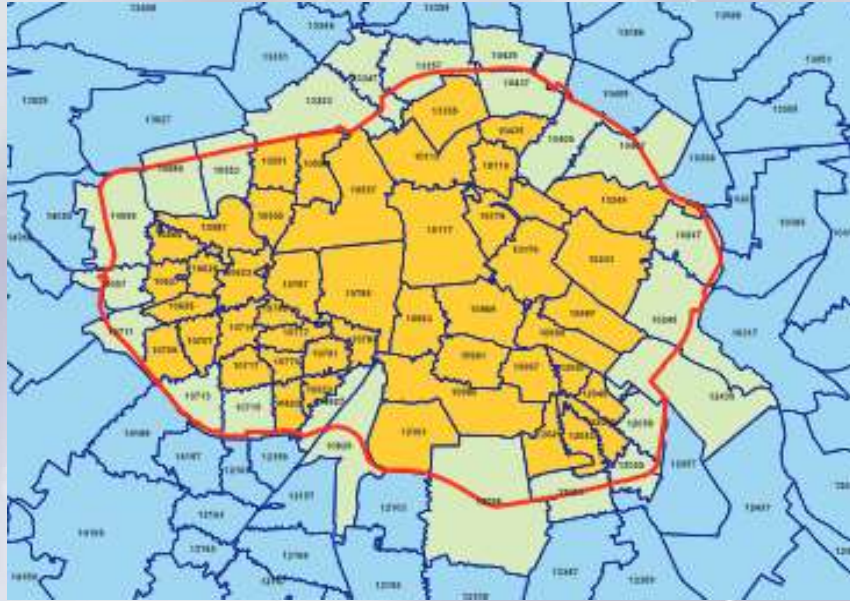


Mapping the world in Hexagones, UBERs H3 in python



Information

Mapping the world in Hexagones, UBERs H3 in python



- Umweltzone Berlin, offizielle PLZ

- Berlin hexagon level 6 -8, Paketvolumen Delivery

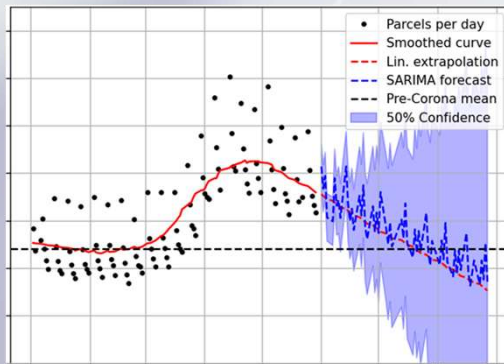


Volume Forecasting in COVID – 19 Zeiten

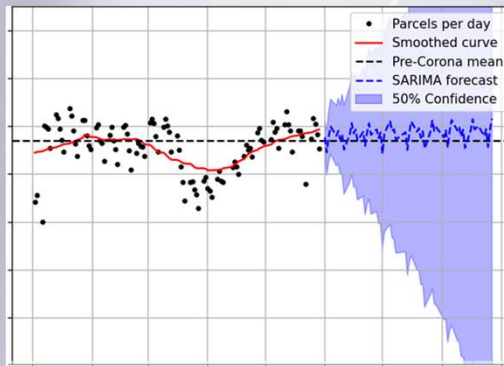
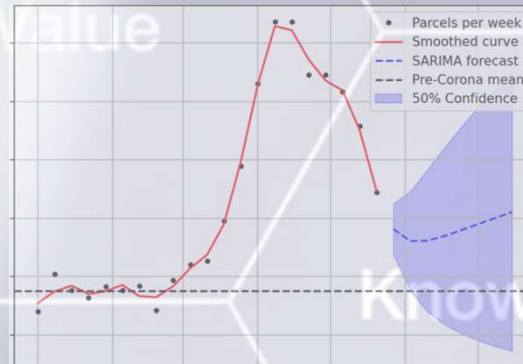
Modelle liefern zuverlässige Ergebnisse:

⇒ Steuerung, Planung der Ressourcen

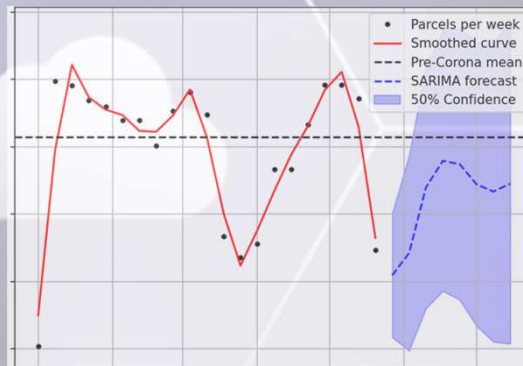
⇒ Nächster Schritt: Handlungsempfehlungen



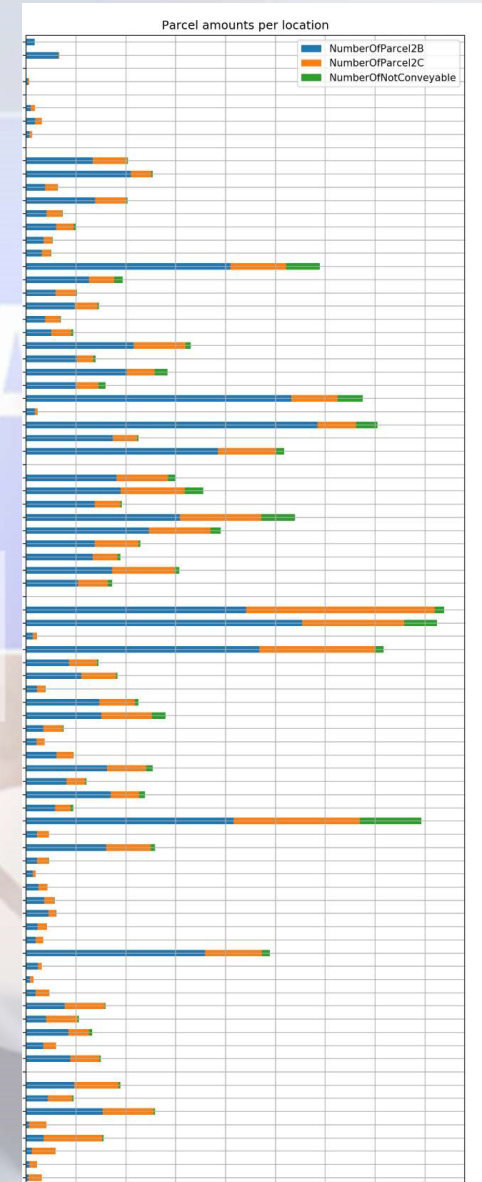
forecastet 2C Parcel volume



forecastet 2B Parcel Niveau

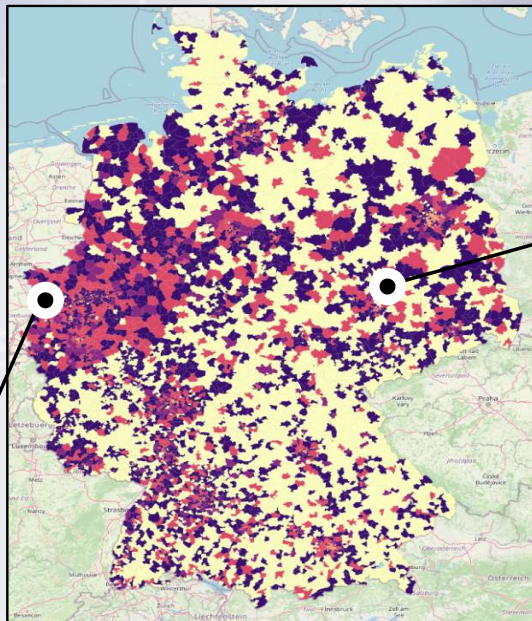


forecastet 2B/2C
Parcel Volume,
Products, Depot



Predicting future volumes & costs consignors

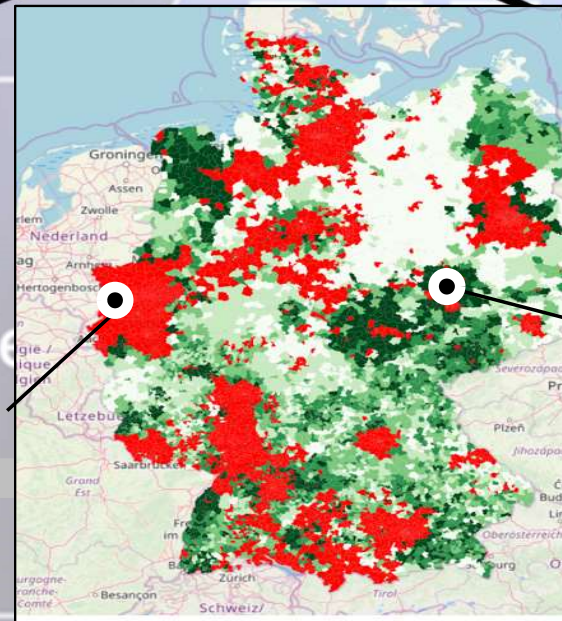
Kostenentwicklung



Normale Kosten

Hohe Kosten

Volumenentwicklung



Volumen Rückgang

Volumen Steigerung

- Risikowarnung auf PLZ Level, Gegensteuerung