Customer-oriented Last Mile Delivery

Problem
E-commerce is getting very competitive

Key Question / Hypothesis
How do we design an efficient delivery system that will result in long-term profit in today’s competitive e-commerce business?

Motivation / Background

<table>
<thead>
<tr>
<th>Deliverer-oriented</th>
<th>Customer-oriented</th>
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</thead>
<tbody>
<tr>
<td>Minimize Distance</td>
<td>Minimize Latency</td>
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</tbody>
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Methodology

Method 1: Mathematical Optimization with Gurobi and Python
Method 2: Heuristic Algorithm with Python

Expected Contribution

Solving capacitated latency location-routing problem both mathematically and heuristically by minimizing total latency

Relevant Literature