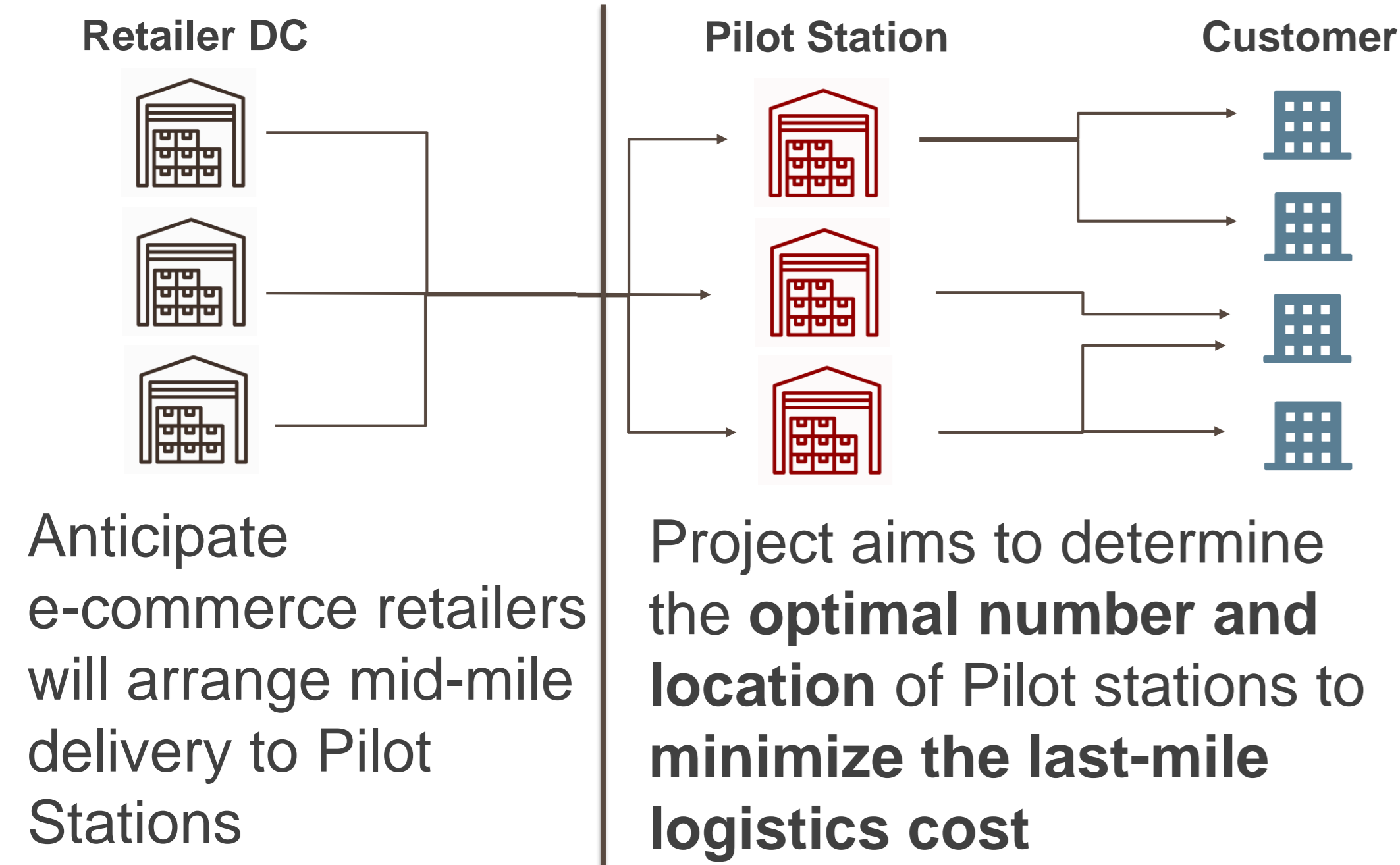


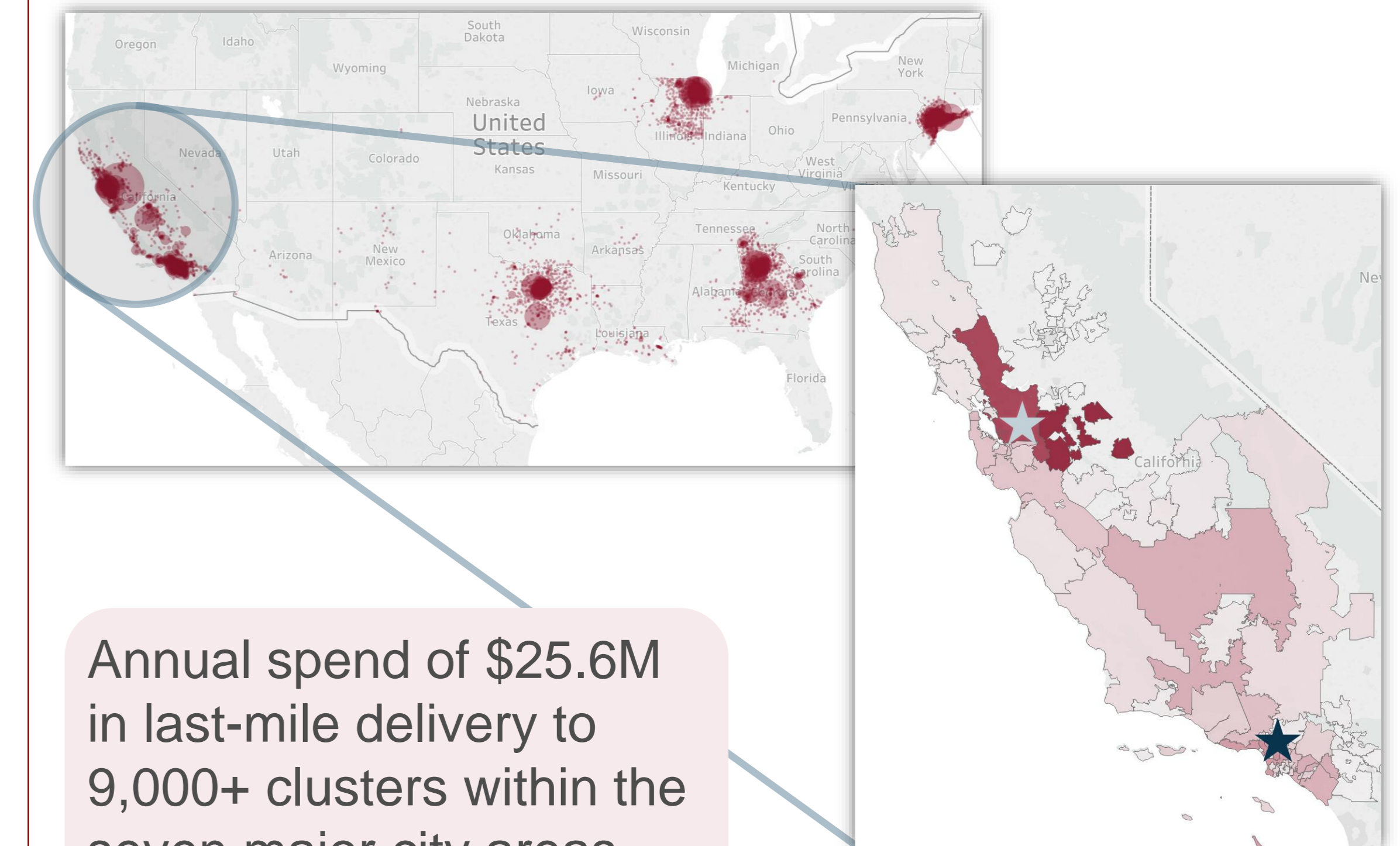
Station Location Optimization for Last-mile

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 Student: Hao Wang, SCM 2019
 Advisor: Sergio Caballero
 Sponsor: Pilot Freight Services

Motivation / Background



Initial Results



★ Indicates the center of gravity in San Francisco and Los Angeles. Same analysis is conducted on all cities.

Key Question / Hypothesis

How to remain cost-competitive in last-mile while meeting growing e-commerce demand?



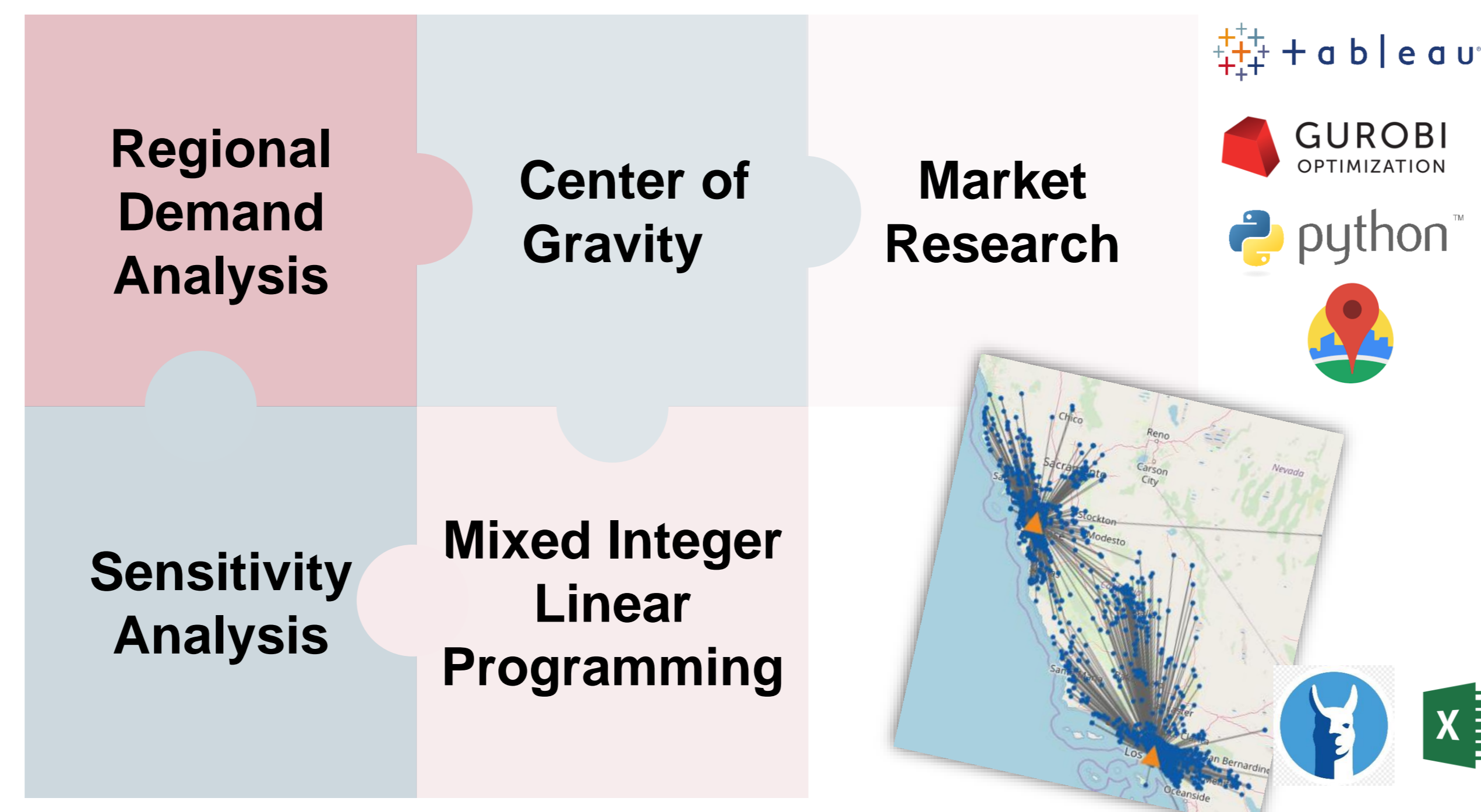
Relevant Literature

Watson, M. (2013). *Supply chain network design : applying optimization and analytics to the global supply chain*.

Jones Lang LaSalle IP, Inc. (2018). *Urban infill: the route to delivery solutions*.

Xiao, Z., Wang, J. J., Lenzer, J., & Sun, Y. (2017). Understanding the diversity of final delivery solutions for online retailing: A case of Shenzhen, China. *Transportation Research Procedia*

Methodology



Expected Contribution

- 1 Optimal locations model for distribution stations
- 2 Reduce cost by improving transit time
- 3 Demonstrate impact to financial statements

Brittany Collins



Hao Wang

