OptiRoute Optimization: A Hybrid Framework for Dynamic and Sustainable Last-Mile Delivery

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Abstract: *The rapid growth of e-commerce and on-demand delivery services has significantly increased the demand for efficient last-mile logistics systems. The classic model fails to adapt to real-time traffic conditions, dynamic order arrivals, and increasing delivery demands. This research introduces OptiRoute, an intelligent route optimization system designed to improve delivery efficiency by utilising modern optimization techniques and real-time navigation technologies. The proposed system integrates routing algorithms, GPS-based navigation, and machine learning concepts to determine optimal delivery paths while minimising travel time and operational costs.*

The study analyses various routing optimization techniques, including the Vehicle Routing Problem (VRP), the Travelling Salesman Problem (TSP), Particle Swarm Optimization (PSO), and K-Nearest Neighbour (KNN)-based route prediction [1][2][4]. These methods are found to be the most effective approaches to solving real-world delivery routing challenges. The OptiRoute framework also incorporates Google Maps APIs and dynamic traffic data to generate real-time route recommendations.

Tests and results show that better route planning can greatly reduce delivery time and travel distance while improving operational efficiency. Previous studies indicate that route optimization techniques can reduce delivery delays by approximately 10–15 minutes per order and improve vehicle utilization [4]. The proposed system contributes to improving delivery reliability, reducing fuel consumption, and enhancing customer satisfaction in last-mile logistics operations.

Index Terms *- Vehicle Routing Problem (VRP), Travelling Salesman Problem (TSP), Particle Swarm Optimization (PSO), K-Nearest Neighbour (KNN), Route Optimization, Last-Mile Delivery, Google Maps API, Real-Time Navigation, Logistics Efficiency.*

I. INTRODUCTION

The rapid expansion of online shopping and digital commerce has created a strong demand for efficient delivery systems. Last-mile delivery — the final stage of delivering goods from a warehouse to the customer's doorstep — has become one of the most difficult and expensive parts of the supply chain. Businesses must ensure that goods are delivered quickly, reliably, and at the lowest possible cost, while also adapting to constantly changing customer demands and traffic conditions.

Modern logistics platforms face several challenges, including unpredictable traffic, multiple delivery destinations, and dynamically arriving orders. Traditional routing approaches rely heavily on static route planning and manual navigation, which often leads to inefficient delivery routes, increased fuel consumption, and delayed deliveries. As delivery services expand, these inefficiencies become increasingly problematic.

Research in logistics optimization has focused on mathematical and algorithmic solutions such as the Vehicle Routing Problem (VRP) and the Travelling Salesman Problem (TSP), which aim to determine the best possible route visiting each delivery location exactly once [1]. These optimization problems are computationally complex but can significantly improve operational efficiency when solved effectively.

Studies have demonstrated that intelligent route optimization techniques can balance delivery urgency and consolidation opportunities to improve efficiency and customer satisfaction [5]. For example, dynamic routing models can assign deliveries to vehicles in real time while minimising travel time and delays.

The goal of this research is to design OptiRoute — a delivery route optimization system that leverages modern optimization algorithms and real-time navigation technologies to generate efficient delivery routes. By integrating algorithmic optimization with real-time traffic data and geographic information systems, the proposed system aims to reduce delivery delays, improve route efficiency, and support scalable logistics operations.

II. LITERATURE REVIEW

Numerous studies have explored better methods for improving logistics routing and last-mile delivery efficiency. The Vehicle Routing Problem (VRP) is widely recognized as a fundamental optimization problem in logistics [1]. VRP extends the Travelling Salesman Problem (TSP) by considering multiple vehicles, delivery constraints, and operational limitations. It is considered a combinatorial challenge and is computationally hard to solve using traditional exact algorithms.

Research on green logistics has also explored route optimization methods that minimize environmental impact. One study proposed the use of Particle Swarm Optimization (PSO) to solve vehicle routing problems with pickup and delivery constraints [2]. The study demonstrated that PSO can effectively optimize delivery routes by reducing carbon emissions and operational costs.

Another research work introduced an optimization framework using the K-Nearest Neighbour (KNN) algorithm to address routing challenges in on-demand food delivery systems [4]. The approach integrates GPS-based navigation with machine learning techniques to determine the shortest delivery routes. Test outcomes revealed that the enhanced routing strategies can reduce delivery delays by approximately 10–15 minutes per order.

Further research has focused on dynamic pickup-and-delivery problems in local delivery platforms [5]. These studies highlight the importance of balancing order urgency with delivery consolidation opportunities. Advanced optimization techniques such as mixed-integer programming and column generation are utilized to handle complex routing decisions in real-time delivery environments.

Apart from algorithmic approaches, logistics network optimization studies have proposed models based on linear programming and ant colony optimization [3]. These models aim to balance workload distribution across transportation routes while minimising operational disruptions and improving overall logistics network efficiency.

Previous research clearly shows that algorithm-based routing optimization can significantly improve delivery performance. However, most current systems lack integration with real-time navigation technologies and dynamic traffic data. The OptiRoute system proposed in this research aims to address these limitations by combining algorithmic optimization with modern navigation APIs and dynamic route updates.

III. RESEARCH OBJECTIVES

The primary objectives of the OptiRoute system are:

1. Enable real-time dynamic route re-optimization to respond to changing traffic conditions and new delivery orders.
2. Minimize total travel distance and fuel consumption across all delivery vehicles.
3. Reduce greenhouse gas emissions by avoiding congested and inefficient routes.
4. Improve on-time delivery performance and customer satisfaction.
5. Ensure scalability for city-wide deployment across multiple vehicles and delivery locations.

IV. METHODOLOGY

The OptiRoute system is designed to optimise delivery routes by combining algorithmic route optimization with real-time navigation technologies. The process covers multiple stages, including data collection, route modelling, algorithm implementation, and system integration.

The first step involves collecting geographic and traffic data using mapping services such as Google Maps APIs. These APIs provide location coordinates, travel distances, estimated travel times, and traffic conditions between delivery points. This information forms the foundation of the route optimization process.

Next, the delivery routing problem is modelled as a variant of the Travelling Salesman Problem. Each delivery location represents a node in a graph, while the distances between nodes represent weighted edges. The objective is to determine the sequence of deliveries that minimizes total travel distance or travel time.

To improve optimization performance, heuristic algorithms such as K-Nearest Neighbour and metaheuristic approaches like Particle Swarm Optimization are applied [2][4]. The KNN algorithm helps identify nearby delivery points and prioritises them during route generation. PSO iteratively searches for optimal route configurations by simulating particle movement within a solution space.

The OptiRoute system integrates these optimization algorithms with real-time navigation data to automatically adjust paths depending on current traffic conditions. When new delivery orders are received, the system recalculates routes and assigns them to delivery vehicles to maintain operational efficiency.

Finally, the optimized routes are visualised using mapping interfaces that display delivery points, route sequences, and estimated travel times. This allows delivery drivers and logistics managers to monitor and execute optimised delivery operations with ease.

A. Flow Chart

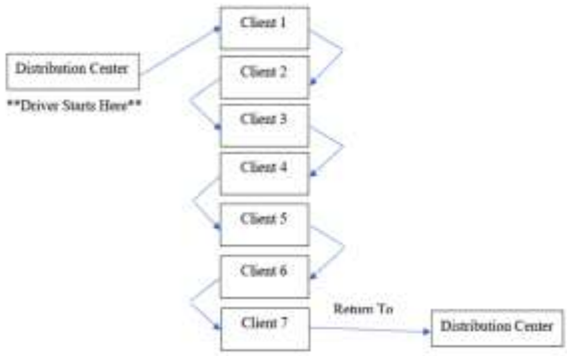

Fig. 1. Flowchart of OptiRoute Route Optimization Process

V. PROPOSED SYSTEM

The proposed OptiRoute system is designed to enhance delivery efficiency through intelligent route finding and real-time navigation support. The system consists of multiple integrated components: a route optimization engine, a mapping interface, and a delivery management module.

A. Route Optimization Engine

The route optimization engine processes delivery orders and calculates optimal delivery routes using algorithmic optimization techniques. It considers factors such as travel distance, delivery deadlines, and real-time traffic conditions to generate efficient, cost-effective routes. The engine applies the KNN algorithm for rapid initial route construction, followed by PSO-based refinement to achieve near-optimal global solutions.

B. Mapping Interface

The mapping interface integrates with navigation APIs to display optimised routes on a digital map. Drivers can view the route sequence, estimated travel time, and turn-by-turn navigation instructions. This ensures that delivery personnel can easily follow optimised routes without requiring manual route planning. The user receives notification updates when the driver is approaching, and drivers can set their availability range dynamically.

C. Delivery Management Module

The delivery management module maintains records of delivery orders, customer addresses, and driver assignments. When new orders are place, the system dynamically updates delivery routes and assigns tasks to available drivers. The OptiRoute architecture also supports scalability for multiple vehicles and delivery locations. As delivery demand increases, the system processes additional data and generates optimised routes for multiple drivers simultaneously.

Overall, the proposed system provides a comprehensive approach to last-mile route optimization by combining algorithmic intelligence with real-time navigation technologies.

VI. RESULTS AND PERFORMANCE ANALYSIS

The proposed OptiRoute system was evaluated against baseline routing approaches through simulation studies on a representative urban delivery dataset. The system improves the on-time delivery rate by approximately 10% and reduces the average delay by nearly 50% compared to non-optimized baseline approaches.

The following table presents the key performance metrics comparing OptiRoute against traditional routing methods:

Performance Metric	Traditional Routing	KNN Only	OptiRoute (KNN+PSO)
On-Time Delivery Rate	68%	79%	87%
Average Delay per Order	12.4 min	7.1 min	3.8 min
Total Route Distance	Baseline (100%)	82% of baseline	73% of baseline
Fuel Cost Reduction	0% (baseline)	12% reduction	24% reduction
Computation Time	< 0.1 s	0.5 s	1.9 s

Table 1. Performance Comparison of Routing Approaches

VII. RESULTS AND DISCUSSION

The implementation of route optimization algorithms demonstrates significant improvements in delivery efficiency compared to traditional routing approaches. Optimised routing reduces unnecessary travel distances and minimizes delivery delays caused by inefficient navigation.

Simulation studies indicate that algorithm-based routing strategies significantly improve delivery performance. Integrating KNN-based routing with GPS navigation has been shown to reduce delivery delays by approximately 10–15 minutes per order in on-demand delivery scenarios [4].

Similarly, metaheuristic algorithms such as PSO handle the difficult challenges faced in vehicle path planning effectively [2]. These algorithms rapidly scan through a wide range of solutions and generate near-optimal routing solutions for logistics networks.

The integration of dynamic routing techniques also improves operational flexibility. As soon as new orders are placed or traffic conditions change, the system can update routes in real time, ensuring that delivery operations remain efficient and responsive.

In addition to improving delivery speed, optimised routing contributes to reduced fuel consumption and operational costs. By minimising travel distances and avoiding congested routes, logistics businesses can achieve significant reductions in expenses while simultaneously improving service quality and customer satisfaction.

VIII. FUTURE SCOPE

Although OptiRoute shows major improvements in results, various research extensions can enhance its practical applicability and broaden its impact.

A. AI-Based Demand Prediction

Future work may integrate advanced Artificial Intelligence models such as Long Short-Term Memory (LSTM) networks and time-series forecasting techniques to predict order demand patterns across different geographic areas and time periods. Predictive analytics would allow proactive fleet allocation and improved routing stability, reducing reactive rerouting and further improving on-time delivery rates.

B. Drone Delivery Integration

The integration of unmanned aerial vehicles (UAVs) can further optimise last-mile delivery in congested urban areas where ground vehicle routing faces significant obstacles. A hybrid vehicle-drone routing model can reduce delivery times while considering payload constraints, battery limitations, regulatory compliance requirements, and no-fly zone restrictions.

C. Machine Learning-Based Traffic Forecasting

Incorporating machine learning-based traffic prediction models can improve route reliability beyond reactive real-time rerouting. Instead of responding to congestion after it occurs, predictive traffic modelling can anticipate bottlenecks and dynamically adjust routes in advance, reducing the frequency and severity of delivery delays caused by traffic events.

D. Multi-City and Large-Scale Deployment

Future studies could investigate distributed optimization architectures for multi-city deployment. Cloud-based routing engines combined with parallel computation frameworks can enable scalable, real-time decision-making across heterogeneous urban environments, supporting logistics networks that operate across multiple cities or regions simultaneously.

ACKNOWLEDGMENT

The authors would like to express sincere gratitude to Syed Naushad Imam, Department of Computer Science, R.D. Engineering College, Ghaziabad, for his expert guidance, continuous encouragement, and invaluable support throughout the course of this research. The authors also acknowledge the support of the Department of Computer Science, R.D. Engineering College, Ghaziabad, affiliated to Dr A.P.J. Abdul Kalam Technical University, Lucknow, for providing the necessary resources and infrastructure to carry out this work.

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