

## Hybrid Structured–Unstructured Delivery Feedback Analysis for E-Commerce LMD Enhancement

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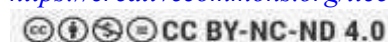
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### ABSTRACT

The rapid growth of e-commerce and online delivery platforms has increased the importance of efficient last-mile courier services. Companies such as Amazon and Flipkart depend on courier performance to ensure timely delivery and maintain customer satisfaction. The surge in online orders generates large volumes of structured delivery data and unstructured customer feedback, containing valuable insights into courier efficiency, delivery accuracy, service reliability, and overall experience. Traditional evaluation methods, including manual review and basic statistical summaries like average ratings, fail to effectively analyze large datasets or interpret complex textual feedback. To address this challenge, this study proposes a machine learning (ML)-based analytical framework for sentiment-driven performance benchmarking of last-mile couriers. The framework integrates data preprocessing, text feature extraction, and multiple classification models to analyze courier-related data. A graphical user interface (GUI) allows users and administrators to interact with the system, while Redis serves as a lightweight in-memory database for secure authentication and credential management. The study implements several ML algorithms, including Gaussian Naive Bayes (GNB), Random Forest (RF), and K-Nearest Neighbors (KNN), as baseline classifiers. Additionally, a hybrid model, Leaf2VecKNN, is proposed to enhance classification performance. In this approach, RF converts courier features into leaf-node representations, which are encoded and classified using KNN similarity learning. Experimental results show that the proposed Leaf2VecKNN model achieves the highest accuracy of 91.21%, outperforming baseline models. The framework provides an efficient solution for automated courier feedback classification and supports data-driven decision-making to improve delivery service quality.

**Keywords:** Last-mile delivery, courier performance, e-commerce logistics, sentiment analysis, customer feedback analysis, delivery efficiency, service reliability, text preprocessing, feature extraction

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### 1. INTRODUCTION

Last-mile delivery has become one of the most critical components of modern logistics systems, especially with the rapid expansion of e-commerce and on-demand delivery services. It refers to the final stage of the supply chain where goods are transported from a distribution center or warehouse to the customer's location. The efficiency and reliability of this stage significantly influence customer

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satisfaction, service quality, and overall operational performance in logistics networks [1]. With increasing customer expectations for faster delivery, real-time tracking, and reliable service, organizations are focusing on improving courier performance and optimizing last-mile logistics operations. As a result, benchmarking courier performance and understanding customer perception have become essential aspects of logistics service management [2].

The growing use of digital platforms such as e-commerce websites, mobile applications, and online review systems has generated a large volume of customer feedback related to delivery experiences. Customers often share opinions about delivery speed, courier behavior, communication quality, package handling, and service reliability through online reviews and social media platforms. As shown in fig. 1 These opinions provide valuable insights into service performance and can be used to evaluate courier effectiveness and operational efficiency. Traditional performance evaluation methods in logistics mainly rely on operational metrics such as delivery time, cost efficiency, and route optimization, but they often overlook customer perception and emotional feedback related to the delivery experience [3].

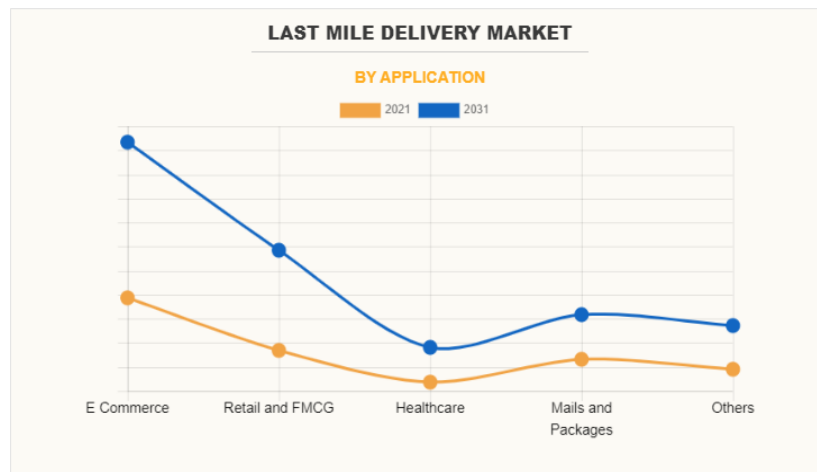


Fig. 1: Sentiment-Driven Performance Benchmarking of Last-Mile Couriers.

In recent years, sentiment-based evaluation approaches have gained importance in service industries as they help organizations understand user experiences and identify service improvement areas. By analysing customer opinions and feedback, companies can evaluate how delivery services are perceived by customers and determine the strengths and weaknesses of courier operations. Such approaches enable organizations to develop performance benchmarking strategies that incorporate both operational efficiency and customer satisfaction indicators. This provides a more comprehensive view of courier service quality and helps logistics providers enhance their competitive advantage in the rapidly growing e-commerce ecosystem [4]. Last-mile delivery operations face multiple challenges including traffic congestion, delivery delays, failed delivery attempts, high operational costs, and communication issues between couriers and customers. These challenges directly affect the perceived quality of delivery services and can influence customer loyalty and brand reputation. Research studies have emphasized that factors such as delivery reliability, courier professionalism, communication transparency, and package safety significantly impact the overall customer experience in last-mile logistics services [5].

To address these challenges, logistics organizations are increasingly exploring data-driven approaches to monitor courier performance and evaluate delivery outcomes. Sentiment-driven benchmarking methods provide an effective way to combine customer feedback with operational insights to assess service quality. Such approaches allow organizations to identify recurring service issues, evaluate

courier performance across different regions, and improve logistics strategies for better service delivery. By leveraging customer sentiment information, logistics companies can design improved service models that align with customer expectations and operational efficiency goals [6]. Furthermore, the integration of customer feedback analysis into logistics performance evaluation enables companies to develop transparent and accountable service monitoring frameworks. This approach helps organizations understand how courier performance influences customer satisfaction and provides insights for improving workforce training, delivery protocols, and customer communication strategies. As e-commerce continues to expand globally, sentiment-driven performance benchmarking has emerged as a valuable tool for enhancing last-mile logistics management and ensuring higher levels of service reliability and customer trust.

## **2. LITERATURE SURVEY**

Bulbake et al. [7] proposed extensive research is being carried out using these nano drug delivery systems in diverse areas including the delivery of anti-cancer, anti-fungal, anti-inflammatory drugs and therapeutic genes. The significant contribution of liposomes as drug delivery systems in the healthcare sector is known by many clinical products, e.g., Doxil, Ambisome, DepoDur, etc. They provided a detailed update on liposomal technologies e.g., DepoFoam™ Technology, Stealth technology, etc., the formulation aspects of clinically used products and ongoing clinical trials on liposomes.

Su et al. [8] used the biodegradable nanomaterials and their applications in nanomedicine. Results: they found that biodegradable polymers are commonly functionalized for various purposes. Their property of being naturally degraded under biological conditions allows these biodegradable nanomaterials to be used for many biomedical purposes, including bio-imaging, targeted drug delivery, implantation and tissue engineering. The degradability of these nanoparticles can be utilized to control cargo release, by allowing efficient degradation of the nanomaterials at the target site while maintaining nanoparticle integrity at off-target sites. While each biodegradable nanomaterial has its advantages and disadvantages, with careful designed and functionalization, biodegradable nanoparticles hold great future in nanomedicine.

Mittal et al. [9] aimed this meta-analysis and systematic review are to assess the effectiveness of community-based interventions to reduce IPV in India and to provide a narrative synthesis of these intervention approaches. A total of 9 databases were searched to identify peer-reviewed, English-language articles published between January 2000 and September 2022. The search identified 10 studies that met study inclusion criteria, including 3 randomized control trials, 4 quasi-experimental, 2 pre/post, and 1 time-series evaluation. Eight studies were included in the meta-analysis. There was notable variation in the interventions and approaches employed to reduce IPV and varying measurement of IPV outcomes. The results of the meta-analysis show that participating in community-based IPV interventions produced a significant reduction in IPV among women. When considering different types of IPV, study participants were less likely to report physical and psychological IPV victimization.

Kumar et al. [10] proposed the crucial aspects for the success of a biocontrol agent include developing and validating formulations, improvement in shelf-life, cost-effectiveness, easy accessibility, improved delivery systems, broad spectrum in action, robust performance (biocontrol), and integrative strategies for sustainable disease management. They focused on recent developments in the isolation, identification, preservation, substrates, consortium, quality control, mass production, delivery methods, field performance, registration, and commercialization of *Trichoderma* formulations for strategic development of next-generation multifunctional biological control formulations.

Singh et al. [11] discussed India's total energy production, the contributions of different renewable energy sources, and their growing demand. After reviewing the literature, the authors identified the status of wind energy development in India, highlighting government initiatives, targets, and policy frameworks. The potential of wind energy resources was also analysed to support renewable energy companies in selecting suitable locations for power generation. Cano et al. [12] analysed various themes including e-commerce logistics sustainability, last-mile delivery optimization, urban logistics, environmental impact, traffic congestion, and supply chain efficiency. The study also highlighted emerging technological developments such as electric vehicles, crowd shipping systems, and digital logistics platforms aimed at improving cost efficiency and energy sustainability.

Abourehab et al. [13] enhanced in the research interest in alginate formulations in biomedical and pharmaceutical research, owing to its biodegradable, biocompatible, and bioadhesive characteristics, reiterates its future use as an efficient drug delivery matrix. Alginates, obtained from natural sources, are the colloidal polysaccharide group, which are water-soluble, non-toxic, and non-irritant. These are linear copolymeric blocks of  $\alpha$ -(1 $\rightarrow$ 4)-linked l-guluronic acid (G) and  $\beta$ -(1 $\rightarrow$ 4)-linked d-mannuronic acid (M) residues. Owing to the monosaccharide sequencing and the enzymatically governed reactions, alginates are well-known as an essential bio-polymer group for multifarious biomedical implementations. Additionally, alginate's bio-adhesive property makes it significant in the pharmaceutical industry. Alginate has shown immense potential in wound healing and drug delivery applications to date because its gel-forming ability maintains the structural resemblance to the extracellular matrices in tissues and can be altered to perform numerous crucial functions. The initial section of this review will deliver a perception of the extraction source and alginate's remarkable properties. Furthermore, they have aspired to discuss the current literature on alginate utilization as a biopolymeric carrier for drug delivery through numerous administration routes.

Mishra et al. [14] reviewed the present development scenario of electric vehicle charging infrastructure in India and highlighted major challenges associated with standardization, management, and scalability. The authors also discussed ongoing research efforts focused on improving charging efficiency and expanding infrastructure networks. Moritz et al. [15] reviewed the article, with about 170 references, summarized the achievements in the application of mesoporous materials as the carriers of anti-inflammatory agents in recent years. This article will discuss a variety of mesoporous carriers as well as the characteristics of their porous structure that determine further use of these materials in the field of medical applications. Special attention will be paid to the progress observed in the construction of stimuli-responsive drug carriers and systems providing site-specific drug delivery. Subsequently, a review of the literature devoted to the use of mesoporous matrices as the carriers of anti-inflammatory drugs was carried out.

### 3. PROPOSED SYSTEM

The methodology follows a structured analytical framework to examine courier service performance using customer feedback and delivery-related operational data. The process begins with collecting delivery attributes and customer review information, which includes both structured data and unstructured textual feedback describing customer experiences. During preprocessing, the collected data is cleaned and transformed into a consistent format suitable for analytical modelling. Feature extraction techniques are applied to convert categorical, numerical, and textual information into unified feature representations. Multiple classification approaches are then used to analyse the

processed data and interpret patterns in customer feedback. A hybrid analytical mechanism further improves predictive capability by combining feature transformation with similarity-based learning, as presented in fig. 2. A graphical interface allows administrators and users to upload datasets, initiate preprocessing, train models, and view performance results. Authentication mechanisms ensure controlled system access, while a lightweight storage structure manages trained models and preprocessing components. This systematic workflow enables efficient analysis of courier service data and supports better understanding of delivery performance and customer satisfaction patterns.

### User Interface (Graphical Application)

- The user interacts with the system through a graphical desktop interface that provides access to different analytical operations.
- Users can perform actions such as dataset upload, preprocessing, model training, performance evaluation, and prediction.
- The interface displays system outputs including classification results, evaluation metrics, and visualizations related to courier feedback analysis.
- User authentication allows administrators and general users to access system functionalities based on their assigned roles.

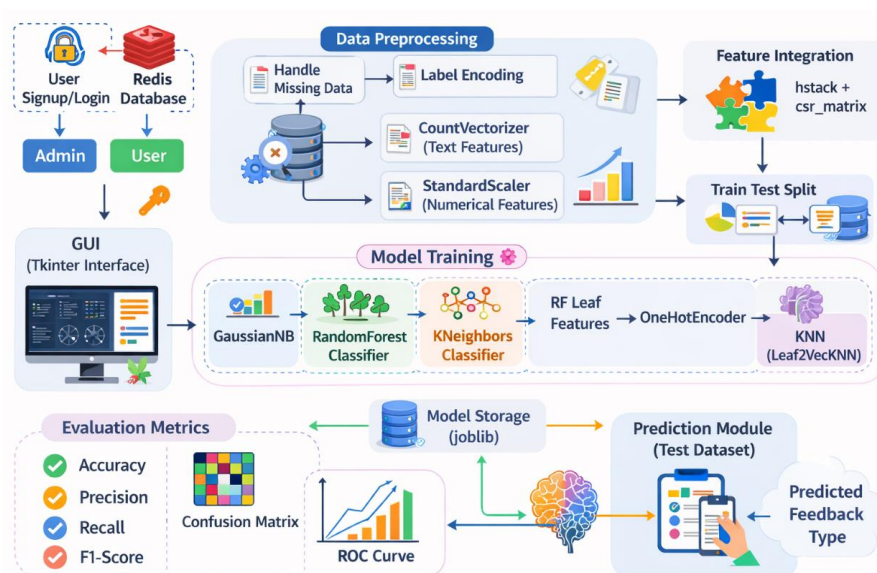


Fig. 2: System Architecture.

### Authentication Module (Redis Database)

- The system includes an authentication mechanism that manages user registration and login operations.
- User credentials are securely stored in a Redis database after applying password hashing for security.
- During login, the system verifies stored credentials and grants access according to the assigned user role.
- This mechanism ensures secure interaction with the analytical framework and protects system resources from unauthorized access.

### Data Input (CSV Dataset)

- The courier service dataset serves as the primary input for analysis and is uploaded in CSV format.
- The dataset contains delivery-related attributes such as agent name, location, order type, pricing category, product availability, order accuracy, delivery time, and customer service ratings.
- It also includes textual customer reviews describing delivery experiences and service quality.
- This dataset forms the foundation for subsequent preprocessing and analytical modeling.

### **Data Preprocessing and Feature Engineering**

- The uploaded dataset undergoes preprocessing to clean and prepare the information for analytical processing.
- Missing values are handled and categorical attributes are converted into numerical representations using encoding techniques.
- Numerical delivery attributes are standardized to maintain consistent feature scaling across the dataset.
- Customer review text is transformed into numerical vectors using text feature extraction techniques, enabling integration with other operational features.

### **Feature Integration**

- After preprocessing, categorical, numerical, and textual features are combined into a unified feature representation.
- Sparse matrix techniques are used to merge multiple feature groups into a single analytical input vector.
- This integrated representation captures various aspects of courier performance and customer sentiment.
- The unified feature set is then forwarded to different analytical models for training and evaluation.

### **Existing Baseline Models (GNB, RF, KNN)**

- The processed dataset is provided to baseline classification models used for comparative analysis:
  - **GNB:** Analyzes probabilistic relationships between delivery attributes and feedback categories.
  - **RF:** Examines complex feature interactions using ensemble decision tree structures.
  - **KNN:** Evaluates similarity between feedback instances based on distance-based learning.
- These models generate independent predictions that help evaluate the effectiveness of different analytical approaches.

### **Proposed Hybrid Model (Leaf2VecKNN)**

The hybrid model combines feature transformation with similarity-based classification through the following stages:

- **Feature Transformation (RF):** RF is used to transform input samples into leaf-node representations that capture structural patterns learned by the ensemble model.
- **Vector Encoding:** These leaf indices are encoded into numerical vectors that represent feature interactions discovered during training.
- **Classification (KNN):** KNN then performs classification using the transformed feature space to determine the final feedback category.

### Performance Evaluation

- Model predictions are evaluated using multiple classification performance metrics including accuracy, precision, recall, and F1-score.
- Confusion matrices and ROC curves are generated to visualize prediction performance and class distribution.
- These evaluation results support comparison between baseline models and the hybrid analytical approach.

### Prediction and Output

- After model training, the system allows users to perform predictions on new datasets.
- Uploaded test data undergoes the same preprocessing and feature transformation procedures.
- The hybrid model generates predicted customer feedback categories for each record.
- Prediction results are displayed within the interface and appended to the dataset for further analysis.

## 4. RESULTS ANALYSIS

The results and description section presents the outcomes obtained from analysing courier service data using the implemented analytical framework. In this stage, the trained ML models are evaluated using the processed dataset to determine their effectiveness in classifying customer feedback categories. Performance metrics such as accuracy, precision, recall, and F1-score are used to measure the predictive capability of each model. Visual evaluation tools such as confusion matrices and ROC curves help illustrate the classification performance and error distribution. The comparison between different models provides insights into their ability to capture patterns within courier delivery attributes and customer reviews. These results help identify the most effective model for feedback classification and service performance analysis.

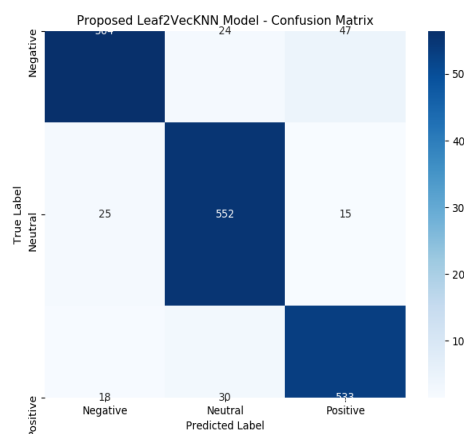


Fig. 3: Confusion matrix obtained using Leaf2VecKNN model.

Fig. 3 showcases the confusion matrix obtained using the Proposed Leaf2VecKNN model, displaying a 3x3 grid with the same label axes. It reveals 524 true negatives, 25 neutral misclassified as negative, 552 neutral correctly predicted, 15 neutral misclassified as positive, 18 positive misclassified as negative, 30 neutral misclassified as positive, and 33 positive correctly predicted.

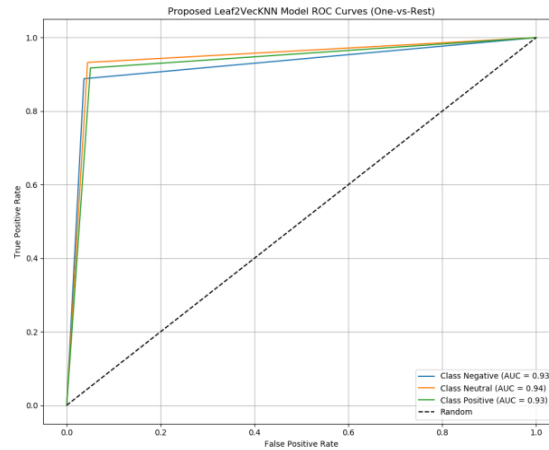


Fig. 4: ROC curve obtained using Leaf2VecKNN model.

Fig. 4 showcases the ROC curve obtained using the Proposed Leaf2VecKNN model, displaying three curves for Negative (AUC = 0.93), Neutral (AUC = 0.94), and Positive (AUC = 0.93) classes. The True Positive Rate versus False Positive Rate plot, including a dashed random guess line, indicates the highest performance among the models, with AUC values close to 1, suggesting excellent classification accuracy.

	Agent Name	Rating	...	Order Accuracy	Predicted Customer Feedback Type	Customer Feedback Type
0	Blinkit	4.5	...	Correct	Negative	Negative
1	Blinkit	1.5	...	Correct	Negative	Negative
2	JioMart	3.4	...	Incorrect	Neutral	Neutral
3	Swiggy Instamart	4.3	...	Incorrect	Neutral	Neutral
4	Blinkit	3.3	...	Incorrect	Negative	Negative
5	Blinkit	1.5	...	Incorrect	Negative	Negative
6	JioMart	2.9	...	Incorrect	Positive	Positive
7	Zepto	4.9	...	Incorrect	Positive	Positive
8	JioMart	1.1	...	Correct	Neutral	Neutral
9	Zepto	4.7	...	Incorrect	Neutral	Neutral
10	Blinkit	4.4	...	Correct	Neutral	Neutral
11	Blinkit	4.1	...	Correct	Negative	Negative
12	Zepto	1.4	...	Correct	Negative	Negative
13	JioMart	4.5	...	Correct	Neutral	Neutral
14	JioMart	3.8	...	Incorrect	Positive	Positive
15	Zepto	4.1	...	Correct	Positive	Positive
16	Zepto	2.9	...	Incorrect	Negative	Negative

Fig. 5: Sample predictions on new test data.

Fig. 5 illustrates the prediction results generated by the analytical framework when a test dataset is provided by the user. The figure depicts how the system processes courier delivery attributes and produces predicted customer feedback categories using the trained ML model. Each record in the dataset contains delivery-related information such as agent name, rating, and order accuracy, along with the predicted feedback class generated by the classification model. This output demonstrates the ability of the system to interpret courier service attributes and estimate the corresponding customer

sentiment. The prediction results provide useful insights into how different delivery conditions influence customer feedback outcomes.

#### 4.1 Comparative Analysis

The comparative analysis section evaluates the performance of different ML models used in the courier feedback classification framework. In this stage, models such as GNB, RF, KNN, and the hybrid Leaf2VecKNN are analyzed to determine their effectiveness in predicting customer feedback categories. Each model is trained and tested using the same preprocessed dataset to ensure a fair comparison of performance. Evaluation metrics including accuracy, precision, recall, and F1-score are used to measure the predictive capability of each approach. The analysis helps identify how different algorithms interpret courier delivery attributes and textual customer reviews. By comparing model performance, the study highlights the strengths and limitations of each method. This comparative evaluation supports the identification of the most reliable model for courier feedback prediction.

Table 1: Overall Performance Comparison of Classification models.

Model	Accuracy	Precision	Recall	F1-Score
GNB	47.35%	47.38%	47.37%	47.35%
RF model	64.49%	67.01%	64.07%	63.87%
KNN classifier	71.13%	71.23%	71.11%	71.01%
Leaf2vecKNN	91.21%	91.19%	91.27%	91.21%

Table 1 presents a comparative analysis of the performance metrics for four different ML models such as GNB, RF model, KNN classifier, and Leaf2vecKNN used for sentiment-driven performance benchmarking of last-mile couriers. The table includes four key evaluation metrics: Accuracy, Precision, Recall, and F1-Score, each expressed as a percentage.

- GNB shows the lowest performance with an Accuracy of 47.35%, Precision of 47.38%, Recall of 47.37%, and F1-Score of 47.35%, indicating moderate predictive capability.
- RF model improves upon GNB with an Accuracy of 64.49%, Precision of 67.01%, Recall of 64.07%, and F1-Score of 63.87%, suggesting better overall classification performance.
- KNN further enhances the results, achieving an Accuracy of 71.13%, Precision of 71.23%, Recall of 71.11%, and F1-Score of 71.01%, reflecting a robust model performance.
- Leaf2vecKNN demonstrates the highest performance across all metrics, with an Accuracy of 91.21%, Precision of 91.19%, Recall of 91.27%, and F1-Score of 91.21%, indicating superior predictive accuracy and balance between precision and recall.

#### 5. CONCLUSION

The study focused on analysing courier service performance by examining delivery attributes and customer feedback using ML techniques. A structured analytical framework was developed to process courier datasets, perform data preprocessing, extract textual features from customer reviews, and train multiple classification models. The system evaluated different models including GNB, RF, KNN, and the hybrid Leaf2VecKNN approach to determine their effectiveness in predicting customer feedback categories. Comparative analysis results demonstrated that traditional models such as GNB and RF provided moderate performance, while the KNN classifier achieved improved classification accuracy through similarity-based learning. However, the hybrid Leaf2VecKNN model significantly improved

prediction performance by combining RF-based feature transformation with KNN classification. The model achieved an accuracy of 91.21%, along with high precision, recall, and F1-score values, indicating its ability to capture complex relationships within courier delivery attributes and customer sentiment data. These results confirm that integrating feature transformation with similarity-based classification can enhance predictive accuracy and provide deeper insights into courier service quality.

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