

一家初创公司正在让机器学习来自司机手机中的数据，以解决一个年代久远的问题。它会综合考虑驾驶速度、GPS定位以及包括交通路况、天气、订单目的地、客户收货时间等细节。

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But Wise Systems, a Boston startup, is tackling this age-old problem by pairing machine learning with data it collects from drivers' mobile phones. It crunches information like the driver's speed and GPS location with other details including traffic, weather, where the order is being delivered, and when customers are available to receive their orders.

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Systems????????????????????????????????????????????????????????????GPS????????????????????????????????????????????

What emerges is a delivery route that can be tweaked on the fly depending on any complications that come up. If the technology determines that a driver will miss a scheduled stop because of road closures, for example, it will adjust the schedule for the entire day. If that's not possible, the driver will receive alerts on his or her mobile phone as a not-so subtle hint to pick up the pace. (Red is not a good sign.)

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The goal is to create routes that allow drivers to work more efficiently. By doing so, companies can save money by increasing the number of deliveries that drivers can make during shifts while also making customers happier by improving the likelihood that orders will arrive on time, or by the driver they prefer.

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