

# **Performance Evaluation and Ranking Distribution channels using DEA (Case Study: Daroupakhsh Distribution centers)**

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**Abstract Data Envelopment Analysis (DEA) is a linear programming technique. The main purpose of DEA is to compare and evaluate the efficiency of similar decision making units which have different consuming inputs and manufacturing outputs. The purpose of this study is to assess and apply DEA in performance evaluation of distribution centers of Daroupakhsh Distribution Company based on inputs and outputs of each 18 centers. The research method is descriptive-analysis. The results of this study which used CCR input-centered model showed that twelve centers 18 distribution centers, including Urmia, Bandar Abbas, Tabriz, , Tehran 1, Tehran 2, Rash, Zahedan, Qom Kermanshah considered as efficient centers but ten other centers were detected inefficient.**

**Keywords : Keywords: DEA, efficiency, ranking, distribution channels, Daroupakhsh Distribution Company**

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