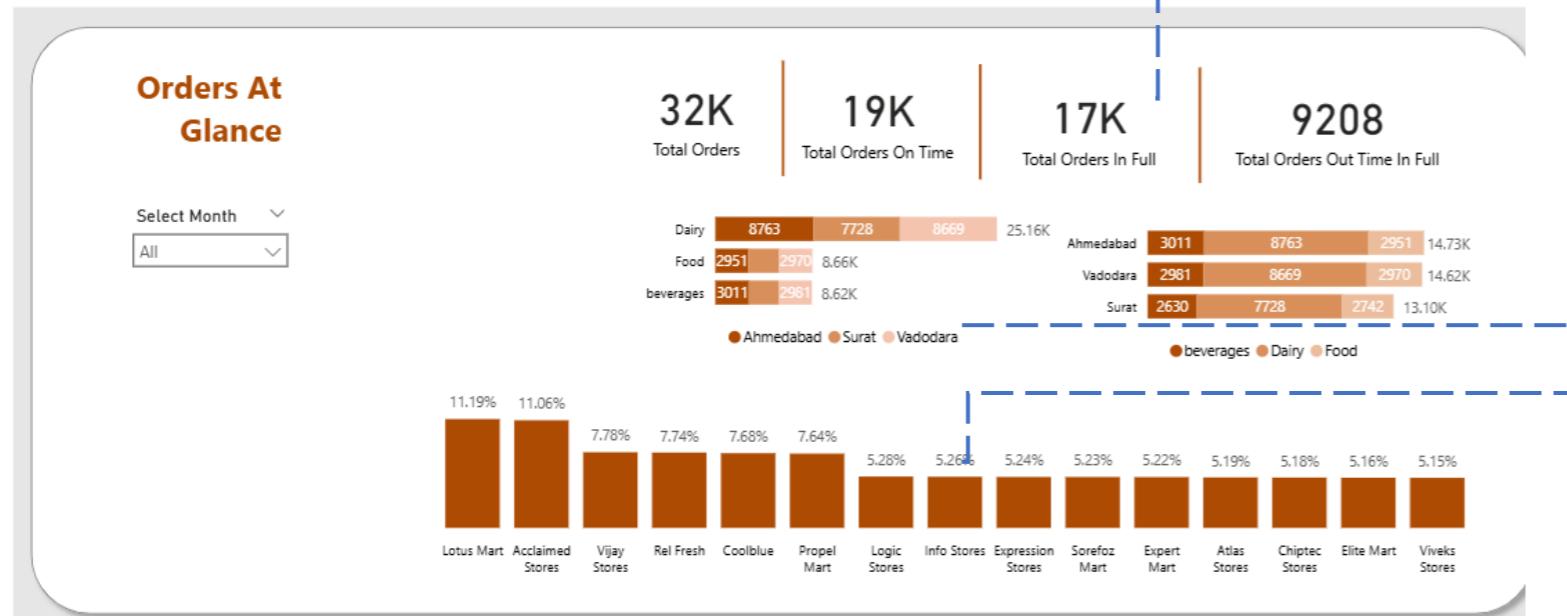


**INSIGHTS  
&  
KEY FINDINGS**

## **SUPPLY CHAIN SERVICE LEVEL INSIGHTS**

**Created by Achuth kumar .T**



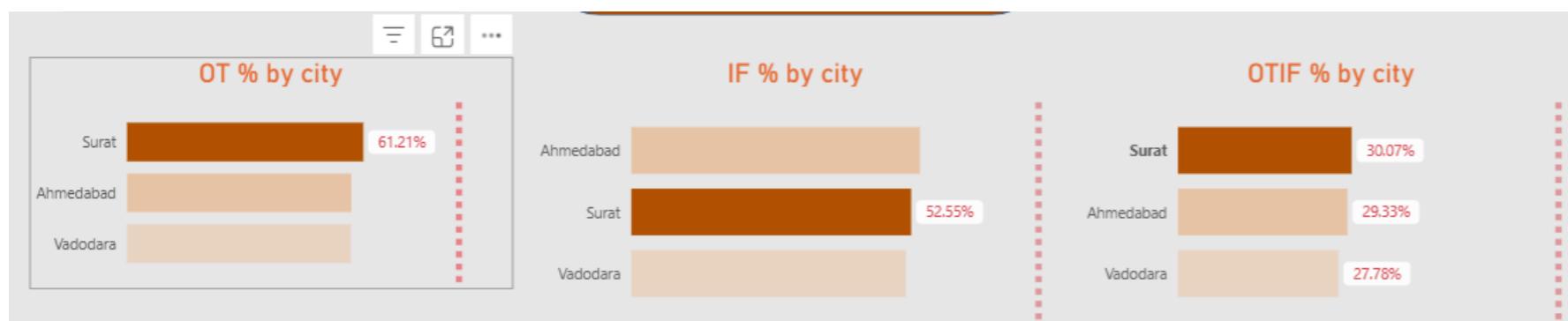
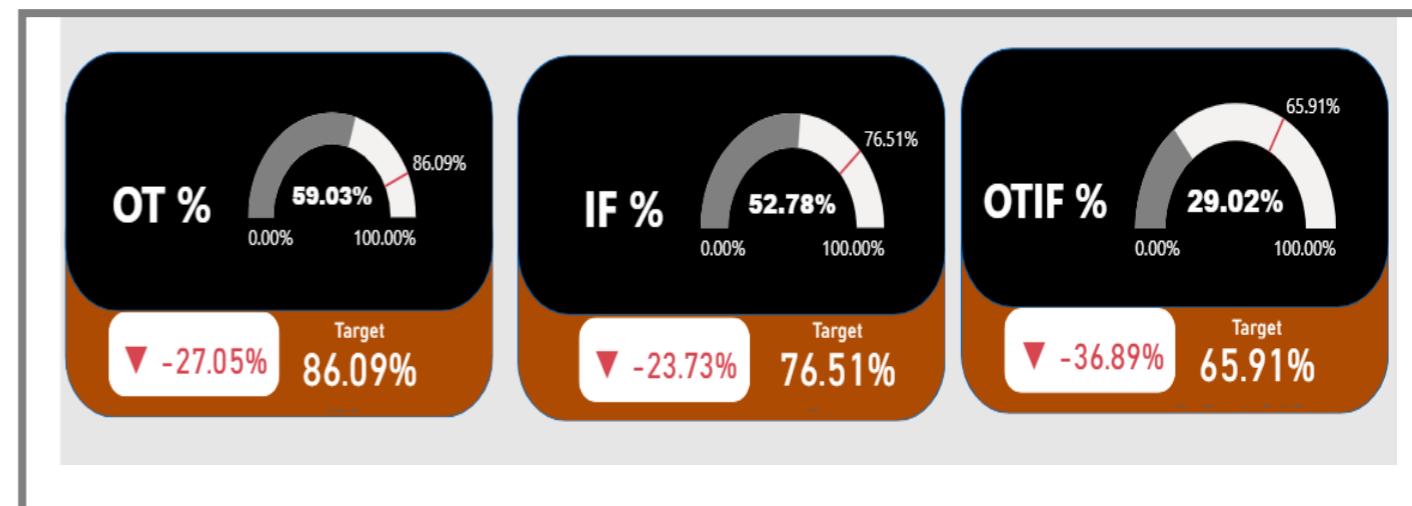


1 There is larger difference between total orders and total orders in full on time which might be the main reason for customer dissatisfaction

2 Dairy Products have almost double the orders compared to other food categories

3 First 6 Customers Acclaimed Stores , Lotus Mart, Vijay Stores, Rel Fresh, Cool Blue & Propel Martis constituting 53% of Total orders & seems to be key customers

4 All kpi OT % ,IF %,OTIF % are way behind their targets,especially otif % which is very alarming indicates urgent need for end to end supply chain optimization



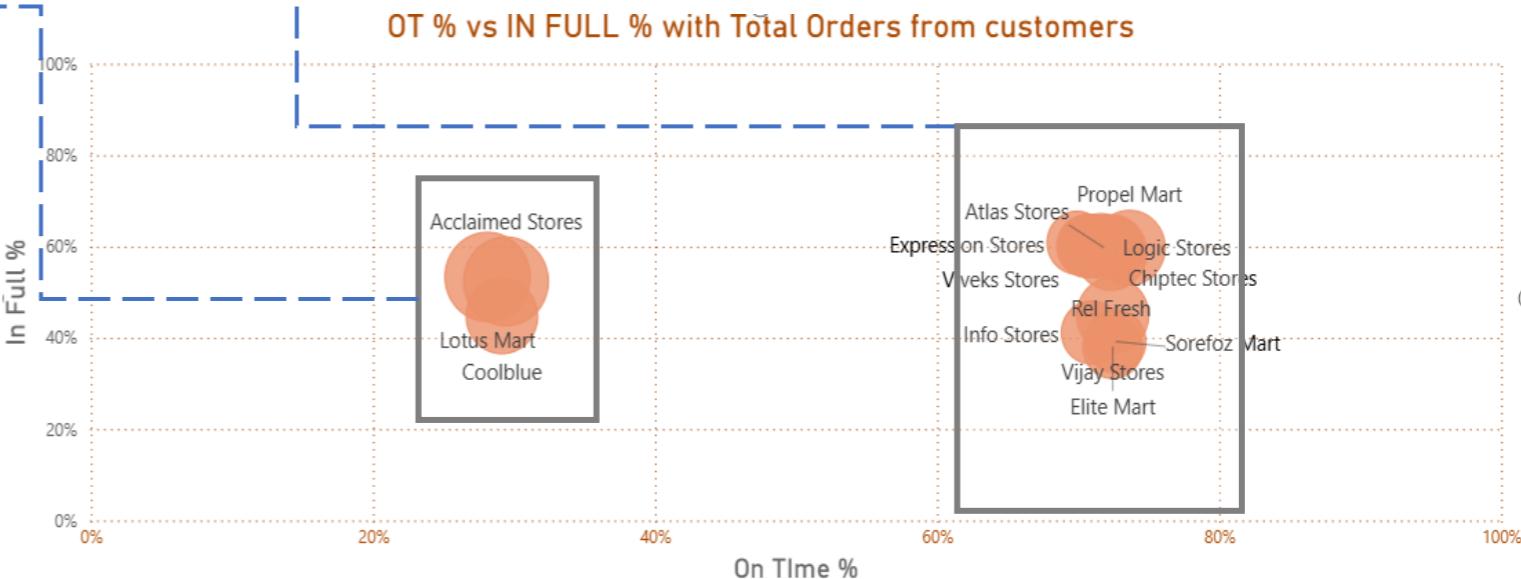
5 All cities are lagging behind their otif %,that means locality is not issue here,it's a global service issue,with surat slightly leading and vadodara lowest

## Service level analysis

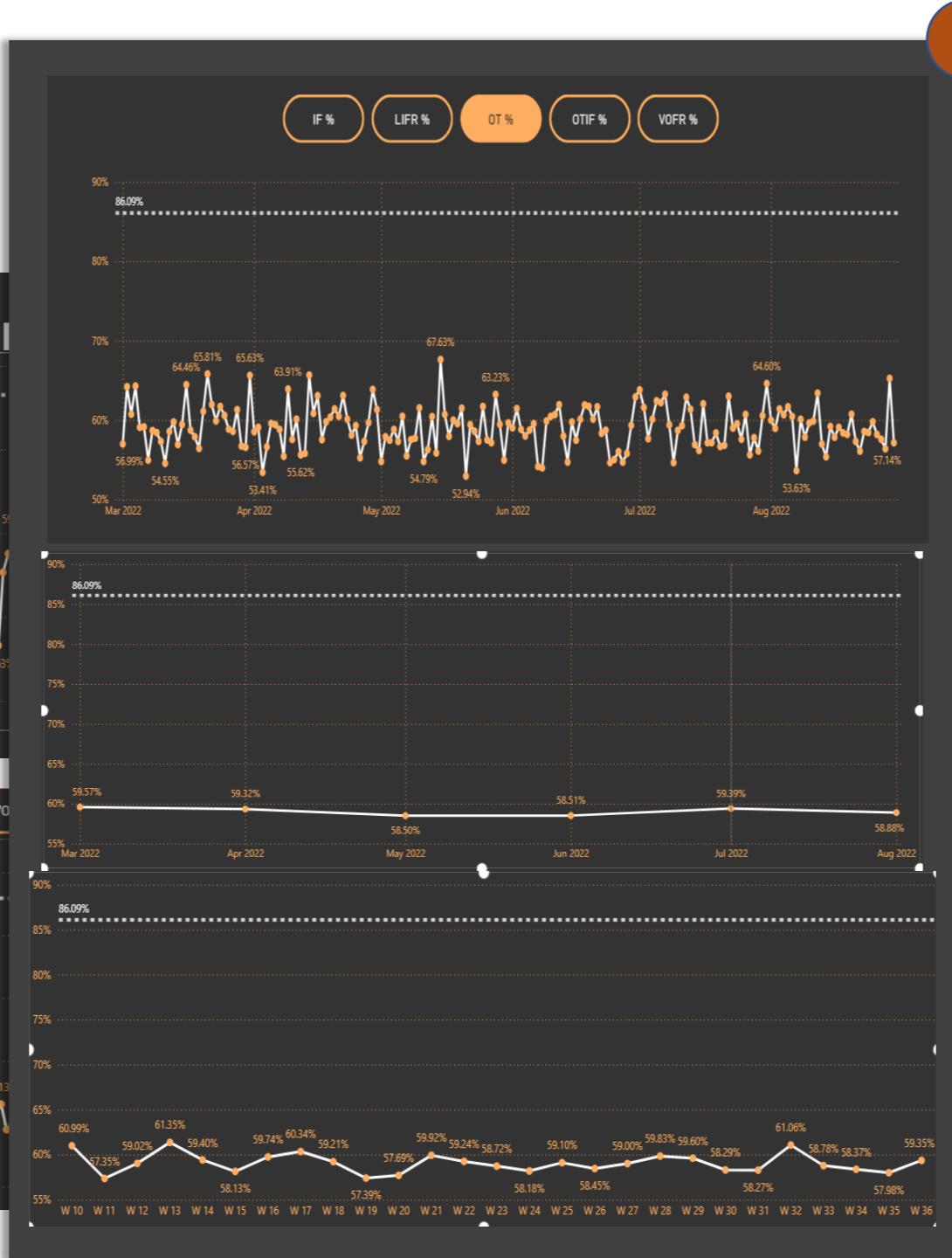
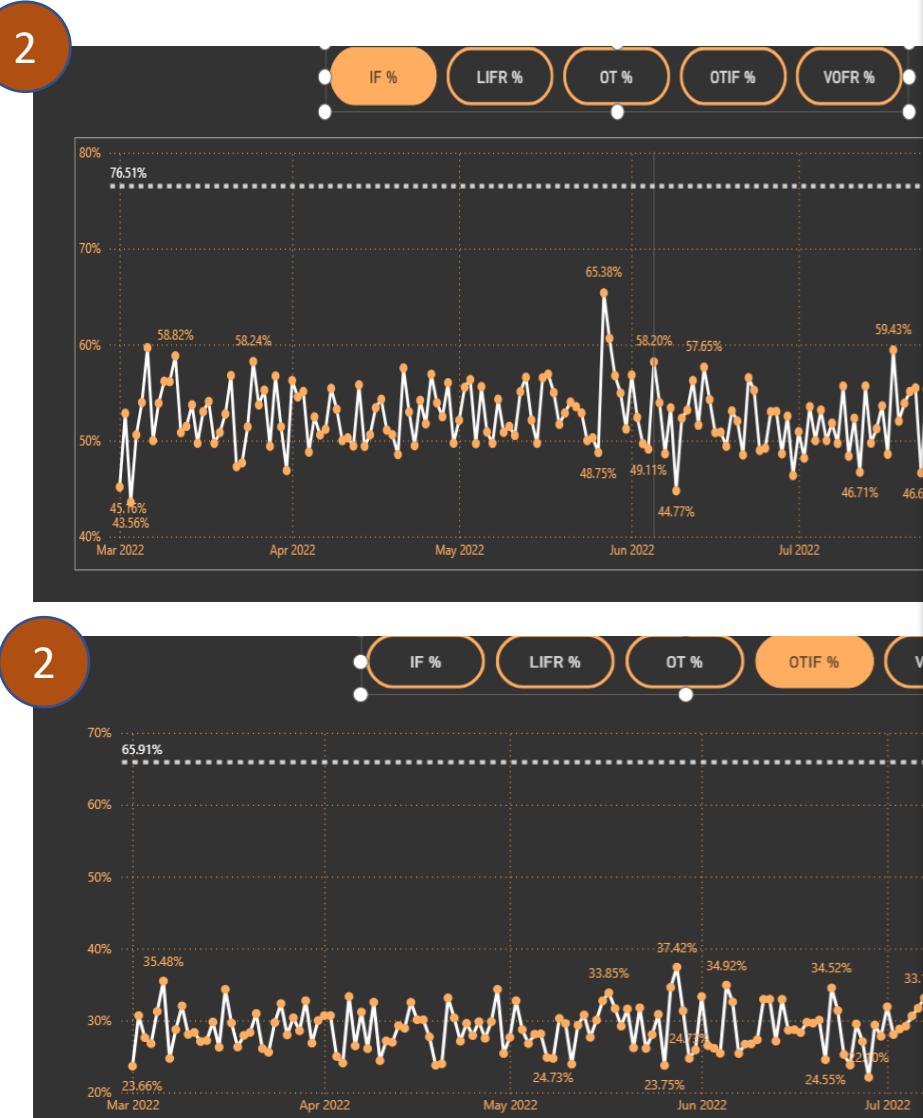
| KPI    | Acclaimed Stores | Atlas Stores | Chiptec Stores | Coolblue | Elite Mart | Expert Mart | Expression Stores | Info Stores | Logic Stores | Lotus Mart | Propel Mart | Rel Fresh | Sorefroz Mart | Vijay Stores | Viveks Stores |
|--------|------------------|--------------|----------------|----------|------------|-------------|-------------------|-------------|--------------|------------|-------------|-----------|---------------|--------------|---------------|
| OTIF % | 15.47%           | 39.55%       | 38.73%         | 13.75%   | 24.37%     | 39.11%      | 38.39%            | 25.52%      | 38.78%       | 16.34%     | 40.92%      | 38.18 %   | 25.89%        | 28.28%       | 39.44%        |
| OT %   | 29.43%           | 71.81%       | 71.62%         | 29.13%   | 72.45%     | 72.54%      | 69.92%            | 70.94%      | 70.82%       | 28.11%     | 73.64%      | 72.32 %   | 72.67%        | 72.45%       | 70.61%        |
| IF %   | 52.36%           | 59.78%       | 60.35%         | 44.73%   | 37.94%     | 59.81%      | 60.83%            | 41.16%      | 60.14%       | 53.35%     | 59.74%      | 58.69 %   | 39.19%        | 44.98%       | 60.07%        |

Service Level Analysis of Orders shows For Acclaimed Stores , Cool Blue & Lotus Mart have some noticeably lower OT% and OTIF % even their IF% too are also not so much convincing.  
this explains why contracts of these customers are not extending  
Only Chiptec, Atlas, and Elite Mart have OTIF > 39%

2

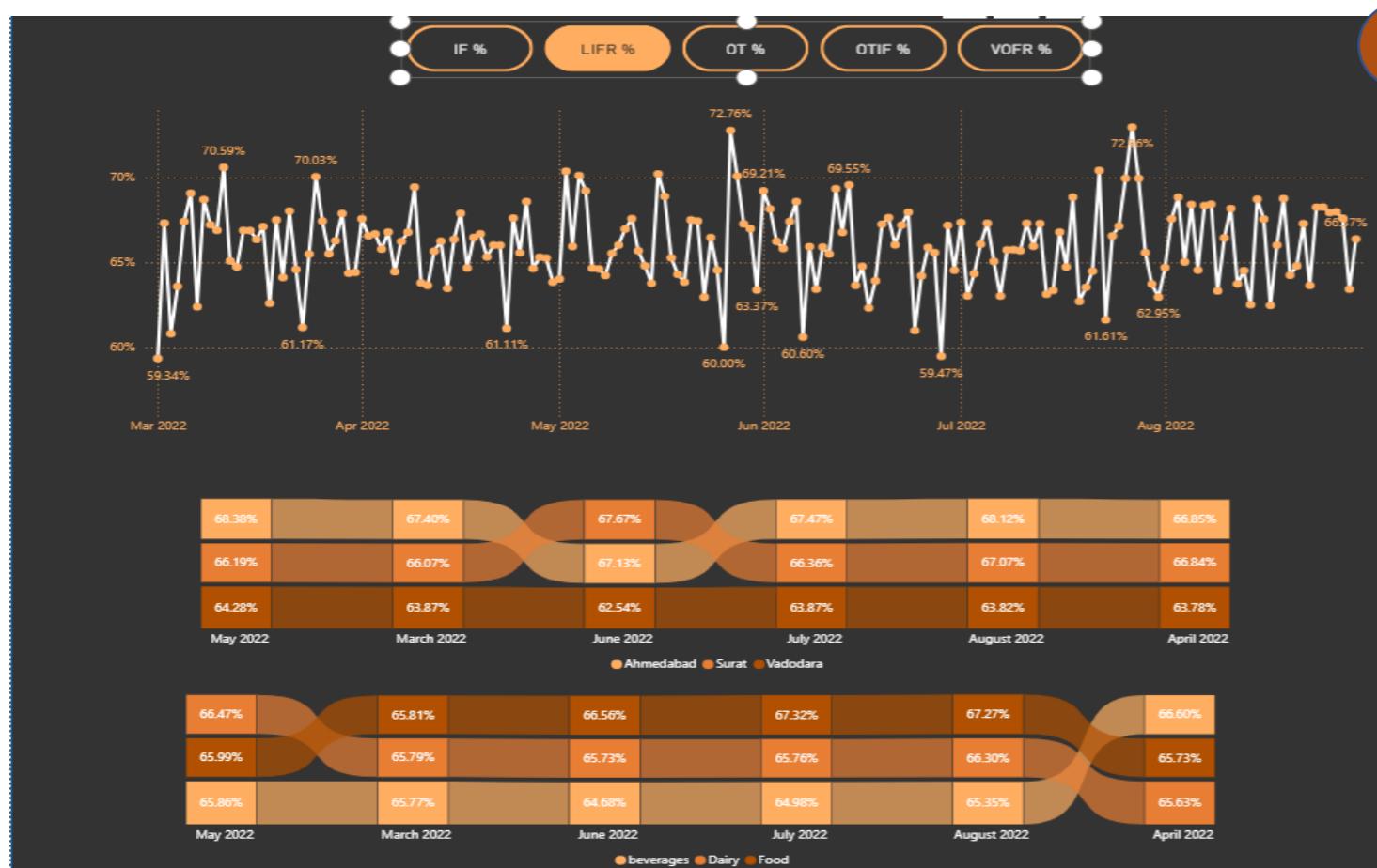


Most of our remaining customers have some ot % and if %, which are far from stable otif %



- 1 In Daily Trend for OT% Graphs for Order even Daily level of OT% too are significantly lower than Targeted OT% OT % dropped significantly from jun to august We showed drilling down from months to weeks to days to show more detailed view

**2** OTIF % and IF % are also significantly lower than respective targets  
Otif % is very low,which is more alarming to stockholders and company,which need to observed and solve the underlying issues



1

### In Daily Trend of LIFR %,

- We can see its easily fluctuates from 60% to 72%
- Peak lifr is observed during early June
- Notable dips in March (~56.84%), mid-May (~60.68%), and late July (~61.91%)\*\*
- No Upward trend is observed

1

### In Reborn charts below

- None of the cities sustain LIFR > 68% — all are well below optimal
- LIFR % is similar across all categories (Beverages, Dairy, Food) — around 65–67% Minor fluctuation
- Lifr is low and not improving which might be cause for OTIF %, that effects customer experience, customers are not satisfied when their requested items are partially fulfilled

2

### Top Line Chart (VOFR Daily Trend)

- VOFR is consistently high (~95.3% to 97.3%) with very few dips

#### Middle Ribbon (City-Wise VOFR %)

- All cities (Ahmedabad, Surat, Vadodara) maintain VOFR > 96%

#### Bottom Ribbon (Product Category-Wise VOFR %)

- All product categories show uniform VOFR performance

• High VOFR shows that the overall volume is being delivered correctly

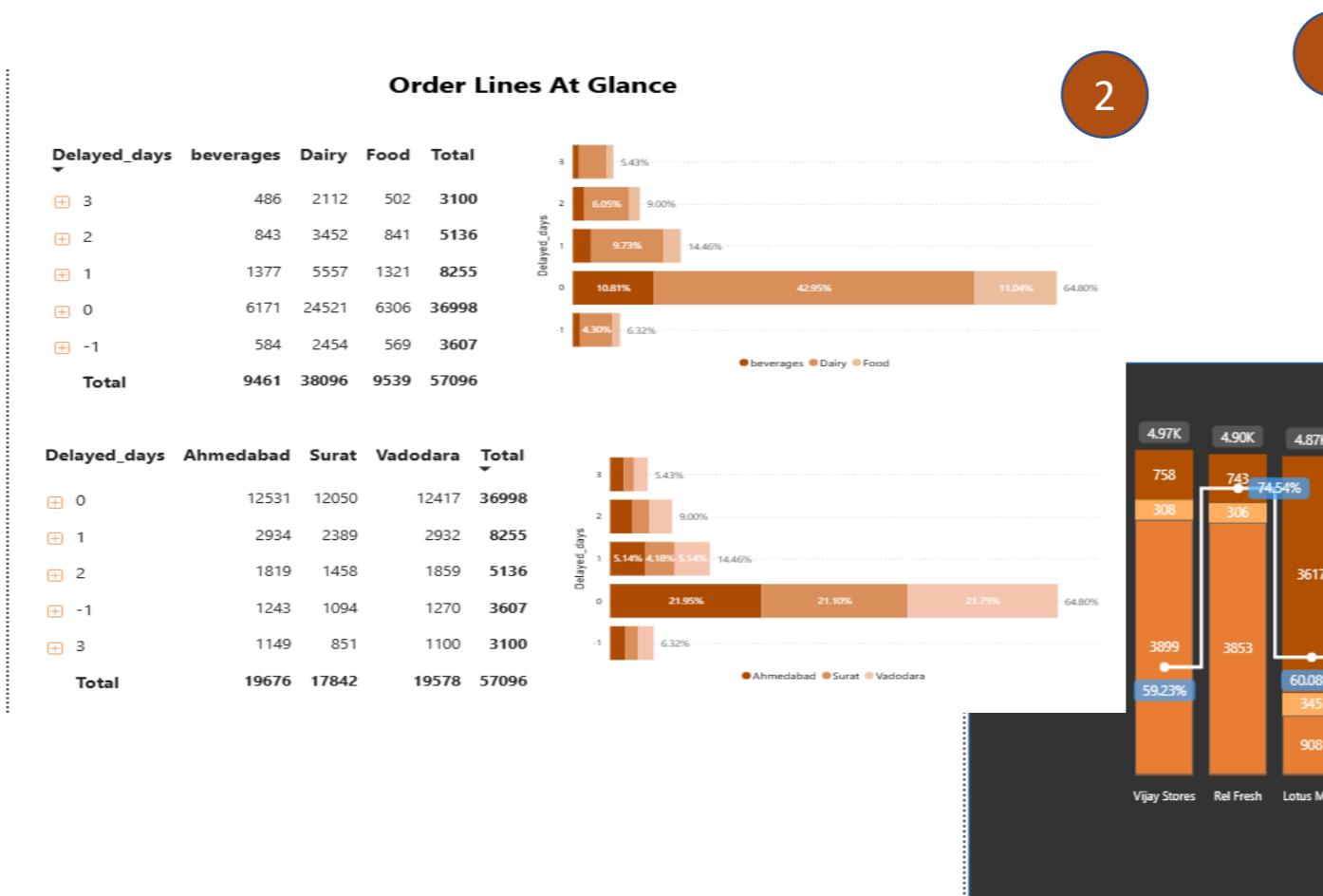
• However, this masks the real issue: customers care about exact items (LIFR), not just quantity. High VOFR but low LIFR explains why OTIF remains poor despite "good-looking" volume metrics





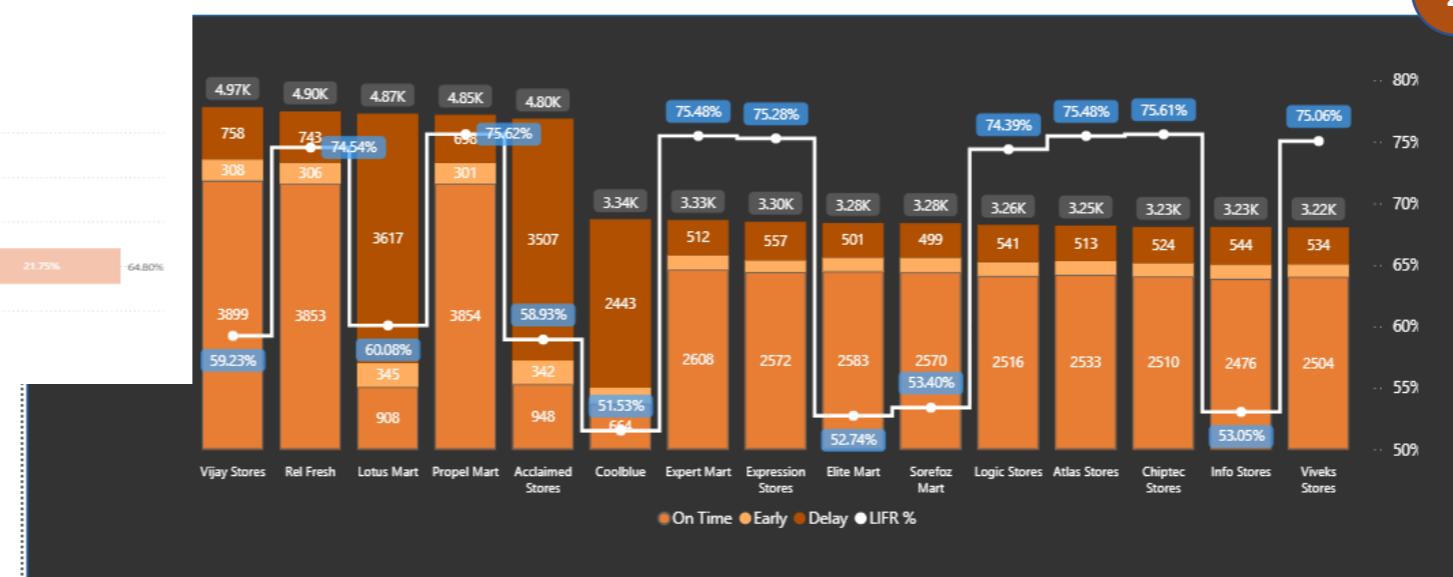
Initial analysis of Order Line overview shows:

- Even though vofr % is stable hight enough.indicating that most of the volume is being delivered
- But lifr % is very low due to partial fulfilment which underlines very serious problem with customers decline contributes to otif % loss
- Acclaimed Stores , Cool Blue, Elite Mart, Info Stores, Lotus Mart, Sorefroz Mart & Vijay Stores
- Out of That Acclaimed Stores , Lotus Mart & Vijay Stores are the customers who have larger no. of order lines amongst all



Further detailed analysis of Line lead time analysis combined with delayed days analysis reveals some interesting facts

75% orders are delivered on time or early and remaining orders are delay with 1-2 days  
For Acclaimed Stores , Cool Blue & Lotus Mart more than 75% of times lines are being delivered late  
Moreover, out of that 75% delayed deliveries, 66% of them are late by 2 or 3 days



# Final insights

- Service level of atliq chain is very disappointing
- Very low otif %,less orders are delivered on time and in full,leading to customers dissatisfaction
- LIFR % is around 65% meaning many items are missing,which leades to decrease customers reliability and trust
- Delayed orders are almost 1-2 days breaking promised deadlines
- Acclaimed Stores , Cool Blue & Lotus Mart are the Key customers who would certainly not willing to renew the contract