



AtilQ Mart

Supply Chain Dashboard



Business Overview

Atliq Mart is a retail chain committed to enhancing its supply chain efficiency through data-driven insights. The company operates in three major cities—**Surat, Ahmedabad, and Vadodara**—serving a diverse customer base.



Supply Chain Optimization

Key Challenge

Atliq Mart struggles with accurately tracking and improving its service levels, impacting customer satisfaction and contract renewals. Without a structured monitoring system, critical performance indicators such as **OTIF %** (On-Time In-Full), **LIFR** (Line Fill Rate), and **VOFR** (Vendor Order Fill Rate) are difficult to assess, leading to operational inefficiencies.

Objective

To implement a data-driven approach that enables real-time monitoring and analysis of supply chain performance, empowering the company to make informed decisions, enhance service levels, and drive long-term business growth.

Report Pages



Executive View

This report analyzes Atliq Mart's order fulfillment, tracking key KPIs like OTIF %, LIFR, and VOFR across cities, customers, and products.



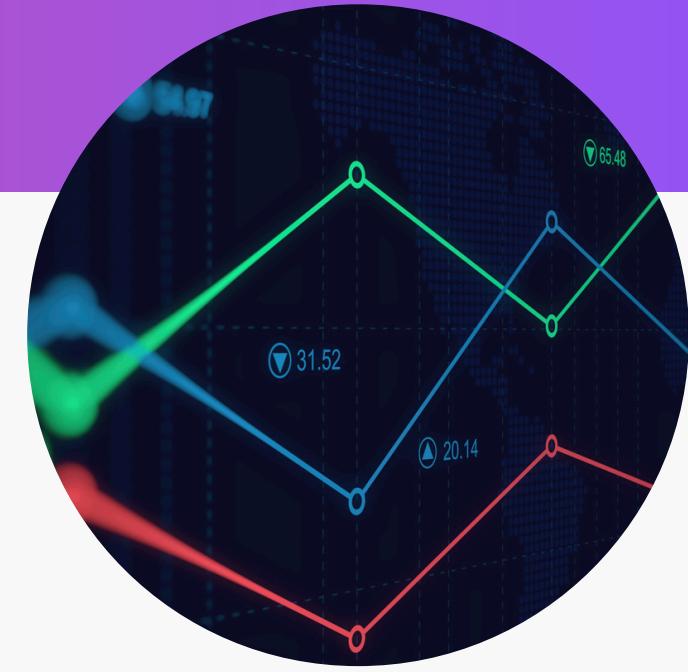
Insights View

This view consists of average days delay to deliver products and customer, category and product level analysis.



Line View

This view provides insights into early, late, and on-time deliveries by customers, along with their VOFR and LIFR rates in percentage.



Overall Trend

This view shows the overall trend of all measures like IF%, LIFR%, OT%, OTIF%, and VOFR%, along with their actual values and targets.



Supply Chain Dashboard - AtilQ Hardware

2022-Month

All

Customers

All

Cate,Prod

All



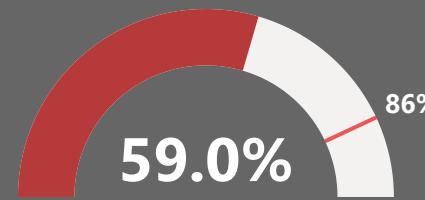
Executive View

Insights View

Line View

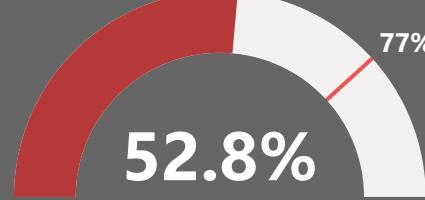
Overall Trend

OT%



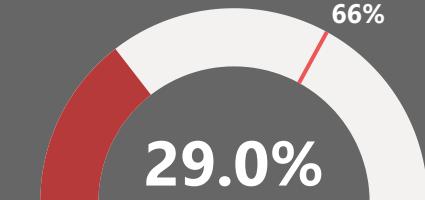
Relative OT% Difference : -31.43 Target % : 86.1%

IF%



Relative IF% Difference : -31.02 Target % : 76.5%

OTIF%



Relative OTIF% Difference : -55.97 Target % : 65.9%

31.7K

Total Orders

18.7K

OT Orders

16.7K

IF Orders

9.2K

OTIF Orders

OT %

Surat 61.2%

Ahmedabad 58.2%

Vadodara 58.0%

IF %

Ahmedabad 54.2%

Surat 52.5%

Vadodara 51.6%

OTIF %

Surat 30.1%

Ahmedabad 29.3%

Vadodara 27.8%

Targets

86.1%

76.5%

65.9%

Top 10 Customers by order count

● Ahmedabad ● Surat ● Vadodara

Lotus Mart	1.18K	1.20K	1.17K
Acclaimed S...	1.19K	1.13K	1.19K
Vijay Stores	0.83K	0.82K	0.82K
Rel Fresh	0.84K	0.78K	0.83K
Coolblue	1.22K		1.22K
Propel Mart	0.82K	0.81K	0.79K
Logic Stores	0.84K		0.84K
Info Stores	0.83K	0.84K	
Expression S...	0.84K	0.82K	
Sorefroz Mart	0.83K	0.83K	

OT - On Time % | IF - In Full % | OTIF - On Time In Full



Supply Chain Dashboard - AtilQ Hardware

2022-Month

Customers

Cat,Prod

All

All

All

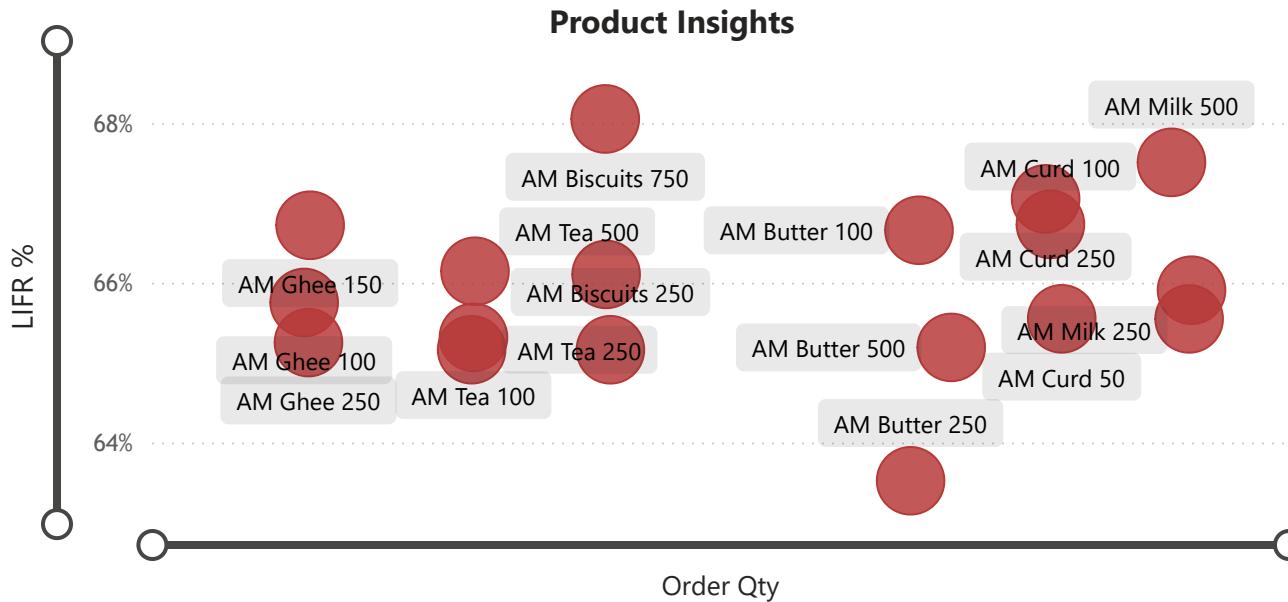


Executive View

Insights View

Line View

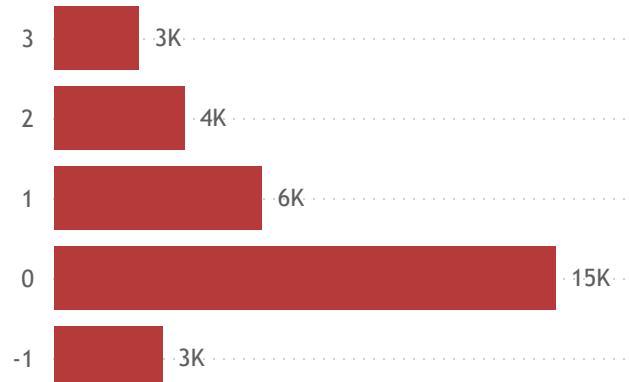
Overall Trend



On an average, orders are delayed by

1.7 days beyond the agreed delivery date.

13K Orders has been delivered late from the agreed delivery date.



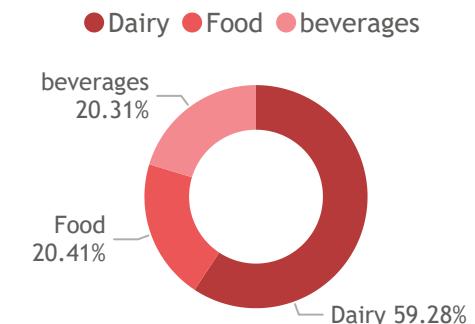
-1:Delivered one day before, 0: On Time Delivery, 1: One Day Delayed Delivery, 2:Two Day Delayed Delivery, 3:Three Day Delayed Delivery

Customer Insights

Customer	Orders	OTIF_pct	OT_pct	IF_pct	LIFR_pct	VORF_pct	ADD
Acclaimed Stores	3510	15.5%	29.4%	52.4%	58.9%	95.8%	1.81
Atlas Stores	1646	39.6%	71.8%	59.8%	75.5%	97.6%	1.49
Chiptec Stores	1642	38.7%	71.6%	60.4%	75.6%	97.6%	1.46
Coolblue	2437	13.7%	29.1%	44.7%	51.5%	95.1%	1.83
Elite Mart	1637	24.4%	72.4%	37.9%	52.7%	95.3%	1.47
Expert Mart	1657	39.1%	72.5%	59.8%	75.5%	97.4%	1.48
Expression Stores	1662	38.4%	69.9%	60.8%	75.3%	97.5%	1.56
Info Stores	1669	25.5%	70.9%	41.2%	53.1%	95.2%	1.55
Logic Stores	1676	38.8%	70.8%	60.1%	74.4%	97.5%	1.52
Lotus Mart	3550	16.3%	28.1%	53.4%	60.1%	96.0%	1.82
Propel Mart	2424	40.9%	73.6%	59.7%	75.6%	97.7%	1.45
Rel Fresh	2457	38.2%	72.3%	58.7%	74.5%	97.4%	1.52
Sorefroz Mart	1661	25.9%	72.7%	39.2%	53.4%	95.3%	1.48
Vijay Stores	2468	28.3%	72.4%	45.0%	59.2%	95.9%	1.50
Total	31729	29.0%	59.0%	52.8%	66.0%	96.6%	1.69

Category Insights

	daydeal	beverages	Dairy	Food	Total
+	-1	582	2328	564	3324
+	0	5413	13336	5525	15406
+	1	1332	4676	1284	6390
+	2	818	2929	806	3998
+	3	477	1891	484	2611
	Total	8622	25160	8663	31729



LIFR - Line Item Fill Rate % | VORF - Volume Fill Rate % | ADD - Average Daily Demand



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2022-Month

All

Customers

All

Cate,Prod

All



Executive View

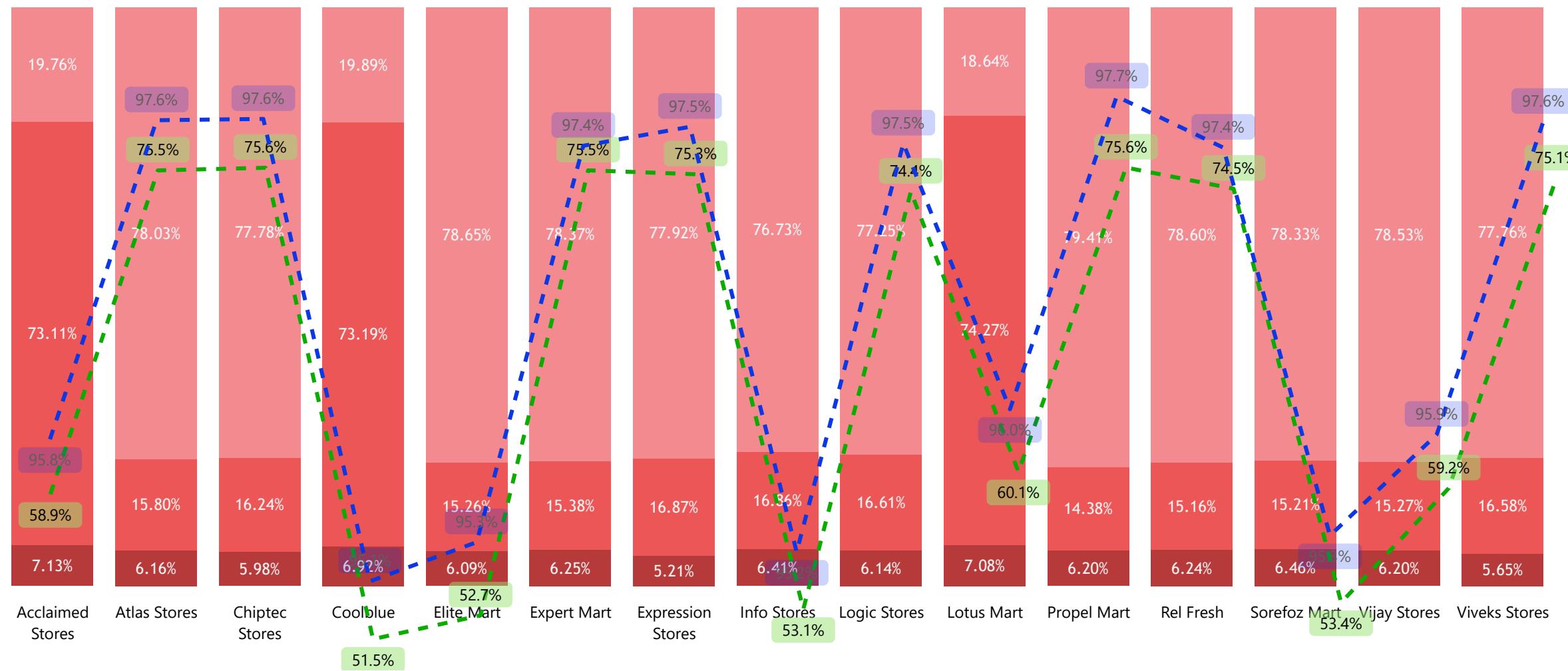
Insights View

Line View

Overall Trend

● Early
 ● Late
 ● On Time

Line Lead Time





Supply Chain Dashboard - AtilQ Hardware

2022-Month

All

Customers

All

Cate,Prod

All



Executive View

Insights View

Line View

Overall Trend

IF

LIFR

OT

OTIF

VOFR

52.8%

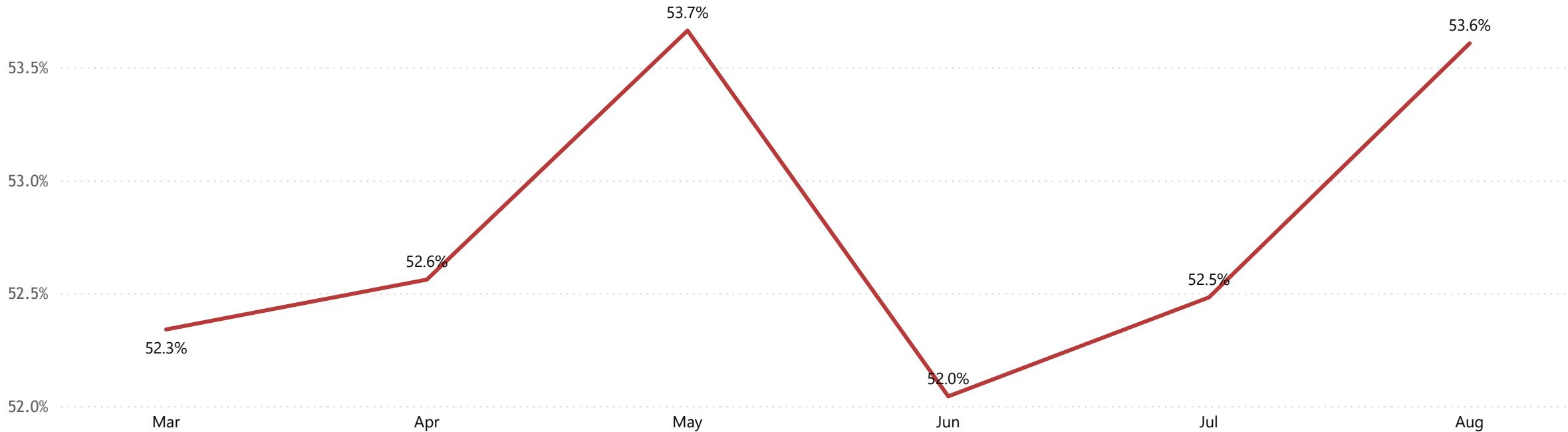
66.0%

59.0%

29.0%

96.6%

76.51% 76.51% 76.51% 76.51% 76.51% 76.51%



Findings



Target vs. Performance Gap

- There's a notable gap between targets and actual performance for OT, IF, and OTIF(monthly and daily), pointing to:
- Unrealistic targets
- Supply chain inefficiencies (poor forecasting, inventory shortages, procurement delays)



Stock Availability Issues

- Critical Stores: Lotus Mart, Cool Blue, and Acclaimed Store are facing:
 - Low Line Fill Rate (LIFR)
 - Frequent delivery delays
 - Root cause: Poor inventory management, supply shortages, inefficient replenishment processes



Recommendations

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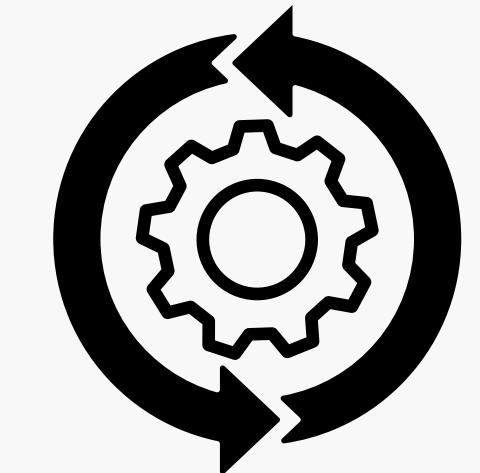
Improve Logistics & Lead Time Management

- Optimize order processing, warehouse operations, and transportation planning.
- Implement real-time tracking and partner with reliable logistics providers.



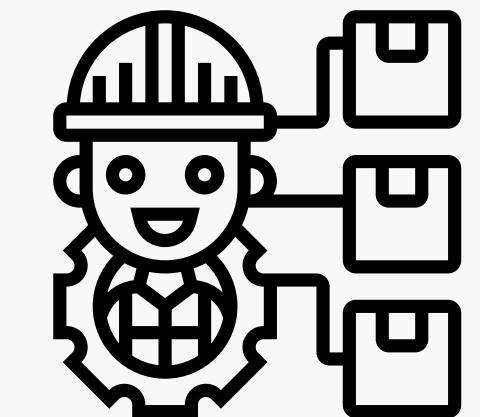
Optimize Inventory Management

- Improve demand forecasting and stock replenishment processes to minimize shortages.



Diversify Supplier Base

- Onboard multiple vendors for critical items to mitigate supply risks.
- Enhance Line Fill Rate (LIFR) and ensure consistent stock availability.



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Thank you

