SUPPLY CHAIN ANALYSIS

Key Findings & Insights

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PROBLEM STATEMENT

AtliQ Mart is a growing FMCG manufacturer headquartered in Gujarat, India. It is currently operational in three cities Surat, Ahmedabad and Vadodara. They want to expand to other metros/Tier 1 cities in the next 2 years.

AtliQ Mart is currently facing a problem where a few key customers did not extend their annual contracts due to service issues. It is speculated that some of the essential products were either not delivered on time or not delivered in full over a continued period, which could have resulted in bad customer service. Management wants to fix this issue before expanding to other cities and requested their supply chain analytics team to track the 'On time' and 'In Full' delivery service level for all the customers daily basis so that they can respond swiftly to these issues.

Task:

1. Create the metrics according to the metrics list.
2. Create a dashboard according to the requirements provided by stakeholders in the business review meeting. You will be provided with the transcript of this business review meeting in comic form.
3. Create relevant insights not provided in the metric list/stakeholder meeting.

EXECUTION PROCESS

- Data Collected from the Codebasic website.

- Loaded that data into Power BI (Power Query) for Data Cleaning(Null values, errors, unwanted columns, etc) and Data Transformation.

- Built connections between 6 CSV files.

- Created measures, visuals, and an interactive dashboard.

- Documented insights & key findings using Canvas.

INSIGHTS

- All the Key Metrics (OT%, IF%, OTIF%) are far behind the target
- On average, orders are delayed 0.42 days from the agreed date of delivery
- Lotus Mart, Coolblue, Acclaimed stores have the highest orders as well as delayed the most to deliver the products on time

      1) Because we are not estimating the right delivery date

      2)Because we are receiving more orders than expected

- Ghee, curd and butter products are most delayed in delivery.
- There have been no noticeable improvements in any of the key metrics in the last few months
- There is a huge gap in IF% for most of the customers because of less production