



Clife Mart Dashboard

city	date
All	All
customer_na...	category
All	All



12.97M

total quantity shipped



32K

total orders



15

Customers



3

cities



13.43M

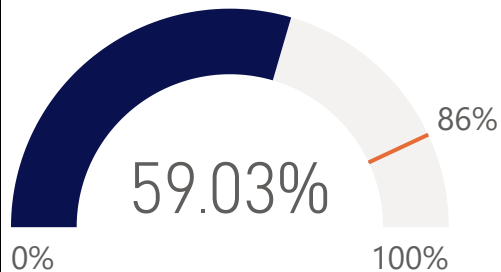
total quantity ordered



2.42

avg delivery days

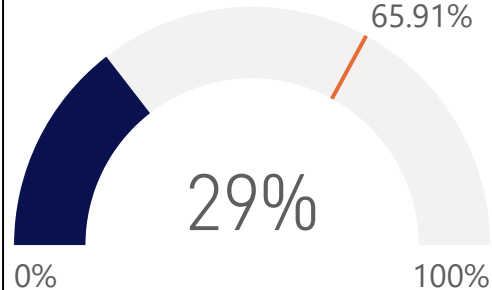
OT% vs OT target



58.88%!

Goal: 86.09% (-31.6%)

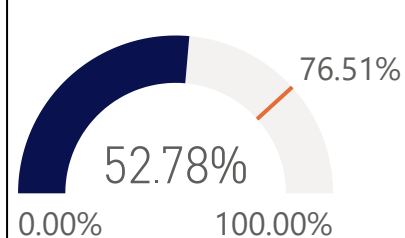
OTIF% vs OTIF target



29%!

Goal: 65.91% (-55.41%)

IF% vs IF target



53.61%!

Goal: 76.51% (-29.94%)

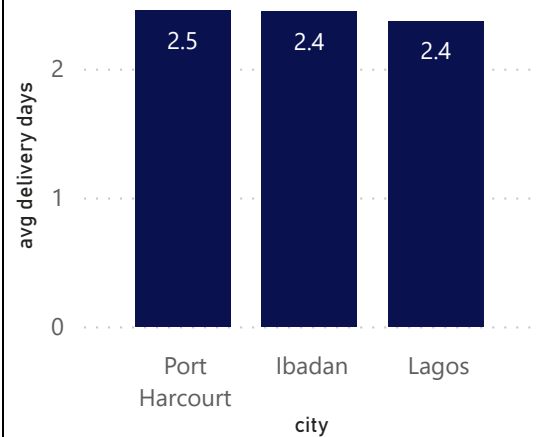
- The total orders for different items placed was **13,426,936** while the total quantity delivered to customers was **12,426,936**. thus, **457,779** were not delivered to customers from Clife Mart.
- It takes an average of **2.42** days for items to be delivered to customers of Clife Mart after it has been ordered.
- At **58.88%** OT% is currently only **31.60%** away from the target goal of **58.88%**
- At **29%**, OTIF% is currently only **55.41%** away from the target goal of **65.91%**.
- At **53.61%**, IF is currently only **29.94%** away from the target goal of **76.51%**.
- Total orders that were placed was **31.729**, while the orderlines for these orders was **57,096**
- OT stands for ON TIME, OTIF stands for ON TIME IN FULL, IF stands for IN FULL.



Cities insight

city	date
All	All
customer_na...	category
All	All

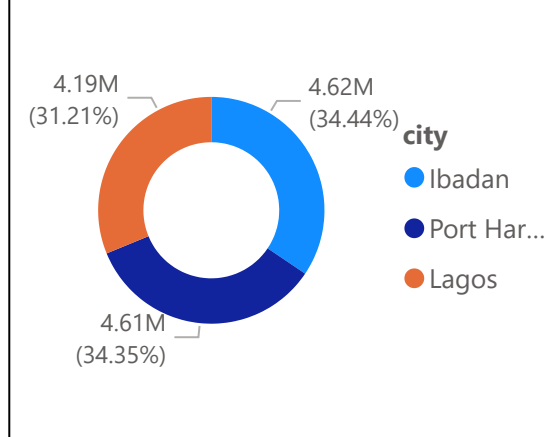
avg delivery days by cities



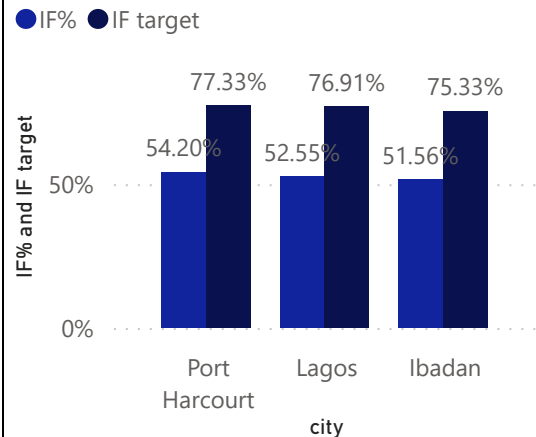
total quantity shipped by city



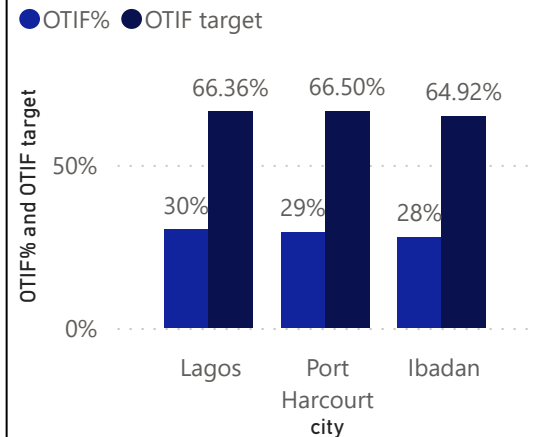
total quantity ordered by city



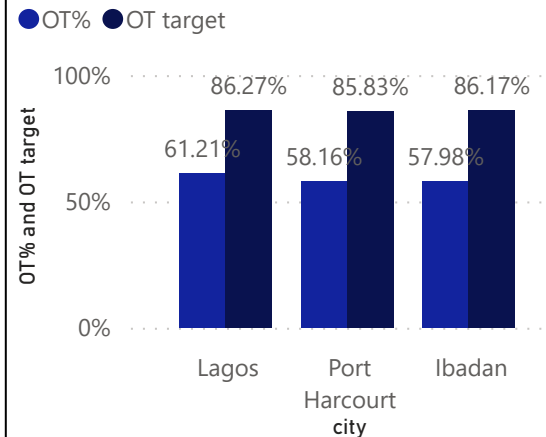
IF by city



OTIF by city



OT by city



- It took an average delivery day of **2.5** for the items to be delivered to Port Harcourt city, an average of **2.4** days to be delivered to Ibadan and an average of **2.4** days to be delivered to Lagos.
- Lagos had **76.91%** IF target and **52.55%** IF%. Ibadan had **75.33%** IF target and **51.56%** IF%. Port Harcourt had **77.33%** IF target which was the highest and **54.50%** IF%.
- Lagos had **66.36%** OTIF target and **30%** OTIF%, while Ibadan had **64.92%** OTIF target and **28%** OTIF% and Port harcourt had **66.50%** OTIF target and **29%** OTIF%
- Lagos had **86.27%** OT target, Ibadan had **86.17%** OT target, Port harcourt had **85.83%** OT target. The three cities had **61.21%**, **57.98%**, and **58.16%** OT%.
- Total quantity ordered from Lagos is 4.19M which is **31.21%** of the total quantity ordered. Total quantity ordered from Port Harcourt is 4.61M which is **34.35%** of the total quantity ordered Total quantity ordered from Ibadan was 4.62M which is **34.44%** of the total quantity ordered.



Product Insight

city	date
All	All
customer_na...	category
All	All

65.96%

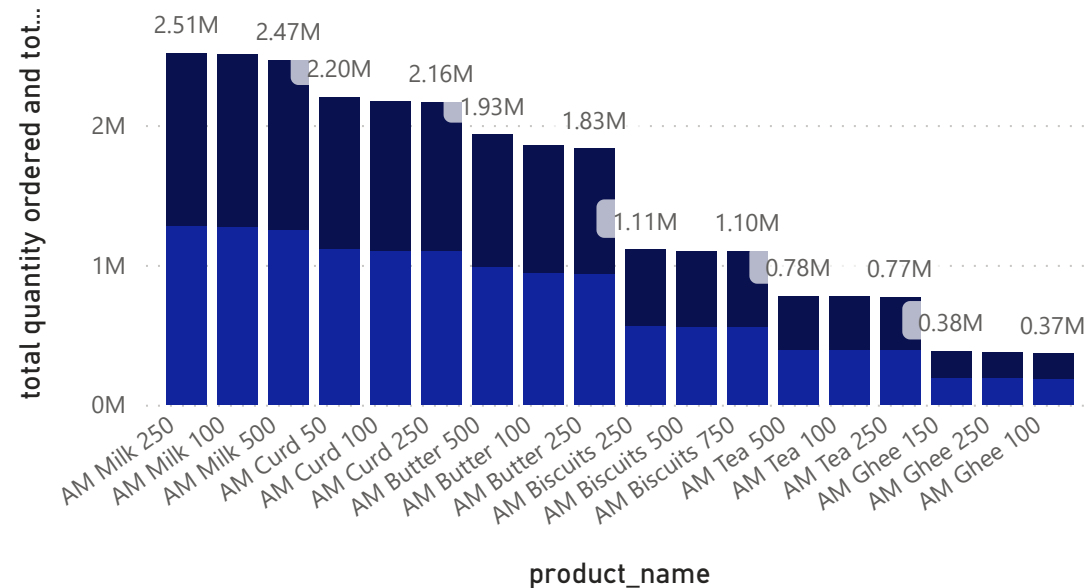
LFR%

96.59%

VFR%

total quantity ordered and total quantity shipped by product_name

total quantity ordered total quantity shipped



product_name	LFR%	VFR%	LFR% by Month	VFR% by Month
AM Butter 250	63.52%	96.36%		
AM Biscuits 250	65.16%	96.58%		
AM Tea 250	65.16%	96.52%		
AM Butter 500	65.19%	96.46%		
AM Ghee 250	65.25%	96.53%		
AM Tea 100	65.32%	96.59%		
AM Milk 100	65.55%	96.54%		
AM Curd 50	65.55%	96.62%		
AM Ghee 100	65.75%	96.59%		
AM Milk 250	65.91%	96.61%		
AM Biscuits 500	66.10%	96.49%		
AM Tea 500	66.14%	96.52%		
AM Butter 100	66.66%	96.59%		
AM Ghee 150	66.72%	96.69%		
AM Curd 100	66.73%	96.62%		
AM Curd 250	67.05%	96.72%		
AM Milk 500	67.51%	96.71%		
AM Biscuits 750	68.05%	96.85%		
Total	65.96%	96.59%		

INSIGHT

- The sparkline showed the percentage change by month at every spot in the volume fill rate and line fill rate.
- Product AM Biscuits 750 had the highest line fill rate of **68.05%** and also the highest volume fill rate **96.85%**.
- Product AM Butter 250 had the lowest line fill rate **63.52%** and the lowest volume fill rate of **96.36%**
- Product AM Milk 250 and product AM Milk 100 had the highest quantity ordered of **1,279,132** and **1,235,779** of quantity shipped
- LFR stands for line fill rate while VFR stands for volume fill rate

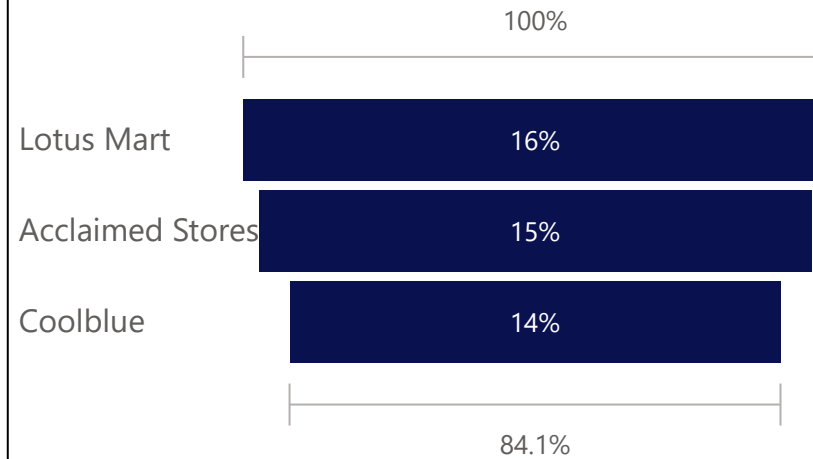


Customer Insight

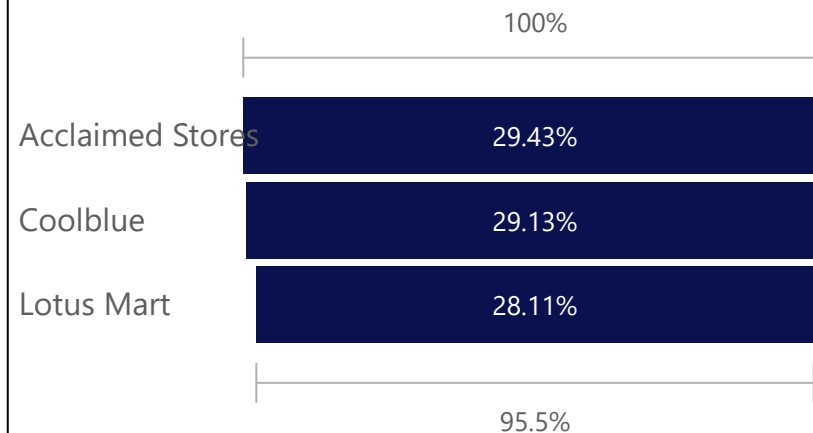
city	date
All	All
customer_na...	category
All	All

customer_name	OTIF%	OT%	IF%	LFR%	VFR%
Propel Mart	41%	73.64%	59.74%	75.62%	97.70%
Royal Mart	26%	72.67%	39.19%	53.40%	95.33%
Expert Mart	39%	72.54%	59.81%	75.48%	97.44%
Elite Mart	24%	72.45%	37.94%	52.74%	95.29%
Mike Stores	28%	72.45%	44.98%	59.23%	95.87%
Mega Fresh	38%	72.32%	58.69%	74.54%	97.43%
Atlas Stores	40%	71.81%	59.78%	75.48%	97.58%
Chiptec Stores	39%	71.62%	60.35%	75.61%	97.58%
Info Stores	26%	70.94%	41.16%	53.05%	95.24%
Logic Stores	39%	70.82%	60.14%	74.39%	97.45%
Brands Stores	39%	70.61%	60.07%	75.06%	97.57%
Downtown Stores	38%	69.92%	60.83%	75.28%	97.54%
Acclaimed Stores	15%	29.43%	52.36%	58.93%	95.85%
Coolblue	14%	29.13%	44.73%	51.53%	95.08%
Lotus Mart	16%	28.11%	53.35%	60.08%	96.01%

Bottom three OTIF% by customers



Bottom three OT by customers



INSIGHT

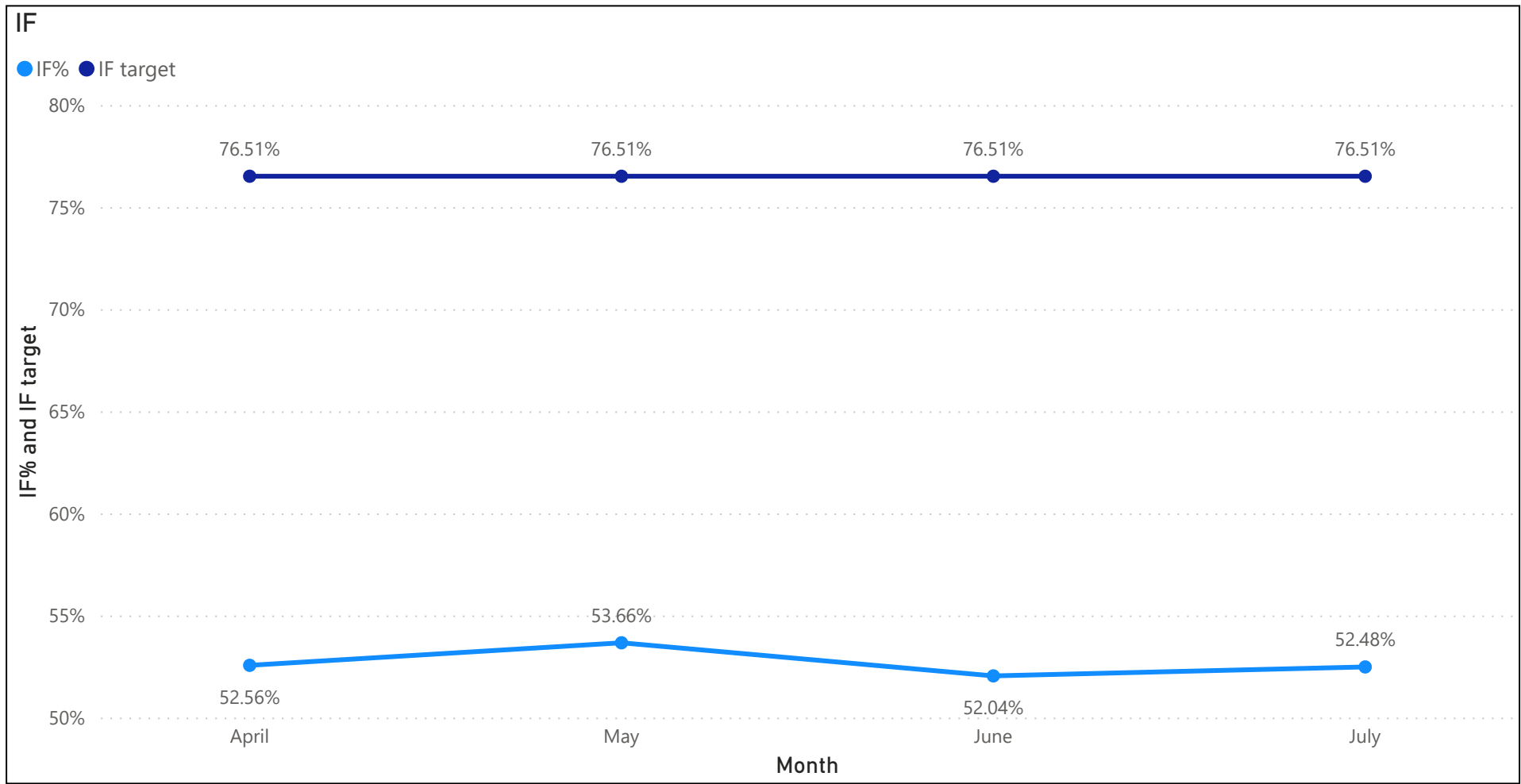
- The bottom three OTIF% (**66%**) in comparison to OTIF target were: Lotus Mart (**16%**), Acclaimed Stores (**15%**) and Coolblue (**14%**)
- Acclaimed Stores (**29.43%**), Coolblue (**29.13%**) and Lotus Mart (**28.11%**) also had the lowest OT% (**88%**)
- Royal Mart (**39.19%**), Elite Mart (**37.94%**), Info Stores (**41.16%**) and Coolblue (**44.73%**) had the lowest percentage on IF%. (**77%**)



Metric Performance

city	date
All	All
customer_na...	category
All	All

- OTIF
- OT
- IF
- LFR
- VFR



INSIGHT

- **IF%** trended up (2.1%) while IF target remained relatively constant between March and August
- **LFR%** and **LFR** trended up that resulted in a 0.003% increase between March 1 and August 1.