



# AtliQ Mart Supply Chain Analysis



59.0%

OT %

Target OT% 86.1%

Target\_OT%\_gap ↓ 27.1%

52.8%

IF %

Target IF% 76.5%

Target\_IF%\_gap ↓ 23.7%

29.0%

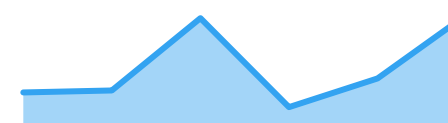
OTIF %

Target OTIF% 65.9%

Target\_OTIF%\_gap ↓ 36.9%

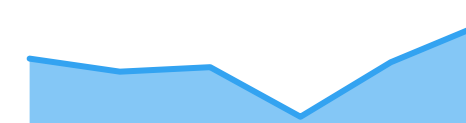
66.0%

LIFR %



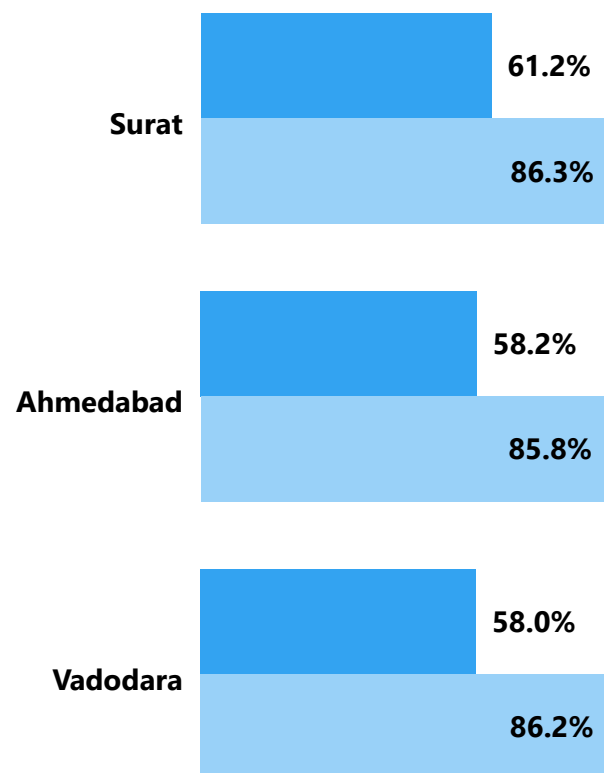
96.6%

VOFR %



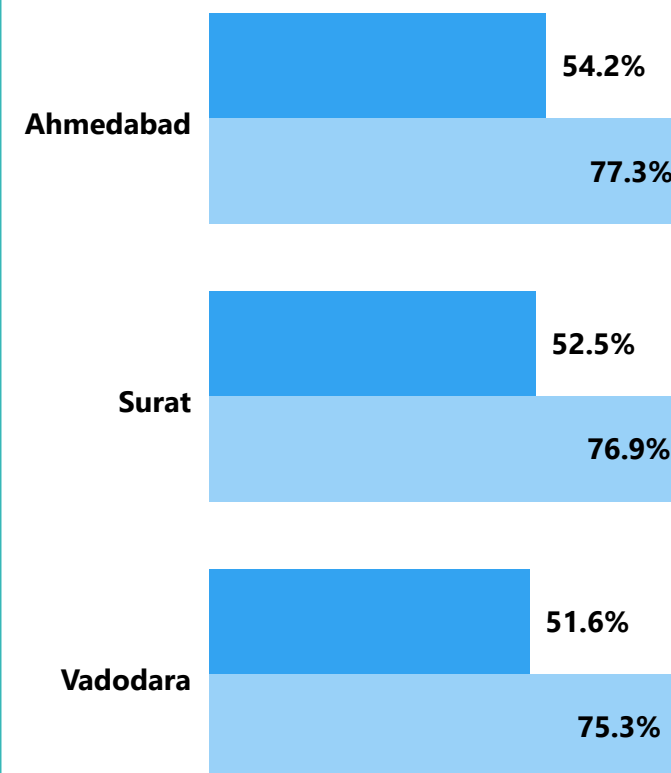
## City Wise OT % Vs Target OT %

● OT % ● Target OT%



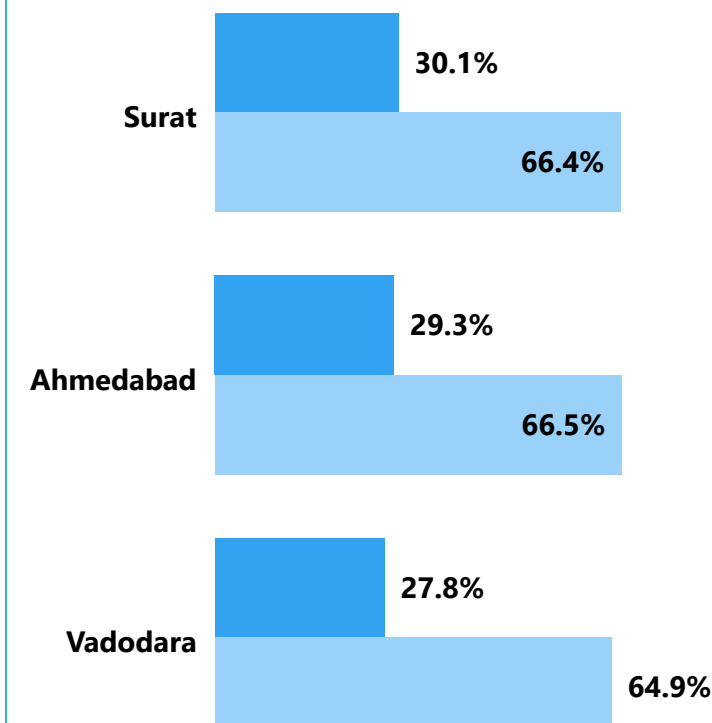
## City Wise IF % Vs Target IF %

● IF % ● Target IF%



## City Wise OTIF % Vs Target OTIF %

● OTIF % ● Target OTIF%



Product

All

city

All

Customer

All

Delivery\_stat...

All

Quarter

All

Month

All

Day

All

city

All

Month

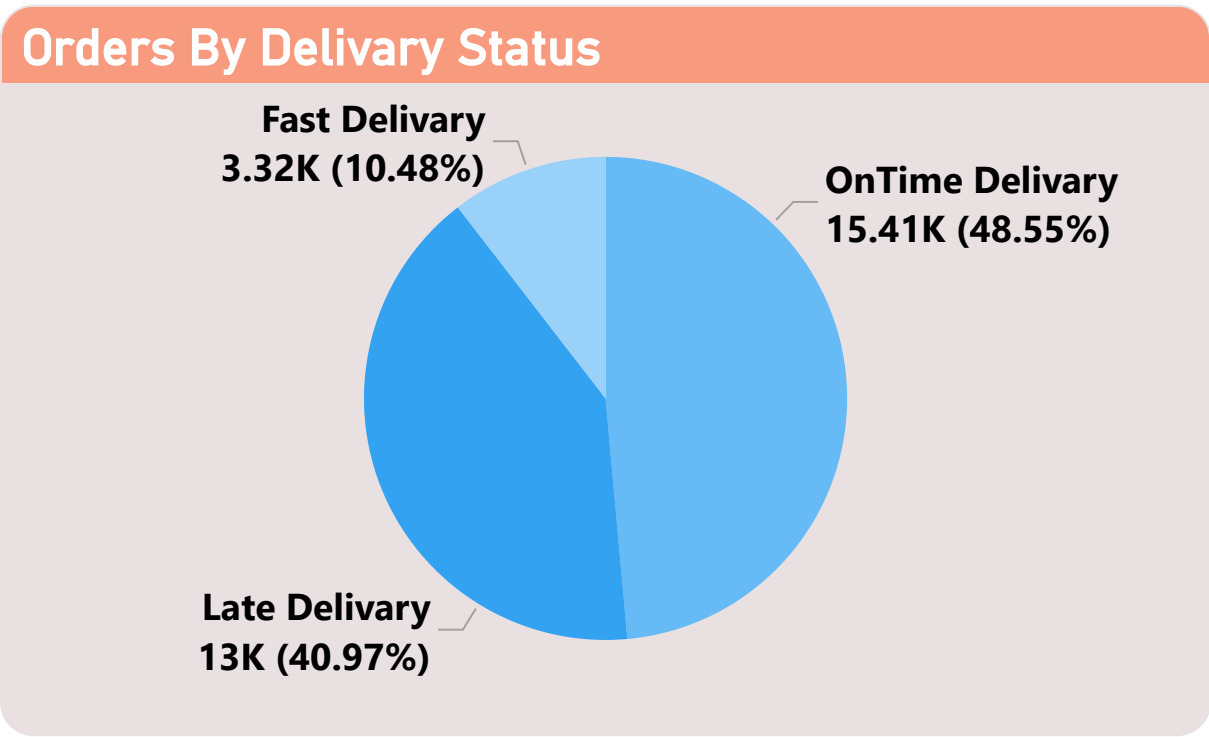
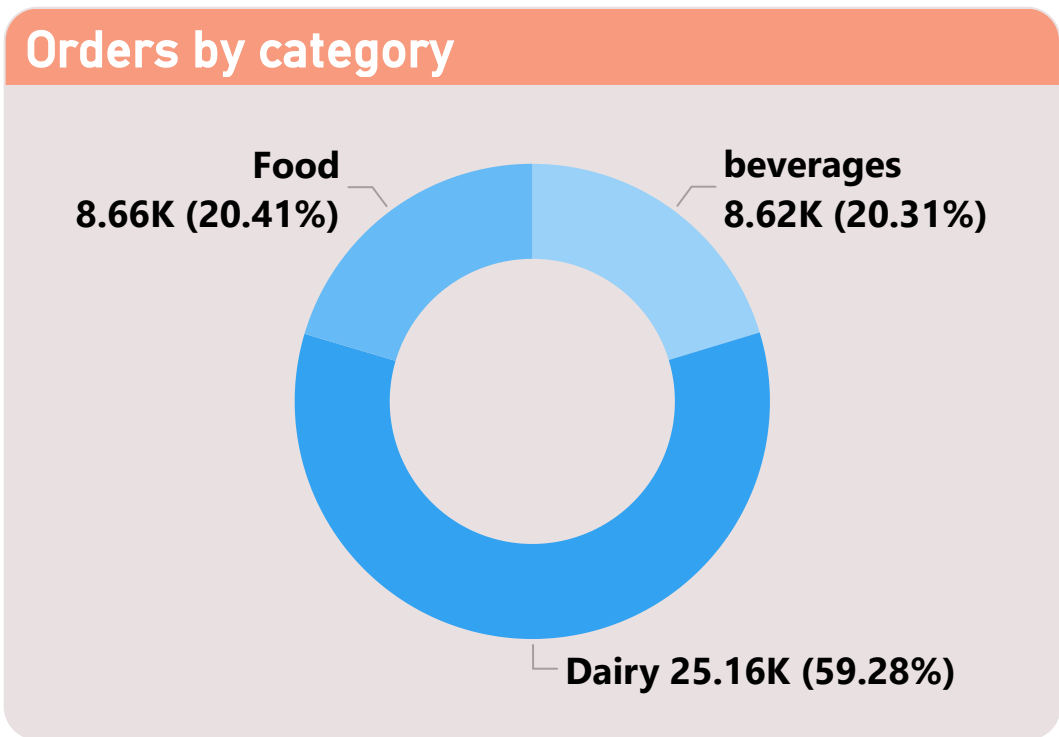
All

Quarter

All

Delivery\_stat...

All



Customer Wise Insights

Customer_name	Tot Orders	OT %	IF %	OTIF %	LIFR %	VOFR %
Propel Mart	2424	73.6%	59.7%	40.9%	75.6%	97.7%
Atlas Stores	1646	71.8%	59.8%	39.6%	75.5%	97.6%
Viveks Stores	1633	70.6%	60.1%	39.4%	75.1%	97.6%
Expert Mart	1657	72.5%	59.8%	39.1%	75.5%	97.4%
Logic Stores	1676	70.8%	60.1%	38.8%	74.4%	97.5%
Chiptec Stores	1642	71.6%	60.4%	38.7%	75.6%	97.6%
Expression Stores	1662	69.9%	60.8%	38.4%	75.3%	97.5%
Rel Fresh	2457	72.3%	58.7%	38.2%	74.5%	97.4%
Vijay Stores	2468	72.4%	45.0%	28.3%	59.2%	95.9%
Sorefoz Mart	1661	72.7%	39.2%	25.9%	53.4%	95.3%
Info Stores	1669	70.9%	41.2%	25.5%	53.1%	95.2%
Elite Mart	1637	72.4%	37.9%	24.4%	52.7%	95.3%
Lotus Mart	3550	28.1%	53.4%	16.3%	60.1%	96.0%
Acclaimed Stores	3510	29.4%	52.4%	15.5%	58.9%	95.8%
Total	31729	59.0%	52.8%	29.0%	66.0%	96.6%

Product Wise Insights

Product	LIFR %	LIFR % by Month	VOFR %	VOFR % by Month
AM Butter 250	63.5%		96.4%	
AM Biscuits 250	65.2%		96.6%	
AM Tea 250	65.2%		96.5%	
AM Butter 500	65.2%		96.5%	
AM Ghee 250	65.3%		96.5%	
AM Tea 100	65.3%		96.6%	
AM Milk 100	65.5%		96.5%	
AM Curd 50	65.5%		96.6%	
AM Ghee 100	65.8%		96.6%	
AM Milk 250	65.9%		96.6%	
AM Biscuits 500	66.1%		96.5%	
AM Tea 500	66.1%		96.5%	
AM Butter 100	66.7%		96.6%	
AM Ghee 150	66.7%		96.7%	
AM Curd 100	66.7%		96.6%	
AM Curd 250	67.0%		96.7%	
Total	66.0%		96.6%	

OT - On Time delivery; IF - In Full delivery; OTIF - On Time and In Full delivery; LIFR - Line Fill Rate; VOFR - Volume Fill Rate

OT%

IF%

OTIF%

LIFR%

VOFR

city

All

Product

All

Customer

All

Delivery\_status

All

Quarter

All

Month

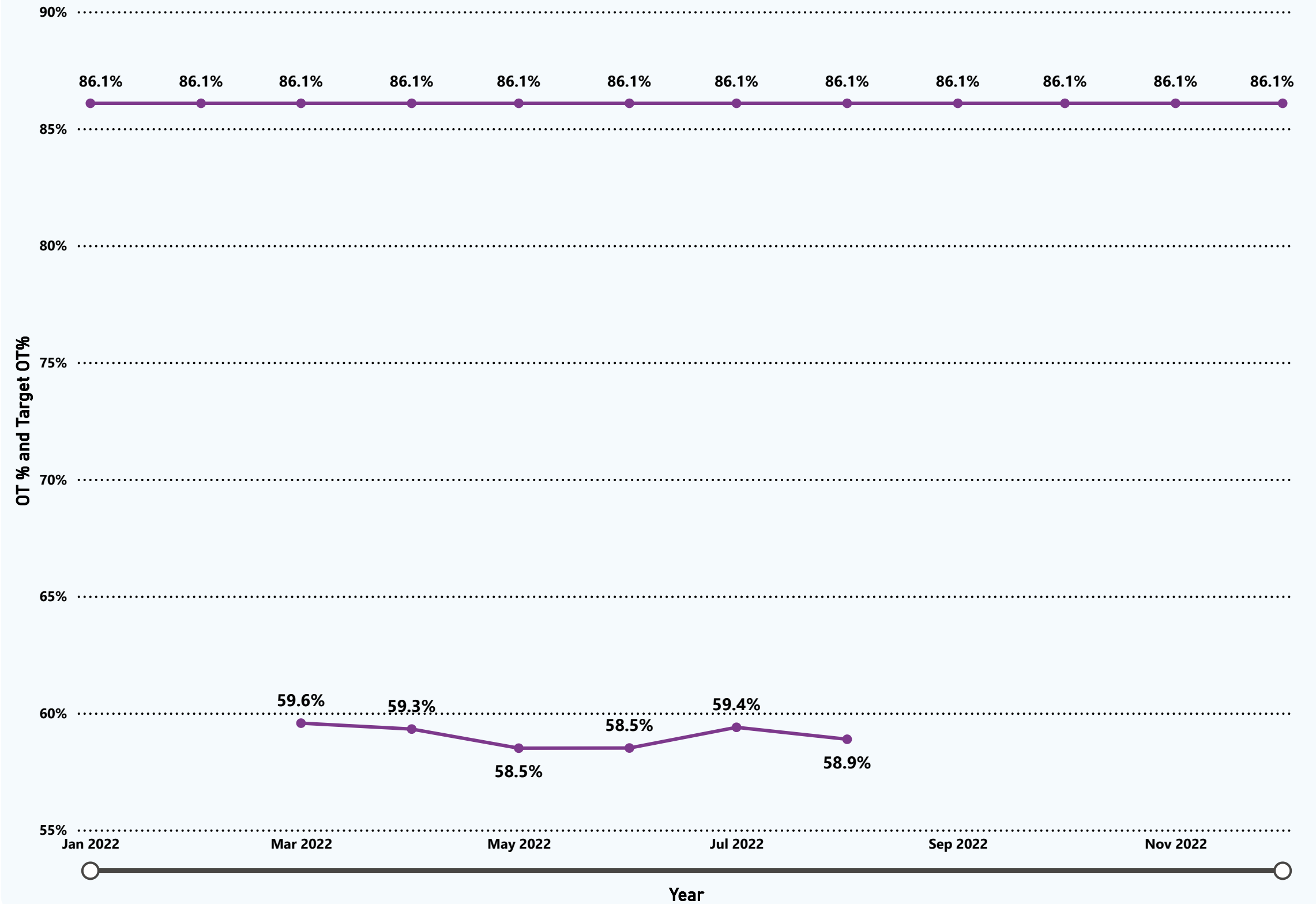
All

Day

All

## OT % Vs Target OT % Trends

● OT % ● Target OT%



## Insights and Solutions for AtliqMart

### **Addressing Late Deliveries:**

- Approximately 40% of orders at AtliqMart are delivered late, with an average delay of 2 days. To address this issue, it is crucial to identify the root causes of these delays and implement corrective measures. Potential solutions include optimizing delivery routes and schedules or enhancing communication with suppliers, and streamlining the overall logistics process to minimize delivery times and improve customer satisfaction.

### **Performance Gap with Targets:**

- There is a notable discrepancy between the actual performance and the target metrics for On-Time Delivery (OT%), In-Full Delivery (IF%), and On-Time In-Full (OTIF%) rates. This highlights an opportunity to enhance operational efficiency and optimize order fulfillment processes.

### **Focus on Line Fill Rate (LIFR):**

- The Line Fill Rate (LIFR) is at 66%, indicating room for improvement in product availability and inventory management. AtliqMart should focus on optimizing inventory levels and ensuring that products are adequately stocked to meet customer demand.

### **Improvements in OTIF%:**

- The OTIF% metric reveals a significant gap of approximately 30% from the target, highlighting the need for improvements in order fulfillment and delivery processes. To address this, AtliqMart should optimize its logistics operations to ensure timely and complete deliveries, enhancing customer satisfaction and operational efficiency.

### **Category Analysis:**

- Dairy products constitute the largest share of orders, indicating robust demand in this category. AtliqMart can leverage this trend by enhancing its product portfolio or implementing targeted promotions within the dairy segment to further boost sales and capitalize on the opportunity.

### **Customer Performance:**

- Customers like Lotus Mart, Coolblue, and Acclaimed stores have the highest orders but also face challenges in delivering products on time. AtliqMart should work closely with these suppliers to improve their performance and explore alternative suppliers if necessary.

### **Product Performance:**

- Products such as butter, milk, and ghee frequently experience delays, suggesting potential challenges within the supply chain or inventory management processes. It is recommended that AtliqMart prioritize resolving these issues to improve operational efficiency and enhance customer satisfaction.

### **Continuous Improvement:**

- Despite the insights gained, there are no noticeable improvements in key metrics over the past few months. AtliqMart should establish a culture of continuous improvement, regularly reviewing performance metrics, identifying areas for enhancement, and implementing corrective actions to drive positive changes.