



SUPPLY CHAIN ANALYTICS IN THE FMCG DOMAIN



ABOUT ME



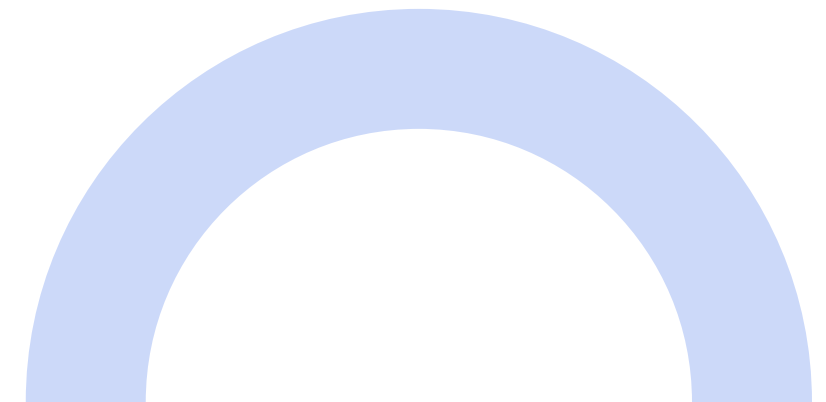
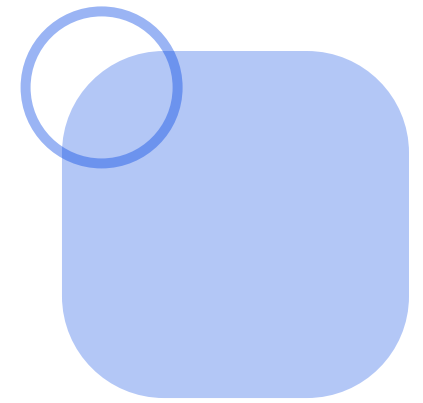
Harini B

An aspiring Data Analyst, I recently completed a Power BI project focused on the supply chain in the FMCG domain to assist AtliQ in monitoring and improving their delivery performance.



AGENDA

- 01** Company Background
- 02** Problem Statement
- 03** Understanding Key Metrics
- 04** Dashboard
- 05** Insights



BACKGROUND



AtliQ Mart

FMCG Manufacturer
Gujarat, India.

- **Surat**
- **Ahmedabad**
- **Vadodra**

PROBLEM STATEMENT

- 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.

UNDERSTANDING KEY METRICS

● On-time delivery(OT%)

● In-full delivery(IF%)

● On time and In full delivery(OTIF%)



INSIGHTS



- All the Key Metrics (OT%, IF%, OTIF%) are far behind the target
- On an 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
- Is it because we are not estimating the right delivery date?
- Is it because we are receiving more orders than expected?
- Ghee, curd and butter products are most delayed to deliver.
- There is 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. Is it because of less production?





THANK YOU



www.linkedin.com/in/harini-b-analyst



harinib.analyst@gmail.com