Insights From Supply Chain Analytics Power BI Project

➡️ **Overall Metrics Level Insights:**

🔶 **On-time Delivery:**

Coolblue, Lotus Mart, and Acclaimed Stores have significant discrepancies in meeting their anticipated targets, with differences of 47.35%, 51.17%, and 46.92%, respectively.

🔶 **In Full Quantity Delivery:**

Coolblue, Elite Mart, Vijay Sales, Lotus Mart, Sorefoz Mart, Acclaimed Stores, and Info Stores all failed to meet their targets by approximately 45%.

🔶 **On-time & In Full:**

Elite Mart, Vijay Sales, Lotus Mart, Sorefoz Mart, Acclaimed Stores, and Info Stores fell short of their targets by a considerable margin.

🔷 **Key Insight:**

Lotus Mart and Acclaimed Stores consistently appear in all three categories, indicating systemic issues in both on-time and in-full deliveries that need immediate attention. These recurring failures suggest deeper operational challenges that must be addressed to improve overall service levels.

➡ City-level Insights:

◆ Surat leads in both on-time deliveries and the combination of on-time and in-full deliveries, achieving around 60% out of 100%.

◆ Ahmedabad ranks highest in providing in-full quantity deliveries with 54%, but this still represents a low performance overall, as all cities are struggling to consistently deliver orders in full quantity.

◆ Vadodara shows the lowest performance among all cities, with customers experiencing delays in deliveries and receiving orders not in full quantity.

➡ Product level Insights:

◆ Dairy Products face the most substantial delivery delays, impacting overall service levels.

◆ Lotus, Acclaimed, and Coolblue customers experience around 74% of their total ordered dairy products being delayed.