



ATLIQ Mart Supply Chain Performance Report

This report presents a data-driven analysis of ATLIQ Mart's supply chain performance across multiple pages of insights. The focus is on Item Fulfillment (IF%), Order Timeliness (OT%), order and delivery trends, product performance, and store-wise distribution.

Key Performance Gaps

- IF% (Item Fulfillment): 52.78% (Goal: 76.51%) → Shortfall: -31.02%
- OT% (Order Timeliness): 59.03% (Goal: 86.09%) → Shortfall: -31.43%
- Total Orders: 13.43M units
- Total Delivered: 12.97M units (457.78K shortfall)

Major Concerns:

1. Low IF% & OT% → Inefficiencies in supply fulfilment & delivery.
2. Declining Orders → Order volume fell from 2.29M (May) to 2.16M (August).
3. High Demand vs. Low Supply → Core products (Milk, Curd) face shortages.
4. Store-Level Performance → Some high-order stores face stock fulfilment issues.

1. Order and Delivery Analysis

- Total Orders: 13.43M | Total Deliveries: 12.97M | Not Delivered: 457.78K
- Steady decline in order volume: From May (2.29M) to August (2.16M).
- Top ordering stores (1.2M each): Vijay Stores, Lotus Mart, Rel Fresh, Propel Mart.

Recommendations:

- Optimize supplier coordination & logistics to improve IF% and OT%.
 - Address declining order trends through demand analysis.
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2. Product Performance Insights

- Top Ordered Products:
 - Milk 250ml (1.28M), Milk 100ml (1.28M), Milk 500ml (1.25M)
 - Curd 50ml (1.12M), Curd 100ml (1.11M)
- Low Ordered Products:
 - Ghee 100 (0.19M), Ghee 150 (0.19M), Ghee 250 (0.19M)

Recommendations:

- Prioritize inventory of high-demand dairy products.
 - Investigate why ghee products have low demand.
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3. Store Performance Insights

- Top stores with highest order volume (1.2M each):
 - Vijay Stores, Lotus Mart, Rel Fresh, Propel Mart.
- Other high-performing stores (~0.8M each):
 - Expert Mart, Coolblue, Elite Mart, Express Stores.

Recommendations:

- Ensure priority stock fulfillment for top-order stores.
 - Improve distribution efficiency to reduce delays.
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