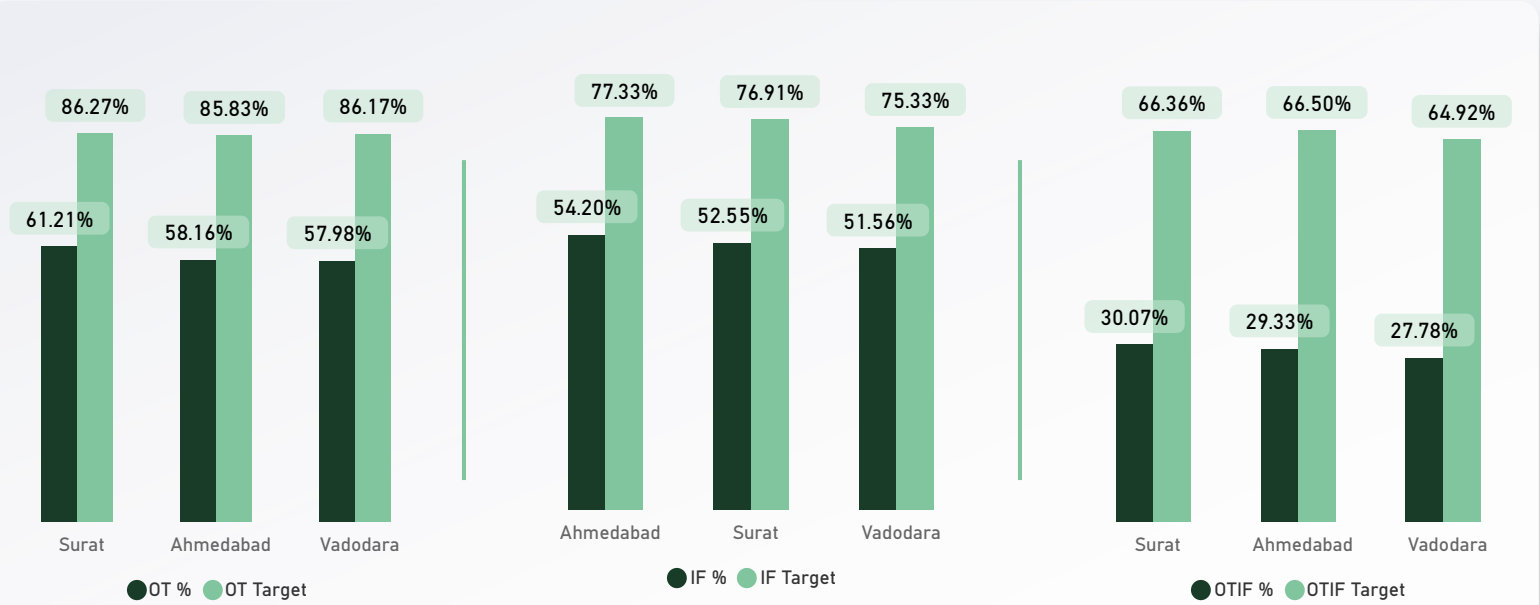
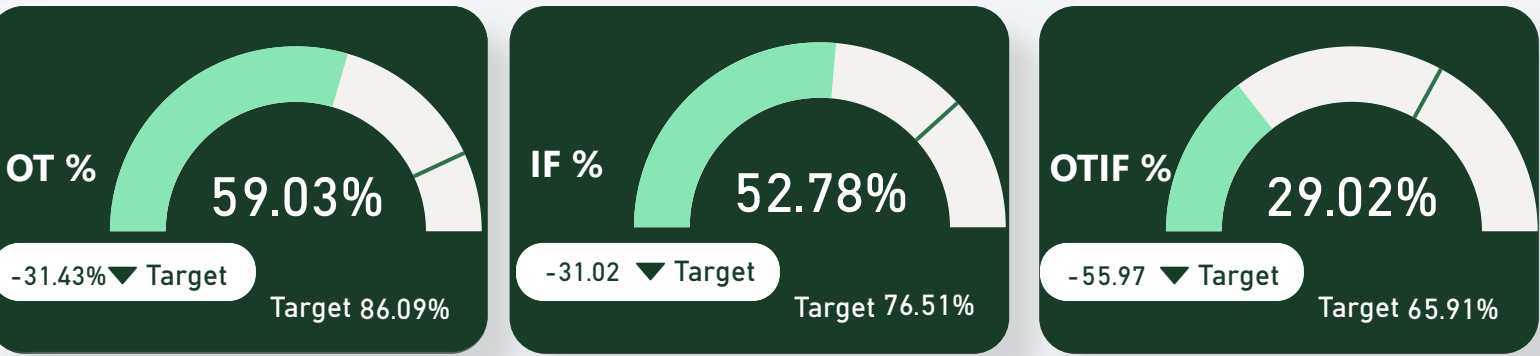


ATLIQ MART SUPPLY CHAIN - CUSTOMERS

Year, Month

All



Customer Performance					
customer_name	OTIF %	OT %	IF %	LIFR %	VOFR %
Propel Mart	40.92%	73.64%	59.74%	75.62%	97.70%
Atlas Stores	39.55%	71.81%	59.78%	75.48%	97.58%
Viveks Stores	39.44%	70.61%	60.07%	75.06%	97.57%
Expert Mart	39.11%	72.54%	59.81%	75.48%	97.44%
Logic Stores	38.78%	70.82%	60.14%	74.39%	97.45%
Chiptec Stores	38.73%	71.62%	60.35%	75.61%	97.58%
Expression Stores	38.39%	69.92%	60.83%	75.28%	97.54%
Rel Fresh	38.18%	72.32%	58.69%	74.54%	97.43%
Vijay Stores	28.28%	72.45%	44.98%	59.23%	95.87%
Sorefoz Mart	25.89%	72.67%	39.19%	53.40%	95.33%
Info Stores	25.52%	70.94%	41.16%	53.05%	95.24%
Elite Mart	24.37%	72.45%	37.94%	52.74%	95.29%
Lotus Mart	16.34%	28.11%	53.35%	60.08%	96.01%
Acclaimed Stores	15.47%	29.43%	52.36%	58.93%	95.85%
Coolblue	13.75%	29.13%	44.73%	51.53%	95.08%

ATLIQ MART SUPPLY CHAIN - PERFORMANCE

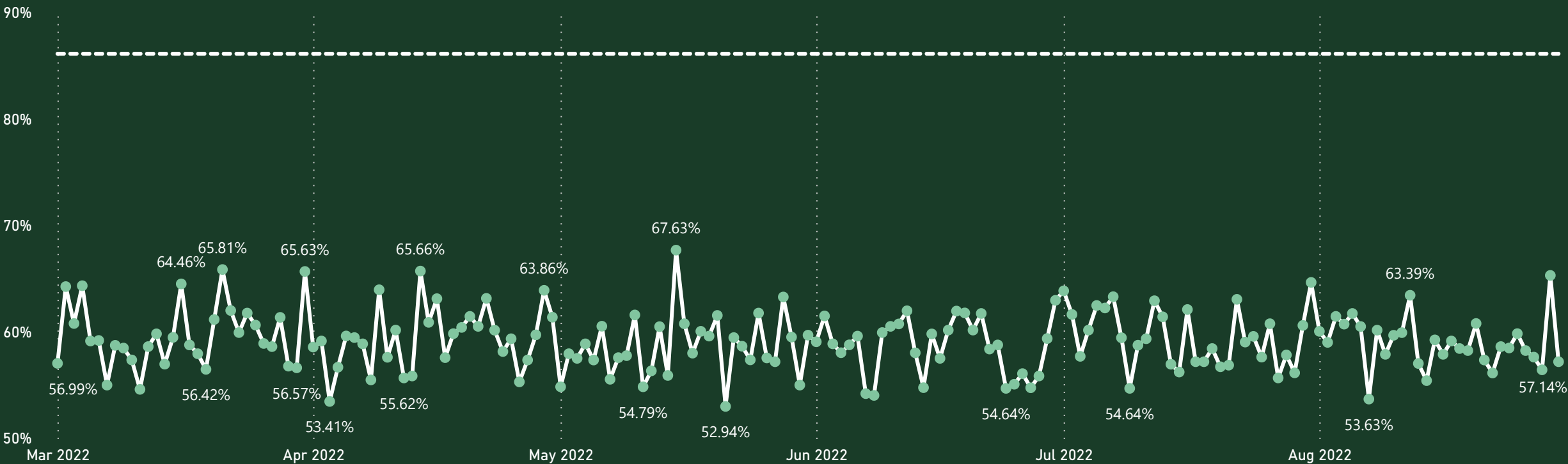
OT%

IF%

OTIF%

LIFR%

VOFR%



ATLIQ MART SUPPLY CHAIN

ORDER LINES

Year, Month

All

57K

Total Order Lines

38K

Total Order Lines In Full

65.96%

LIFR %

13427K

Total Order Line QTY

12969K

Total Order Line Delivered QTY

96.59%

VOFR %







































ATLIQ MART SUPPLY CHAIN - PRODUCTS

Year, Month

All

Product Performance

Product Name	LIFR %	LIFR % by Month	VOFR %	VOFR % 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%	

Marked data point represent the month with the lowest Line Fill Rate and lowest Volume Fill Rate

Delivery Analysis

Delayed Days	beverages	Dairy	Food
<div>+0</div>	5413	13336	5525
<div>+1</div>	1332	4676	1284
<div>+2</div>	818	2929	806
<div>+ -1</div>	582	2328	564
<div>+3</div>	477	1891	484

Delayed Days	Ahmedabad	Surat	Vadodara
<div>+0</div>	5275	4934	5197
<div>+1</div>	2276	1883	2231
<div>+2</div>	1398	1157	1443
<div>+ -1</div>	1158	1001	1165
<div>+3</div>	954	721	936

-1: Delivered one day before. 0: On time delivery, 1: One day delayed delivery, 2: Two day delayed delivery, 3: Three day delayed delivery

KEY INSIGHTS →

Based on the order analysis, **Lotus Mart and Acclaimed Stores stand** out as the **most significant contributors**, each accounting for over **11% of the total orders**. Close behind are **Vijay Stores, Rel Fresh, Coolblue, and Propel Mart** with each contributing **around 8%**. These **six key customers collectively constitute 53% of the total orders**, highlighting their impact on the business's overall performance.

The **Dairy category** dominates the distribution of orders, **accounting 79.30%**. This suggests the level of **popularity** among customers for **dairy-related products**, driving a significant number of orders in this category.

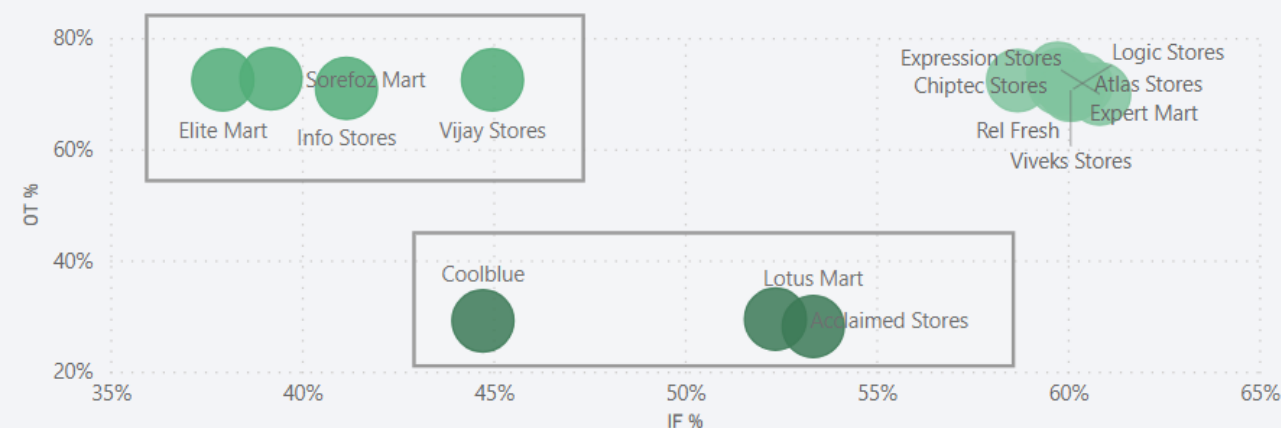
The average performance metrics for **On-Time (OT%), In Full (IF%), and On-Time In Full (OTIF%) fail to meet their respective targeted values**, indicating that the **delivery performance falls below the desired standards**. This suggests that a **considerable number of orders are experiencing delays and incomplete fulfillment**, leading to customer dissatisfaction and potential operational inefficiencies.



KEY INSIGHTS →

Customer Delivery Analysis

- **Coolblue, Acclaimed Stores, Lotus Mart, Elite Mart, Info Stores, Sorefoz Mart, and Vijay Stores** are customers facing challenges in achieving optimal delivery results.
- **Coolblue, Acclaimed Stores, and Lotus Mart** have **low on-time delivery** performance impacting their overall OTIF %, and **improving their on-time delivery rates** should be a priority to enhance their overall delivery performance.
- **Vijay Stores, Sorefoz Mart, Info Stores, and Elite Mart** maintain a reasonable **delivery success rate**, but they **fail in achieving** a high **in-full percentage**, indicating the need for **improvement in delivering orders in full quantity**.



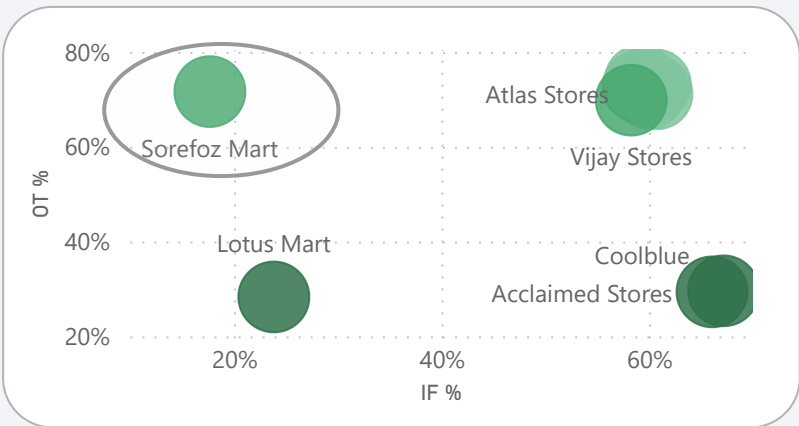
Customer Performance

customer_name	OTIF %	OT %	IF %	LIFR %	VOFR %
Propel Mart	40.92%	73.64%	59.74%	75.62%	97.70%
Atlas Stores	39.55%	71.81%	59.78%	75.48%	97.58%
Viveks Stores	39.44%	70.61%	60.07%	75.06%	97.57%
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Logic Stores	38.78%	70.82%	60.14%	74.39%	97.45%
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Lotus Mart	16.34%	28.11%	53.35%	60.08%	96.01%
Acclaimed Stores	15.47%	29.43%	52.36%	58.93%	95.85%
Coolblue	13.75%	29.13%	44.73%	51.53%	95.08%

KEY INSIGHTS →

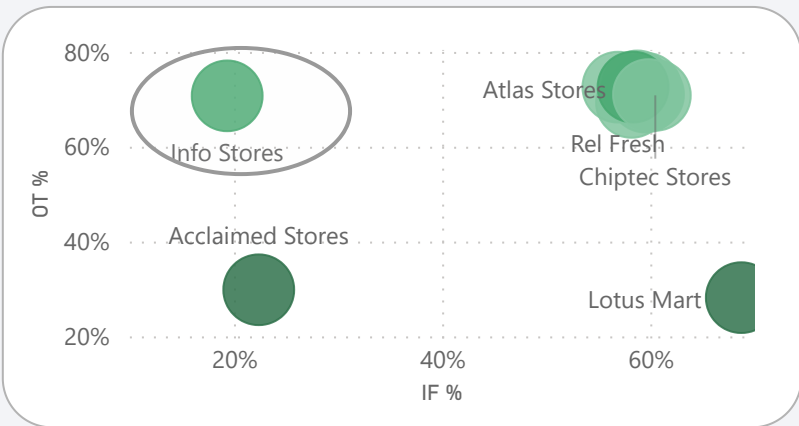
AHMEDABAD

- **Ahmedabad** city reveals a concerning delivery performance for **Sorefoz Mart**, with a **low IF % impacting their OTIF %**.
- Delivering orders in full quantity poses challenges for them, thereby affecting overall delivery performance.



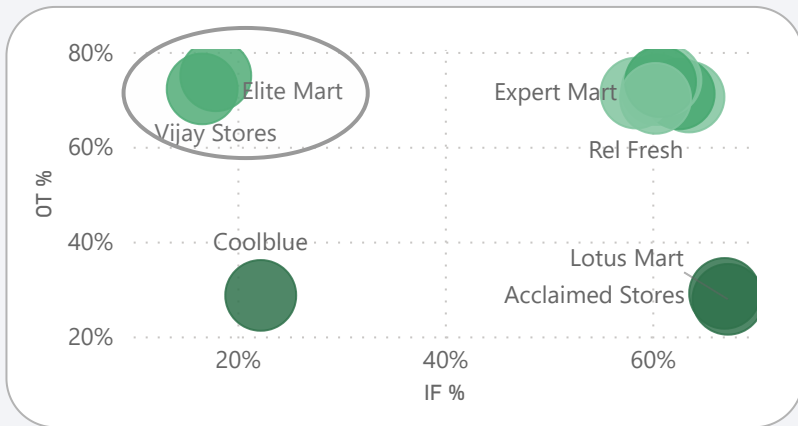
SURAT

- **Surat** city highlights **Info Stores'** struggle with a **lower IF %**, directly **influencing their delivery performance**.
- Improvements are needed to enhance their ability to fulfill orders in full, thus improving overall delivery operations.



VADODARA

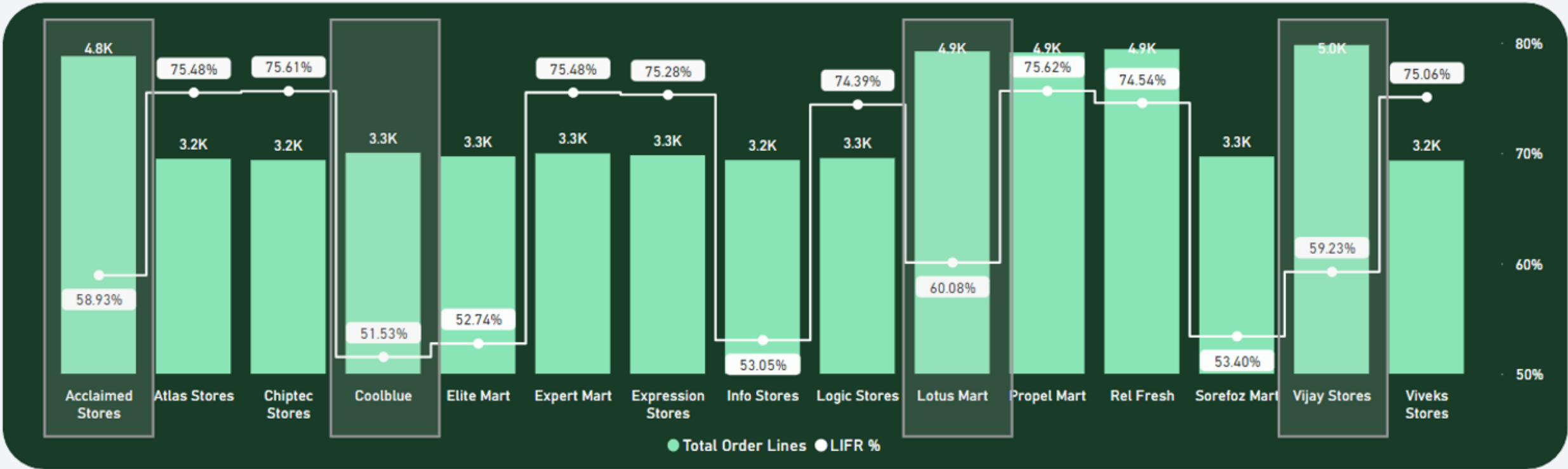
- **Elite Mart and Vijay Stores** exhibit a **low IF %**, leading to a **correspondingly low OTIF %**.
- Indicating the importance of addressing order fulfillment challenges to enhance their delivery processes effectively.



KEY INSIGHTS →

Based on the Order line analysis,

- The **lower LIFR %** indicates **challenges in fulfilling a complete set of ordered items** , which can **impact customer satisfaction & operational efficiency**.
- **Addressing** these challenges should be a **priority of the customers to enhance their LIFR %** and **improve overall order fulfillment performance**.
- Here, **Coolblue, Elite Mart, Info Stores, Sorefoz Mart, Acclaimed Stores, Vijay Stores, and Lotus Mart** have **lower LIFR %** (Line Fill Rate) compared to the average LIFR %.
- And among these customers, **Vijay Stores, Lotus Mart, Acclaimed Stores, and Coolblue** have the **largest order lines**.



KEY INSIGHTS →

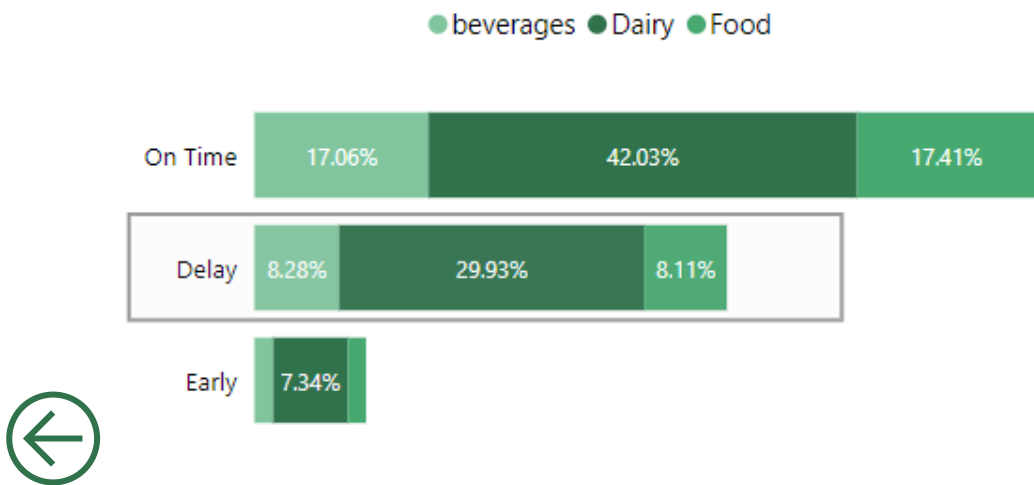
Based on the Delivery Analysis,

- **Lotus Mart, Acclaimed Stores, and Coolblue** are **experiencing the most delayed orders**, with delays ranging from **1 to 3 days**.
- And a **significant percentage of delayed orders** belong to the **"Dairy" category**, which indicates potential challenges in managing timely deliveries for dairy-related products.

Delivery Analysis				
Delayed Days		beverages	Dairy	Food
+	0	5413	13336	5525
-	1			
+	Lotus Mart	247	737	244
+	Acclaimed Stores	211	771	231
+	Coolblue	146	511	146

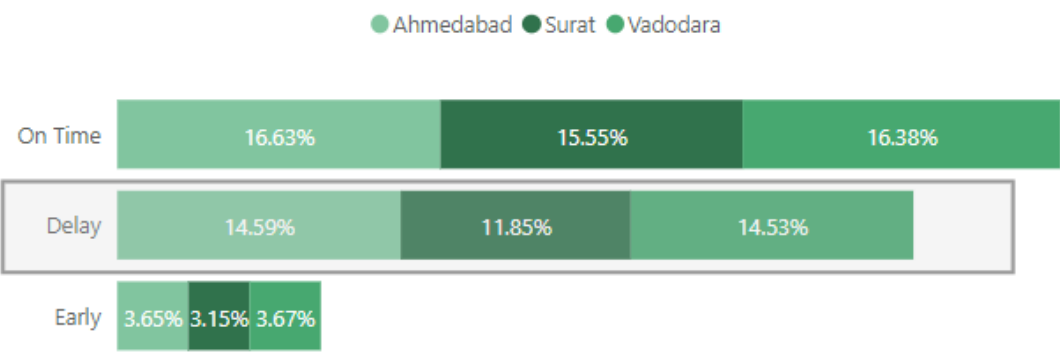
Delivery Analysis				
Delayed Days		beverages	Dairy	Food
+	0	5413	13336	5525
+	1	1332	4676	1284
-	2			
+	Lotus Mart	181	679	200
+	Acclaimed Stores	202	661	197
+	Coolblue	144	485	145

Delivery Analysis				
Delayed Days		beverages	Dairy	Food
+	0	5413	13336	5525
+	1	1332	4676	1284
+	2	818	2929	806
+	-1	582	2328	564
-	3			
+	Lotus Mart	125	501	130
+	Acclaimed Stores	131	460	122
+	Coolblue	98	318	91



KEY INSIGHTS

- And the **city-wise analysis** reveals that both **Ahmedabad and Vadodara** had similar percentages, around 14%, of **delayed orders**.
- These findings emphasize the importance of conducting a thorough investigation and exploring potential optimizations in delivery processes within these cities.
- **By addressing delays**, we can significantly **enhance the overall delivery performance and improve customer satisfaction**.



		Delivery Analysis		
		Ahmedabad	Surat	Vadodara
+	0	5275	4934	5197
-	1			
+	Lotus Mart	325	332	328
+	Acclaimed Stores	318	321	342
+	Coolblue	327		331

		Ahmedabad	Surat	Vadodara
+	0	5275	4934	5197
+	1	2276	1883	2231
-	2			
+	Lotus Mart	289	306	300
+	Acclaimed Stores	309	275	283
+	Coolblue	312		316

		Ahmedabad	Surat	Vadodara
+	0	5275	4934	5197
+	1	2276	1883	2231
+	2	1398	1157	1443
+	-1	1158	1001	1165
-	3			
+	Lotus Mart	231	226	215
+	Acclaimed Stores	216	194	219
+	Coolblue	219		222