



AtliQ Mart is a growing FMCG manufacturer headquartered in Gujarat, India. It is currently operational in three cities Surat, Ahmedabad and Vadodara. They want to expand to other metros/Tier 1 cities in the next 2 years.

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.**

The Supply Chain team decided to use a standard approach to measure the service level in which they will measure 'On-time delivery (OT) %', 'In-full delivery (IF) %', and On-Time in full (OTIF) %' of the customer orders daily basis against the target service level set for each customer.





ATILQ MART SUPPLY CHAIN DASHBOARD



OT%	OTIF%	In_full%
59.03%! Goal: 86.09 (-99.31%)	29.02%! Goal: 65.91 (-99.56%)	52.78%! Goal: 76.51 (-99.31%)

Spilt By City							
city	OT%	Average of ot_%	In_full%	Average of In_full_%	OTIF%	Average of Avg otif_%	avg_days_delay
Surat	61.21%	86.27%	52.55%	76.91%	30.07%	66.36%	1.67
Ahmedabad	58.16%	85.83%	54.20%	77.33%	29.33%	66.50%	1.70
Vadodara	57.98%	86.17%	51.56%	75.33%	27.78%	64.92%	1.69
Total	59.03%	86.09%	52.78%	76.51%	29.02%	65.91%	1.69

Month

All

Day

All

Total no.of order_lines by product_name

product_name	Count	Percentage
AM Butter ...	3K	19.88%
AM Ghee 1...	3K	20.36%
AM Ghee 2...	3K	19.91%
AM Milk 250	3K	19.8...
AM Biscuit...	3K	19.91%

Spilt By customers						
customer_name	OT%	Average of ot_%	In_full%	Average of In_full_%	OTIF%	Average of Avg otif_%
Expert Mart	72.54%	91.00%	59.81%	80.00%	39.11%	73.00%
Viveks Stores	70.61%	89.00%	60.07%	81.00%	39.44%	72.50%
Chiptec Stores	71.62%	89.00%	60.35%	81.00%	38.73%	72.00%
Rel Fresh	72.32%	88.00%	58.69%	79.33%	38.18%	69.67%
Expression Stores	69.92%	88.50%	60.83%	78.00%	38.39%	69.00%
Propel Mart	73.64%	86.67%	59.74%	79.33%	40.92%	68.67%
Atlas Stores	71.81%	88.00%	59.78%	78.00%	39.55%	68.50%
Vijay Stores	72.45%	89.33%	44.98%	76.00%	28.28%	68.00%
Elite Mart	72.45%	91.00%	37.94%	73.00%	24.37%	66.50%
Logic Stores	70.82%	87.50%	60.14%	76.00%	38.78%	66.50%
Info Stores	70.94%	92.00%	41.16%	71.00%	25.52%	65.50%
Sorefoz Mart	72.67%	87.00%	39.19%	72.00%	25.89%	62.50%
Lotus Mart	28.11%	77.33%	53.35%	75.33%	16.34%	58.00%
Acclaimed Stores	29.43%	76.33%	52.36%	75.33%	15.47%	57.67%
Coolblue	29.13%	77.00%	44.73%	71.00%	13.75%	54.50%
Total	59.03%	86.09%	52.78%	76.51%	29.02%	65.91%





ATILQ MART SUPPLY CHAIN DASHBOARD

month

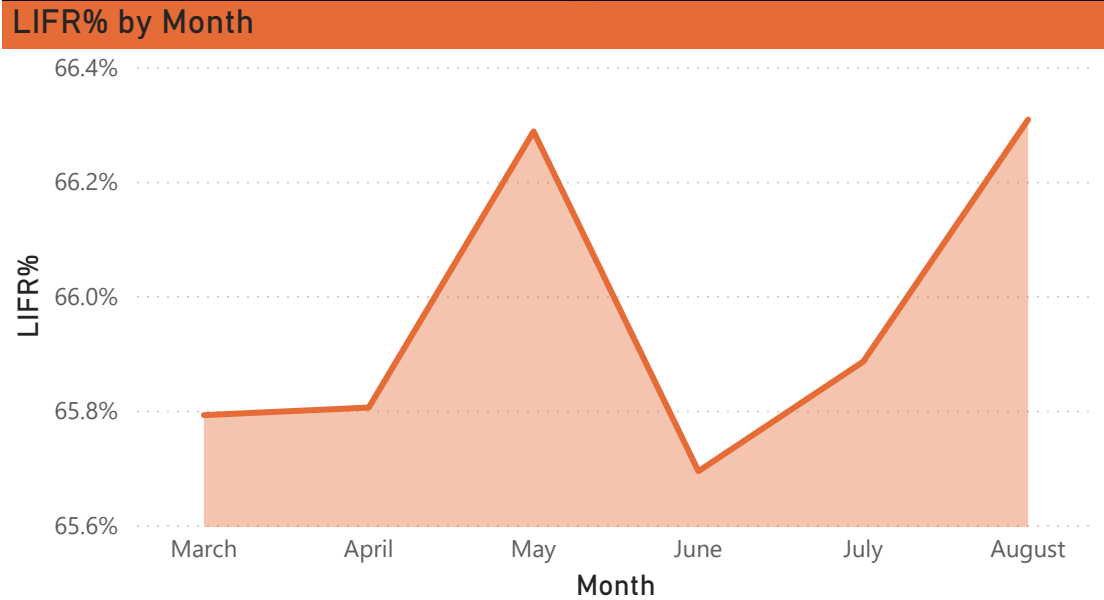
All

city

All

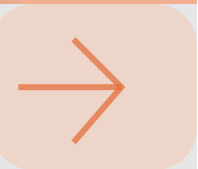


Average Days delayed of orders	Total Delayed Orders
1.69	13K
LIFR%	VOFR %
65.96%	96.59



Product Insights						
product_name	Sum of order_qty	Sum of %_of_total	LIFR%	LIFR% by mmm_yy	VOFR %	VOFR % by mmm_yy
AM Biscuits 250	563366	4.20%	65.16%		96.58	
AM Biscuits 500	558119	4.16%	66.10%		96.49	
AM Biscuits 750	556996	4.15%	68.05%		96.85	
AM Butter 100	943483	7.03%	66.66%		96.59	
AM Butter 250	933107	6.95%	63.52%		96.36	
AM Butter 500	983180	7.32%	65.19%		96.46	
AM Curd 100	1105336	8.23%	66.73%		96.62	
AM Curd 250	1099401	8.19%	67.05%		96.72	
AM Curd 50	1119256	8.34%	65.55%		96.62	
AM Ghee 100	186186	1.39%	65.75%		96.59	
AM Ghee 150	193524	1.44%	66.72%		96.69	
AM Ghee 250	191494	1.43%	65.25%		96.53	
AM Milk 100	1276190	9.50%	65.55%		96.54	
AM Milk 250	1279132	9.53%	65.91%		96.61	
AM Milk 500	1254422	9.34%	67.51%		96.71	
AM Tea 100	394712	2.94%	65.32%		96.59	
AM Tea 250	392461	2.92%	65.16%		96.52	
AM Tea 500	396571	2.95%	66.14%		96.52	
Total	13426936	100.00%	65.96%		96.59	

ON time%	Infull%	OTIF%	LIFR%	VOFR%





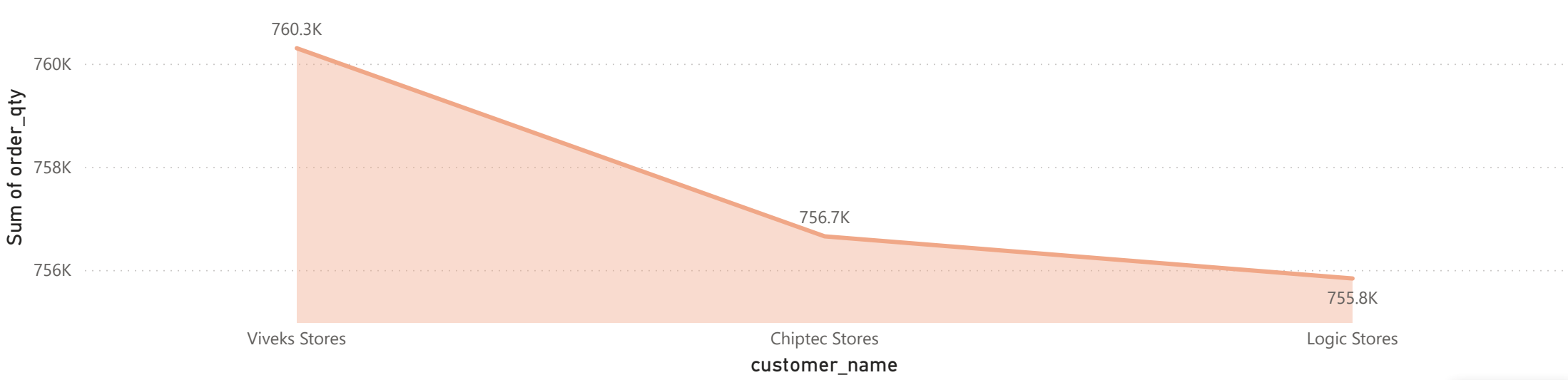
ATILQ MART SUPPLY CHAIN DASHBOARD



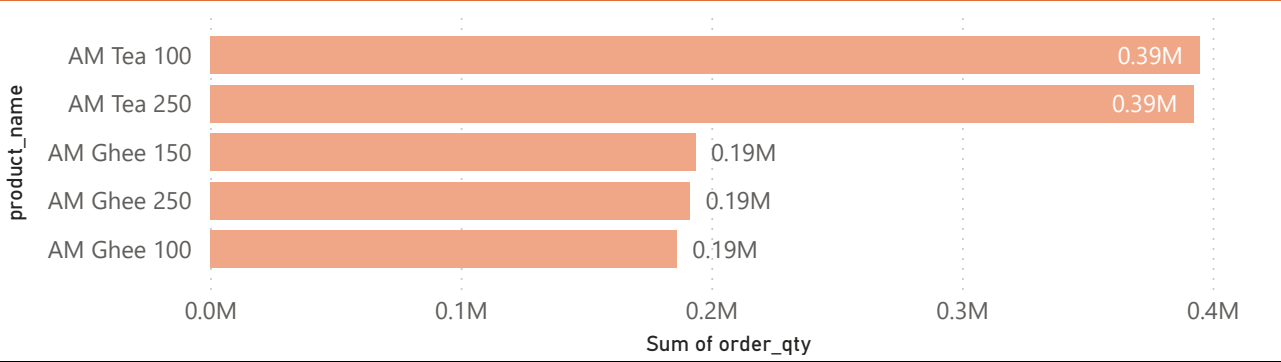
city			Month		
Ahmedabad	Surat	Vadodara	March	April	May
			June	July	August

HIGHEST
Lowest

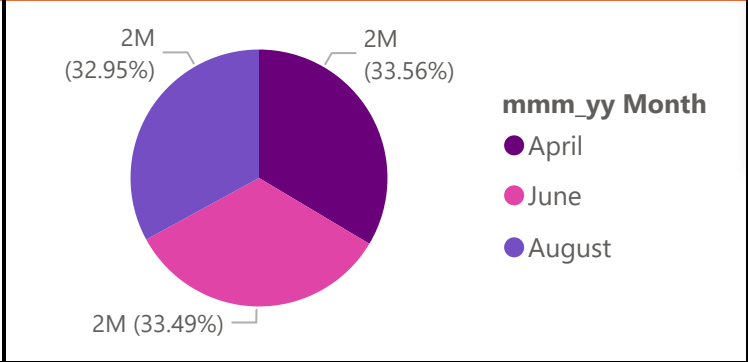
customer with lowest orders



Products with lowest orders



Month with lowest orders





ATILQ MART SUPPLY CHAIN DASHBOARD



Insights:

- **State-wise Performance:** In Atliq Mart's supply chain, Vadodara has the lowest On-Time and In-Full (OTIF) percentage, achieving only 27.78%, which falls significantly short of the company's target by 47.55%.
- **Customer Satisfaction by Store:** Proper Mart leads in timely delivery of orders, whereas Lotus Mart struggles the most with on-time deliveries. This could impact customer satisfaction and may reduce the likelihood of contract renewals.
- **Monthly Delivery Trends:** An analysis of monthly data reveals a slight decline in on-time delivery rates after April, with a rebound in July, but a subsequent dip in August.
- **Product Demand:** "AM Curd 50" receives the highest number of order lines among all products.
- **LIFR% and VOFR% Rates:** The Line Item Fill Rate (LIFR%) and Volume Fill Rate (VOFR%) both experienced a decline in June.
- **Order Volume by Product:** "AM Milk 250" has the highest number of orders, while "AM Ghee 150" has the fewest.

• Actionable Steps to Improve Supply Chain Performance

• Enhance Vadodara's OTIF

- Conduct root cause analysis and streamline processes.
- Implement regular performance monitoring.

• Boost Timeliness Across Stores

- Focus on improving Lotus Mart's delivery efficiency.

