**In-Depth Report on FMCG Atliq Supply Chain Management**

**1. Introduction:**

FMCG Atliq Supply Chain Management operates in a dynamic market environment where efficiency and reliability are paramount. This in-depth report delves into various aspects of the supply chain, providing detailed insights into performance metrics, customer behaviour, product categories, regional trends, and recommendations for improvement.

**2. Performance Metrics Analysis:**

* **Order Fulfilment**:
* **Total Order Quantity**: 13,426,936
* **Total Delivery Quantity**: 12,969,157
* **Total Undelivered Quantity**: 457,779
* **OTIF (On time in full) Percentage**: 29.02%
* **OT (On time) Percentage**: 59.03%
* **IF (In full) Percentage**: 52.78%

The analysis indicates room for improvement in order fulfilment metrics, particularly in enhancing OTIF and IF percentages to ensure timely and complete deliveries.

* **Product Fill Rates:**
* **VOFR (Volume fill rate) Percentage:** 96.59%
* **LIFR (Line fill rate) Percentage**: 65.96%

While volume fill rates are satisfactory, line fill rates suggest potential inefficiencies in fulfilling entire orders.

**3. Customer Insights:**

* **Customer Distribution:**
* **Total number of customers**: 15

Ahmedabad emerges as a significant market with high delivery quantities despite not leading in order quantity. Surat, however, exhibits lower delivery quantities compared to Ahmedabad and Vadodara.

* **Customer Performance:**
* Propel Martconsistently displays the highest delivery to order ratio, indicating efficient order processing and fulfilment.
* Lotum Mart, Acclaimed Stores, and Coolblue lag behind in OTIF and IF percentages, suggesting potential issues in their supply chain processes.
* **Top Performing Customers:**
  + **Propel Mart**: Consistently demonstrates high delivery to order ratio, indicating efficient supply chain processes.
  + **Atlas Stores**: Exhibits strong performance in terms of OTIF percentage, showcasing reliability in on-time and complete deliveries.
  + **Expression Stores**: Shows consistently high delivery quantities, particularly during specific months and in certain regions, indicating strong demand and effective supply chain management.
* **Least Performing Customers:**
* **Lotus Mart**: Lags behind in both OTIF and IF percentages, suggesting potential issues in supply chain processes leading to delays and incomplete deliveries.
* **Acclaimed Stores**: Displays consistently lower delivery quantities, especially in specific regions and months, indicating potential inefficiencies or challenges in the supply chain.
* **Coolblue**: Shows lower OTIF and IF percentages compared to other customers, highlighting areas for improvement in delivery efficiency and reliability.

**4. Product Category Analysis:**

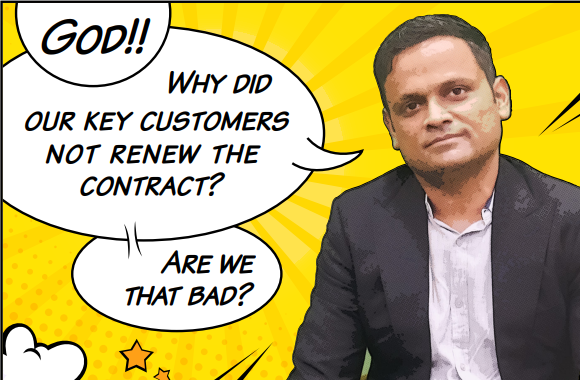
* **Category Performance:**
* Dairy products, especially milk, curd, and butter, demonstrate high delivery quantities, indicating strong demand and effective supply chain management.
* Ghee, within the Dairy category, experiences lower delivery quantities, necessitating further analysis to identify and address underlying issues.
* **Fill Rate Variations:**
* Biscuits 750 exhibit the highest VOFR and LIFR percentage, while Butter 250 shows the lowest, indicating varying efficiencies across product categories.

**5. Regional and Seasonal Trends:**

* **Regional Performance:**
* Expression Store customers consistently show high delivery quantities, particularly in April and June, and in Vadodara during August.
* Acclaimed Store customers consistently exhibit lower delivery quantities, especially in Surat during March, April, and June, and in Vadodara during August.

**6. Recommendations for Improvement:**

* **Operational Enhancements:**
* Implement measures to improve OTIF and IF percentages, such as streamlining inventory management and optimizing delivery routes.
* Provide additional training and support to customers with consistently low performance metrics to address underlying issues.
* **Category Optimization:**
* Conduct detailed analysis of low-performing categories like Ghee to identify bottlenecks and implement strategies for improvement.
* Leverage insights from high-performing categories to optimize inventory management and distribution processes.
* **Regional Strategy:**
* Tailor distribution strategies based on regional and seasonal trends to ensure efficient allocation of resources and timely deliveries.
* Collaborate closely with customers in regions exhibiting lower delivery quantities to understand specific challenges and devise targeted solutions.



**Unfortunately,** the customers that probably not renewing contracts and their Reasons:

* **Lotus Mart**: Potential challenges in supply chain efficiency and customer satisfaction issues.
* **Acclaimed Stores**: Consistently lower delivery quantities, particularly in specific regions and months, indicating potential inefficiencies or challenges in the supply chain.
* **Coolblue**: Lower OTIF and IF percentages compared to other customers, suggesting dissatisfaction or operational challenges.