Supply Chain Service Level Data Analysis– AtliQ Mart

Improving On-Time & In-Full Delivery Performance

Company: AtliQ Mart – FMCG manufacturer based in Gujarat, India

Current Operations: Surat, Ahmedabad, Vadodara

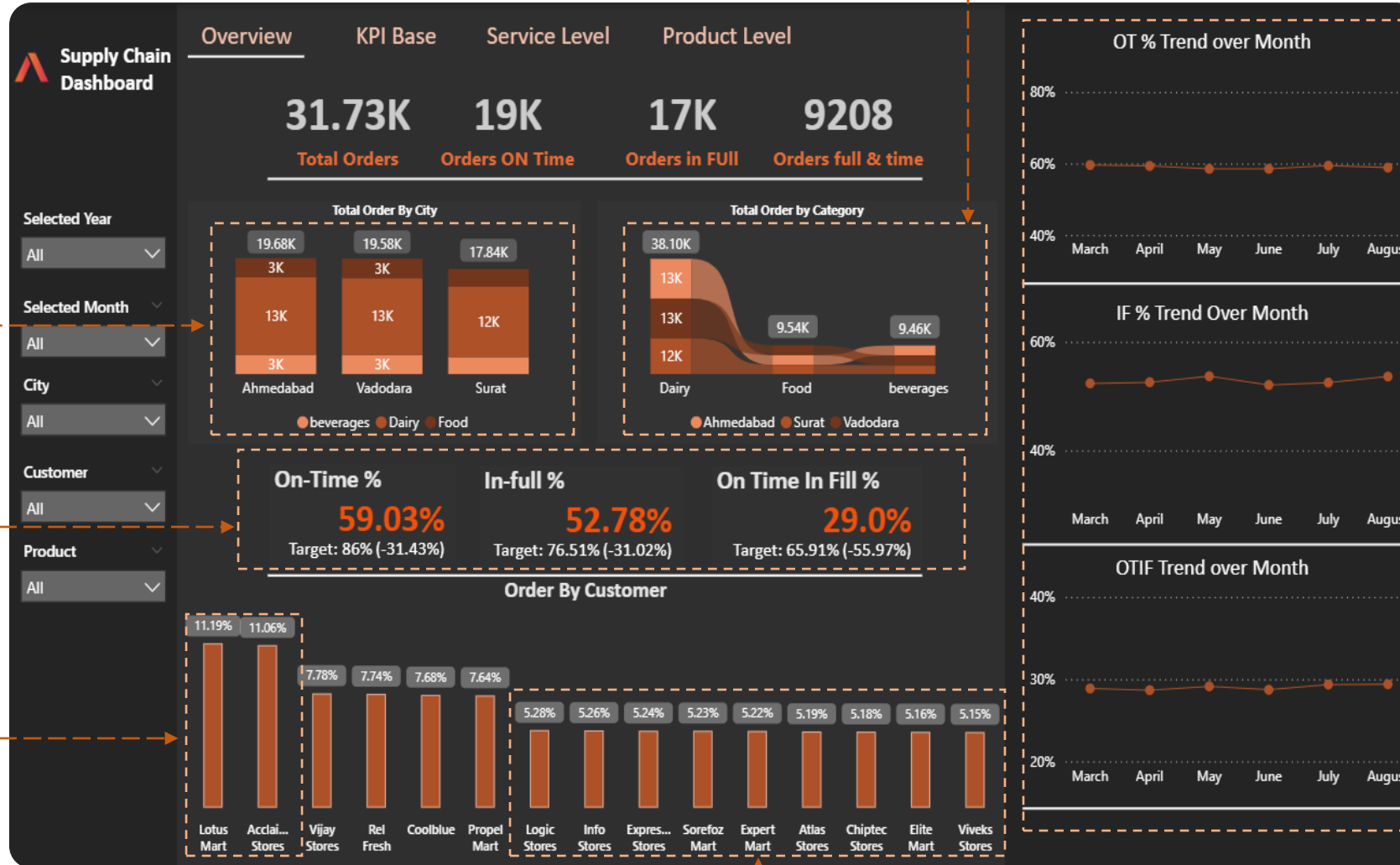**Future Goal:** Expand to Tier-1 cities within 2 years

Problem Statement:
- Some key customers did not renew contracts due to **service issues**
- Essential products were **delivered late or incomplete**
- Risk of losing customers & reputation before expansion

Objective:
- Track **On-Time (OT %)**, **In-Full (IF %)**, and **On-Time In-Full (OTIF %)** delivery daily
- Compare service levels **against customer targets**
- Provide insights to **improve customer service & retention**

Dairy dominates with **38.1K orders**, followed by Food (~9.5K) and Beverages (~9.4K).

Supply Chain Dashboard

Overview | KPI Base | Service Level | Product Level

31.73K — Total Orders
19K — Orders ON Time
17K — Orders in FUll
9208 — Orders full & time

Selected Year: All
Selected Month: All
City: All
Customer: All
Product: All

Total Order By City
- Ahmedabad: 19.68K (3K / 13K / 3K)
- Vadodara: 19.58K (3K / 13K / 3K)
- Surat: 17.84K (12K)

beverages ● Dairy ● Food

Total Order by Category
- Dairy: 38.10K (13K / 13K / 12K)
- Food: 9.54K
- beverages: 9.46K

● Ahmedabad ● Surat ● Vadodara

On-Time %: **59.03%** — Target: 86% (-31.43%)
In-full %: **52.78%** — Target: 76.51% (-31.02%)
On Time In Fill %: **29.0%** — Target: 65.91% (-55.97%)

Order By Customer
- Lotus Mart: 11.19%
- Acclai... Stores: 11.06%
- Vijay Stores: 7.78%
- Rel Fresh: 7.74%
- Coolblue: 7.68%
- Propel Mart: 7.64%
- Logic Stores: 5.28%
- Info Stores: 5.26%
- Expres... Stores: 5.24%
- Sorefoz Mart: 5.23%
- Expert Mart: 5.22%
- Atlas Stores: 5.19%
- Chiptec Stores: 5.18%
- Elite Mart: 5.16%
- Viveks Stores: 5.15%

OT % Trend over Month (80% / 60% / 40%) — March, April, May, June, July, August

IF % Trend Over Month (60% / 40%) — March, April, May, June, July, August

OTIF Trend over Month (40% / 30% / 20%) — March, April, May, June, July, August

Ahmedabad, Vadodara, Surat have almost equal orders **(18K–19.6K),** but fulfillment delays are consistent across.
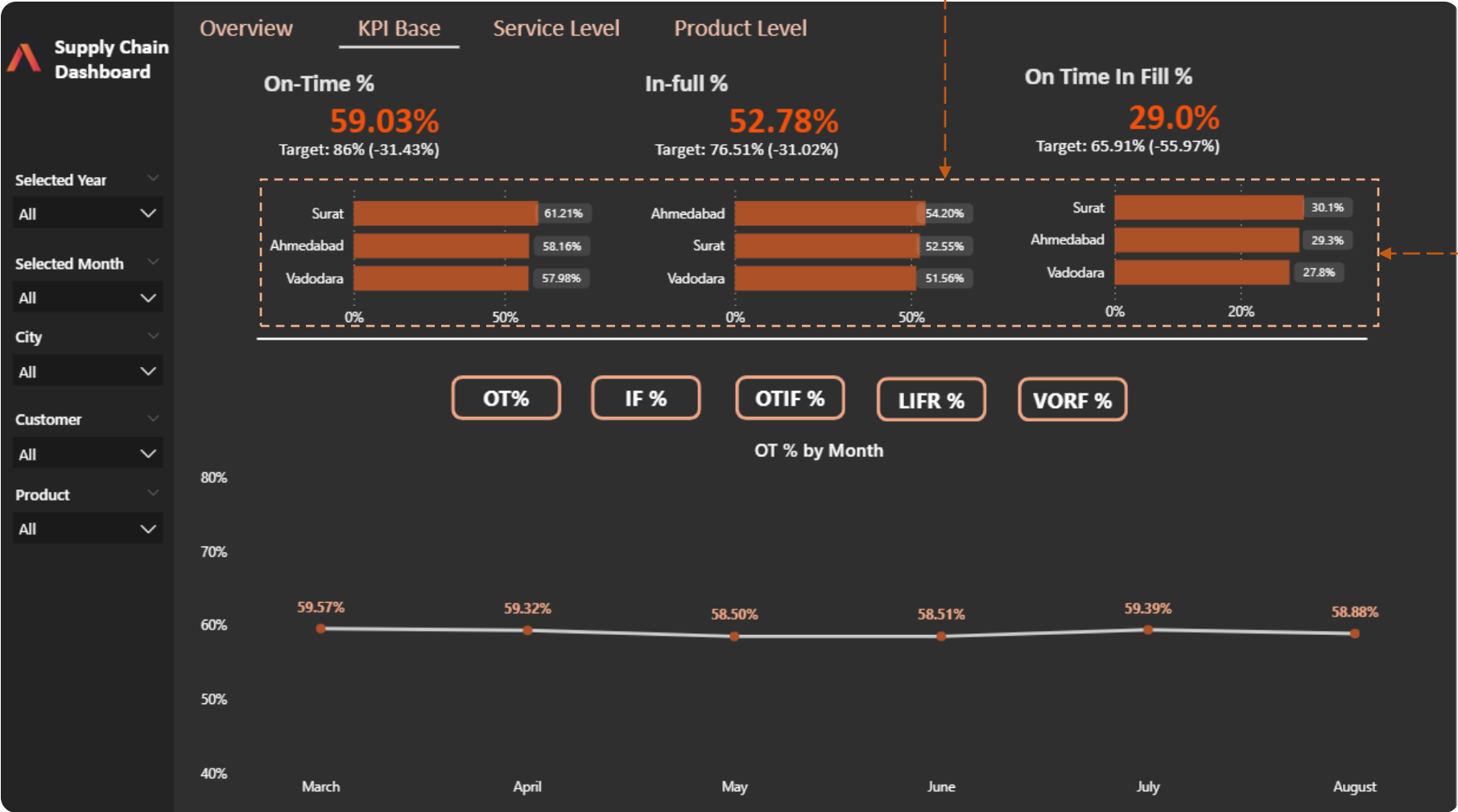
On-Time %, In-Full %, and OTIF are all **far below targets**

Lotus Mart & Acclaimed Stores contribute the most (~11% each)

On-time %, In-full %, and OTIF % are all **below targets and flat/slightly declining** across months

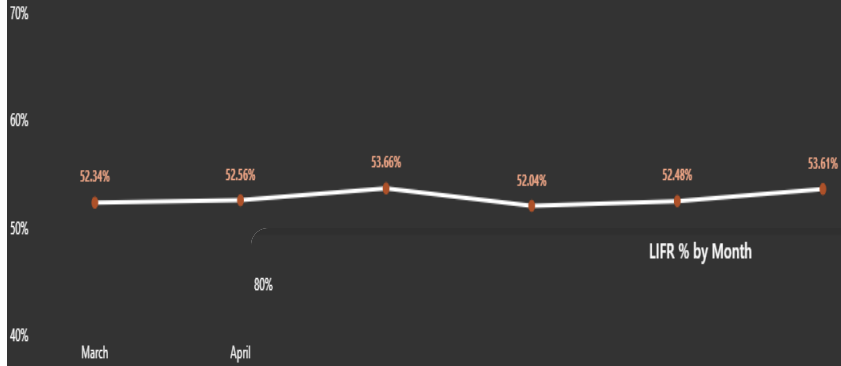Long-tail of smaller customers **contributes <8%** each

Project By Saurabh Kushamwar

•Surat (OT 61.2%) > Ahmedabad (58.1%) > Vadodara (57.9%)
•Ahmedabad performs best on IF% (54.2%), Vadodara lowest (51.6%).
•OTIF across cities is very poor (27–30%).

Focus improvement programs in **Vadodara** (lowest service performance).

Supply Chain Dashboard

Overview   KPI Base   Service Level   Product Level

On-Time %
59.03%
Target: 86% (-31.43%)

In-full %
52.78%
Target: 76.51% (-31.02%)

On Time In Fill %
29.0%
Target: 65.91% (-55.97%)

Selected Year
All

Selected Month
All

City
All

Customer
All

Product
All

Surat 61.21%
Ahmedabad 58.16%
Vadodara 57.98%
0%   50%

Ahmedabad 54.20%
Surat 52.55%
Vadodara 51.56%
0%   50%

Surat 30.1%
Ahmedabad 29.3%
Vadodara 27.8%
0%   20%

OT%   IF %   OTIF %   LIFR %   VORF %

OT % by Month

80%

70%

59.57%   59.32%   58.50%   58.51%   59.39%   58.88%
60%

50%

40%
March   April   May   June   July   August

Project By Saurabh Kushamwar

IF % by Month

70%

60%

52.34% 52.56% 53.66% 52.04% 52.48% 53.61%

50%

40%

March April

- Range: **52.3% – 53.6%** (March–August).
- **Flat and stagnant** with no major improvement across 6 months.
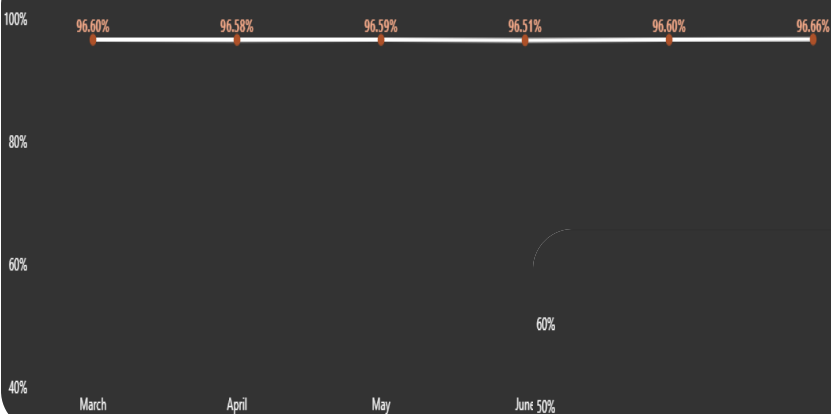- Always **20–25% below target (76.5%)**, indicating **chronic under-fulfillment of orders**.

LIFR % by Month

80%

70%

65.79% 65.81% 66.29% 65.69% 65.89% 66.31%

60%
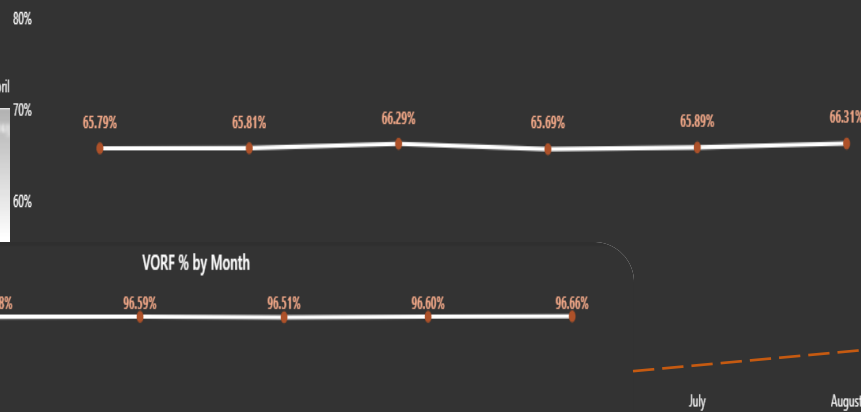
- Range: **65.8% – 66.3%**.
- **Stable but low** (benchmark usually 85–90%).
- No significant month-to-month improvement.

VORF % by Month

100% 96.60% 96.58% 96.59% 96.51% 96.60% 96.66%

80%

60%

40%

March April May June

July August

- Range: 96.5% – 96.9% → consistently high.
- This means that total quantity delivered is almost matching customer demand.
- However, high VORF but low LIFR/IF indicates wrong products are being delivered in right total quantity (mismatch problem).

OTIF % by Month

60%

50%

40%

30% 28.9% 28.7% 29.1% 28.7% 29.4% 29.4%

20%

March April May June July August
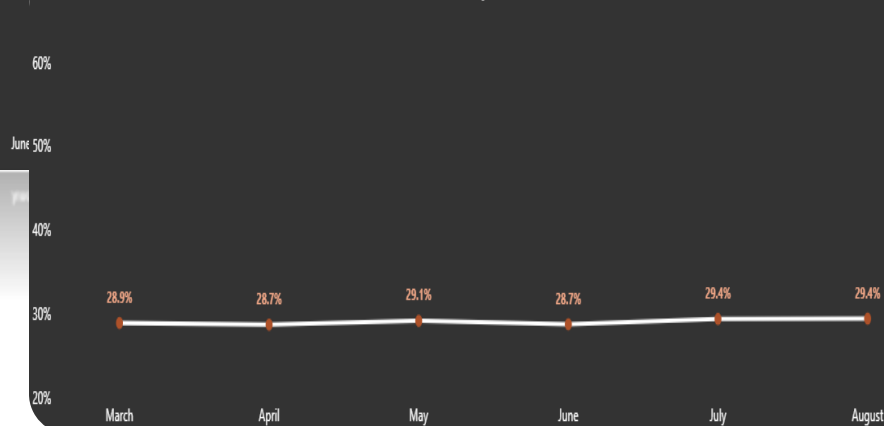
- Range: 28.0% – 29.4%.
- Consistently very low vs target of ~65%.
- Almost flat, no month shows recovery

Project By Saurabh Kushamwar

The chart reveals three customer segments:
•Critical Problem Accounts **(Lotus, Acclaimed, Coolblue).**
•Improvement Needed Accounts (on-time but not in-full).
•Best Practice Accounts (high on-time, high in-full).

The biggest risk lies with **top-volume customers** in the bottom-left cluster, as they are both high order contributors and very dissatisfied.

Supply Chain Dashboard

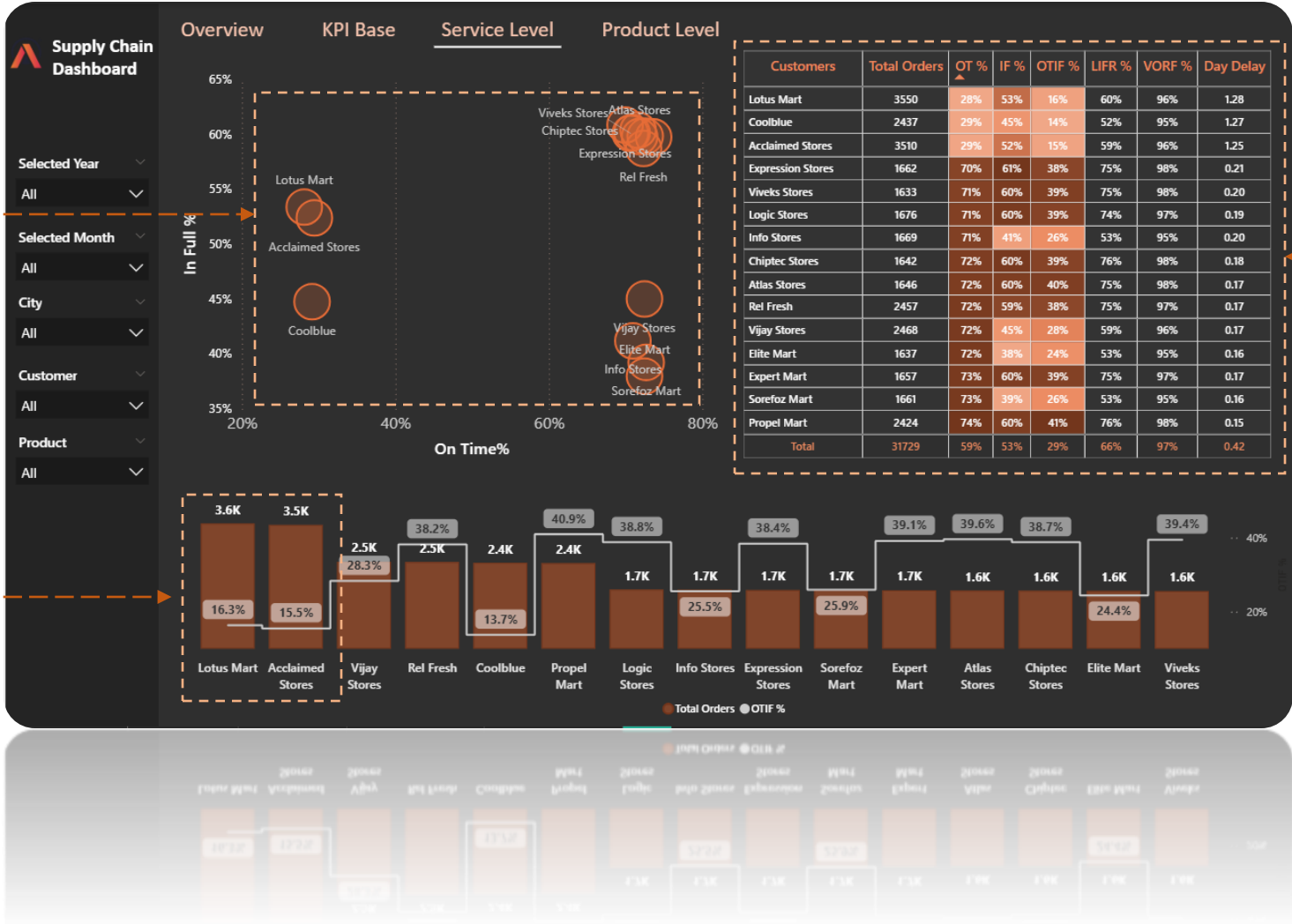Overview   KPI Base   Service Level   Product Level

Selected Year
All

Selected Month
All

City
All

Customer
All

Product
All

In Full % (On Time% scatter)

65%
60% — Viveks Stores, Atlas Stores, Chiptec Stores, Expression Stores, Rel Fresh
55% — Lotus Mart
50% — Acclaimed Stores
45% — Coolblue, Vijay Stores
40% — Elite Mart, Info Stores, Sorefoz Mart
35%
20%   40%   60%   80%
On Time%

Customers	Total Orders	OT %	IF %	OTIF %	LIFR %	VORF %	Day Delay
Lotus Mart	3550	28%	53%	16%	60%	96%	1.28
Coolblue	2437	29%	45%	14%	52%	95%	1.27
Acclaimed Stores	3510	29%	52%	15%	59%	96%	1.25
Expression Stores	1662	70%	61%	38%	75%	98%	0.21
Viveks Stores	1633	71%	60%	39%	75%	98%	0.20
Logic Stores	1676	71%	60%	39%	74%	97%	0.19
Info Stores	1669	71%	41%	26%	53%	95%	0.20
Chiptec Stores	1642	72%	60%	39%	76%	98%	0.18
Atlas Stores	1646	72%	60%	40%	75%	98%	0.17
Rel Fresh	2457	72%	59%	38%	75%	97%	0.17
Vijay Stores	2468	72%	45%	28%	59%	96%	0.17
Elite Mart	1637	72%	38%	24%	53%	95%	0.16
Expert Mart	1657	73%	60%	39%	75%	97%	0.17
Sorefoz Mart	1661	73%	39%	26%	53%	95%	0.16
Propel Mart	2424	74%	60%	41%	76%	98%	0.15
Total	31729	59%	53%	29%	66%	97%	0.42

•**Customers with Poor Service Levels**:
•Lotus Mart (OT 28%, IF 53%) → OTIF just 15%.
•Acclaimed Stores (OT 28%, IF 52%) → OTIF 15%.
•Coolblue also poor (OT 29%, IF 44%).
•**High Performers:**
Expression Stores, Atlas Stores, Chiptec, Viveks Stores → Better IF & OTIF.
•**Day Delay**: Avg delay is 0.42 days, worst is Lotus Mart (1.28 days).

Bar Chart — Total Orders & OTIF %

Customer	Total Orders	OTIF %
Lotus Mart	3.6K	16.3%
Acclaimed Stores	3.5K	15.5%
Vijay Stores	2.5K	28.3% / 38.2%
Rel Fresh	2.5K	
Coolblue	2.4K	13.7%
Propel Mart	2.4K	40.9%
Logic Stores	1.7K	38.8%
Info Stores	1.7K	25.5%
Expression Stores	1.7K	38.4%
Sorefoz Mart	1.7K	25.9%
Expert Mart	1.7K	39.1%
Atlas Stores	1.6K	39.6%
Chiptec Stores	1.6K	38.7%
Elite Mart	1.6K	24.4%
Viveks Stores	1.6K	39.4%

● Total Orders ○ OTIF %

While quantity-based fulfillment is high **(VORF 96.59%)**, line-item fulfillment **(LIFR 65.96%)** shows many orders are **not fulfilled completely** as per order lines.

Products with higher demand (Milk, Curd, Butter) show **similar fulfillment challenges as low-volume products.**
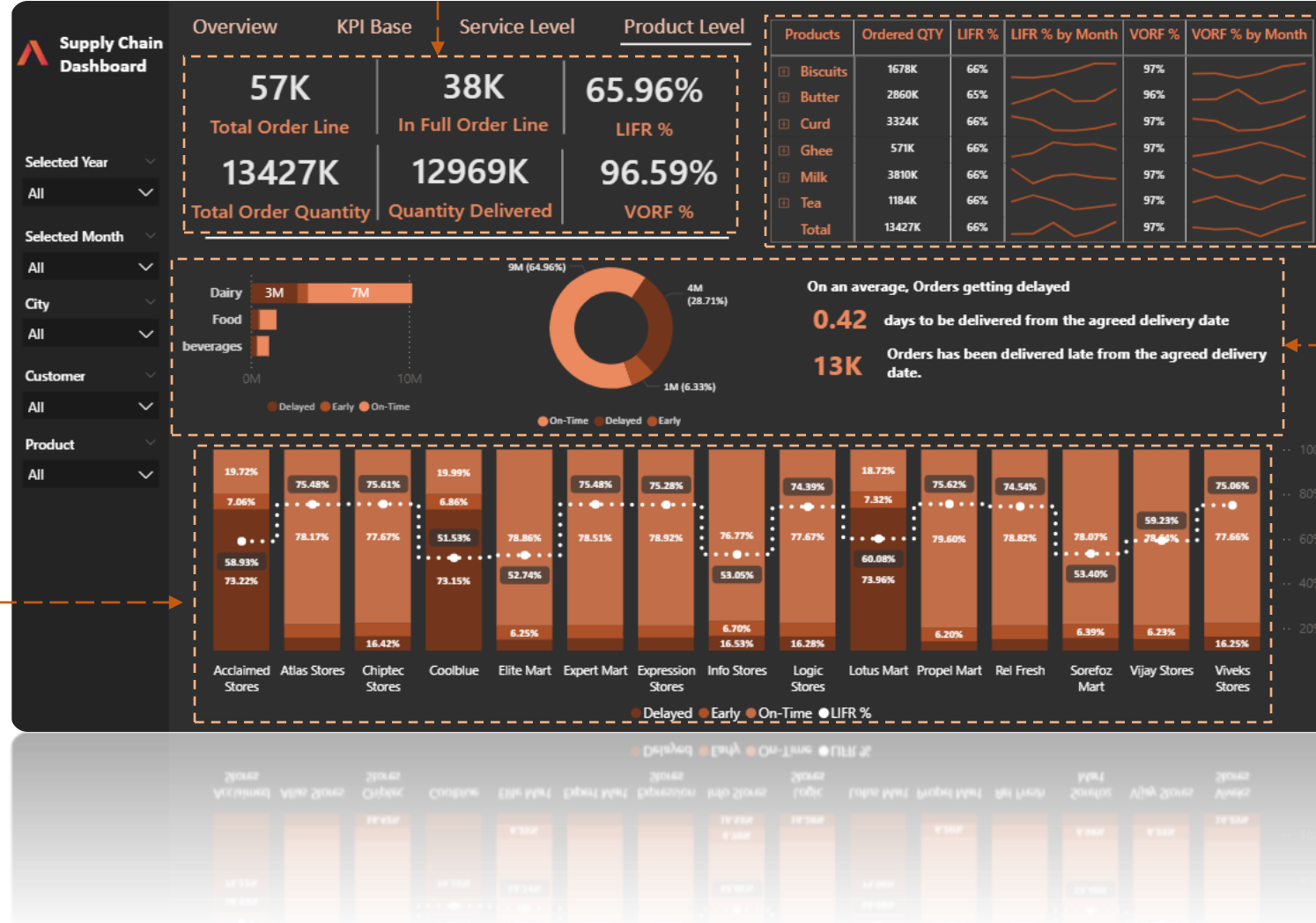
Delays are not huge in days but affect customer trust. Early deliveries also indicate **misaligned supply planning**.

Best performers: Propel Mart, Rel Fresh, Expression Stores mark High on-time deliveries, strong service.
Worst performers: Coolblue, Elite Mart, Lotus Mart → Very low LIFR, high delays.
Gap: Best stores are ~25% better than worst stores.
Action: Improve logistics and delivery process in **Coolblue, Lotus, and Acclaimed**; follow best practices of top stores.

Supply Chain Dashboard

Overview   KPI Base   Service Level   Product Level

57K	**38K**	**65.96%**
Total Order Line	In Full Order Line	LIFR %
13427K	**12969K**	**96.59%**
Total Order Quantity	Quantity Delivered	VORF %

Products	Ordered QTY	LIFR %	LIFR % by Month	VORF %	VORF % by Month
Biscuits	1678K	66%		97%	
Butter	2860K	65%		96%	
Curd	3324K	66%		97%	
Ghee	571K	66%		97%	
Milk	3810K	66%		97%	
Tea	1184K	66%		97%	
Total	13427K	66%		97%	

On an average, Orders getting delayed

0.42 days to be delivered from the agreed delivery date

13K Orders has been delivered late from the agreed delivery date.

9M (64.96%)   4M (28.71%)   1M (6.33%)

Dairy 3M / 7M
Food
beverages
0M   10M

●Delayed ●Early ●On-Time   ●On-Time ●Delayed ●Early

●Delayed ●Early ●On-Time ●LIFR %

Project By Saurabh Kushamwar

Summary

- All the Key Metrics (OT%, IF%, OTIF%) are far behind the target
- On an average, orders are delayed 0.42 days from the agreed date of delivery
- Lotus Mart, Coolblue, Acclaimed stores have the highest orders as well as delayed the most to deliver the products on time
  - Is it because we are not estimating the right delivery date?
  - Is it because we are receiving more orders than expected?

- Ghee, curd and butter products are most delayed to deliver.
- There is no noticeable improvements in any of the key metrics in the last few months
- There is a huge gap in IF% for most of the customers. Is it because of less production?

Thank You