

# AtliQ Mart Supply Chain Performance Analysis

## Problem Statement

AtliQ Mart, a growing FMCG manufacturer in Gujarat, faced service issues that caused key customers to not renew annual contracts due to poor delivery performance. Management aimed to track **'On-Time (OT%)'**, **'In-Full (IF%)'**, and **'On-Time In-Full (OTIF%)'** metrics to identify root causes and improve service levels before expanding to new cities.

## Methodology

- Cleaned and transformed data using Power Query Editor in Power BI.
- Established data relationships between orders, dates, and products.
- Created DAX measures for KPIs (OT%, IF%, OTIF%, COCT, LIFR, VOFR).
- Integrated SQL KPI queries for better analytics representation.
- Designed an interactive dashboard with slicers, field parameters, and trend visuals.

## Key Insights

- All KPIs (OT%, IF%, OTIF%) are well below the target levels.
- Average delivery delay is 2.42 days beyond the agreed date.
- Lotus Mart, Coolblue, and Acclaimed Stores show the lowest OTIF% and highest delays.
- Dairy products like Ghee, Curd, and Butter cause the most delivery delays.
- No significant KPI improvement observed over recent months.
- Vadodara customers show the poorest delivery performance across all cities.

## Recommendations

- Improve coordination between production and logistics teams to boost OT%.
- Optimize inventory management for dairy categories to reduce delays.
- Use data forecasting to set more realistic delivery dates.
- Implement vendor performance tracking with data-based accountability.
- Prioritize city-specific action plans for low-performing regions like Vadodara.

## Tools Used

Microsoft Power BI, DAX Studio, MySQL, Power Query Editor, Excel

This project provides actionable insights into AtliQ Mart's delivery challenges and offers data-driven recommendations to enhance customer satisfaction and supply chain efficiency.