

Here is a detailed report based on the Power BI dashboard "Supply Chain Analysis - AtliQ Mart":

Supply Chain Performance Report – AtliQ Mart

1. Executive Summary

This report presents a comprehensive analysis of key supply chain performance indicators for AtliQ Mart, focusing on service levels, order fulfillment efficiency, and overall customer satisfaction. The metrics analyzed include OTIF (On Time In Full), OT (On Time), IF (In Full), LIFR (Line Item Fill Rate), and VOFR (Volume Fill Rate). Performance has been reviewed by location, customer, and product segment, with comparisons against target benchmarks.

2. Key Performance Indicators (KPIs)

| Metric | Actual | Target |
|--------------|--------|--------|
| VOFR% | 96.59% | - |
| Total Orders | 32K | - |
| LIFR% | 65.97% | - |
| IF% | 52.78% | 76.51% |
| OT% | 59.03% | 86.09% |
| OTIF% | 29.02% | 65.91% |

Observation:

The OTIF performance is **significantly below target**, indicating major issues in delivering orders both on time and in full. The VOFR is strong at 96.59%, but this alone does not guarantee customer satisfaction if orders aren't timely or complete.

3. Performance by City

| City | OT% | OT Target | IF% | IF Target | OTIF% | OTIF Target |
|-----------|--------|-----------|--------|-----------|--------|-------------|
| Surat | 61.21% | 86.27% | 54.20% | 77.33% | 30.07% | 66.36% |
| Ahmedabad | 58.16% | 85.83% | 52.55% | 76.91% | 29.33% | 66.50% |
| Vadodara | 57.98% | 86.17% | 51.56% | 75.33% | 27.78% | 64.92% |

Observation:

All three cities are **underperforming significantly across OT, IF, and OTIF**. Surat performs slightly better than the other two but still falls short of targets.

4. Performance by Customer

Top and bottom performers based on OTIF:

| Customer | OTIF% | OT% | IF% | LIFR% | VOFR% |
|----------------|--------|--------|--------|--------|--------|
| Lotus Mart | 16.34% | 28.11% | 53.35% | 60.08% | 96.01% |
| Coolblue | 13.75% | 29.13% | 44.73% | 51.53% | 95.08% |
| Propel Mart | 40.92% | 73.64% | 59.74% | 75.62% | 97.70% |
| Chiptec Stores | 38.73% | 71.62% | 60.35% | 75.61% | 97.58% |
| Vijay Stores | 28.28% | 72.45% | 44.98% | 59.23% | 95.87% |

Observation:

There is **wide disparity in OTIF performance** across customers. While Propel Mart and Chiptec Stores are performing relatively better, customers like Lotus Mart and Coolblue have poor fulfillment metrics and may be at risk of dissatisfaction or churn.

5. Product Performance

| Product | Order Qty | LIFR% | VOFR% |
|-----------------|-----------|--------|--------|
| AM Milk 500 | 1.25M | 67.51% | 96.71% |
| AM Curd 250 | 1.10M | 67.05% | 96.72% |
| AM Butter 250 | 933K | 63.52% | 96.36% |
| AM Biscuits 750 | 557K | 68.05% | 96.85% |

Observation:

All products maintain a **high VOFR above 96%**, but the **LIFR ranges between 63–68%**, indicating that a substantial portion of line items is not being completely fulfilled even though the total volume seems adequate.

6. Performance Over Time – IF% by Quarter

| Quarter | IF% | Target |
|---------|---------|---------|
| Q1–Q4 | ~55–60% | ~75–77% |

Observation:

The **In Full % (IF%)** remained **consistently below target throughout the year**, without significant improvement. This suggests systemic issues in inventory or order picking processes.

8. Conclusion

While VOFR indicates good volume management, the **overall OTIF score of 29.02% is a major concern** and well below the 65.91% target. Significant improvements are needed in both timeliness and completeness of order fulfillment to boost customer satisfaction and operational efficiency.

Thank You