ATLIQ MART
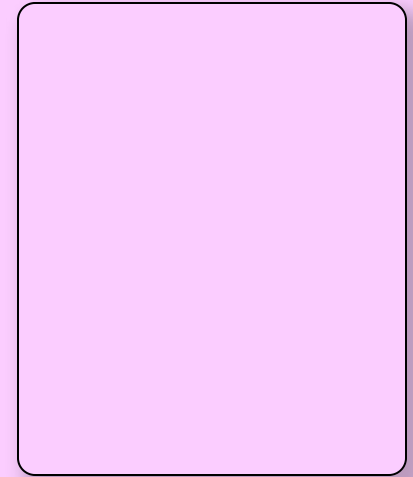
SUPPLY CHAIN ANALYSIS

Dashboard

Background Info

AtliQ Mart Supply Chain Analysis : Customer View

Product View

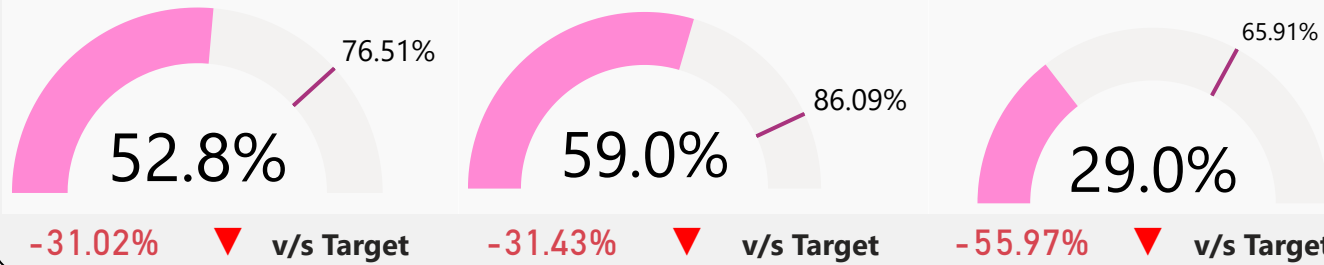**Click Here : More Customer Analysis**

Month: All

CIty: All

Customer: All

IF%
52.8%
76.51%
-31.02% ▼ v/s Target

OT%
59.0%
86.09%
-31.43% ▼ v/s Target

OTIF%
29.0%
65.91%
-55.97% ▼ v/s Target

13.4M	57.1K	31.7K	15
Total Order Qty	Total Order Lines	Total Orders	Customers
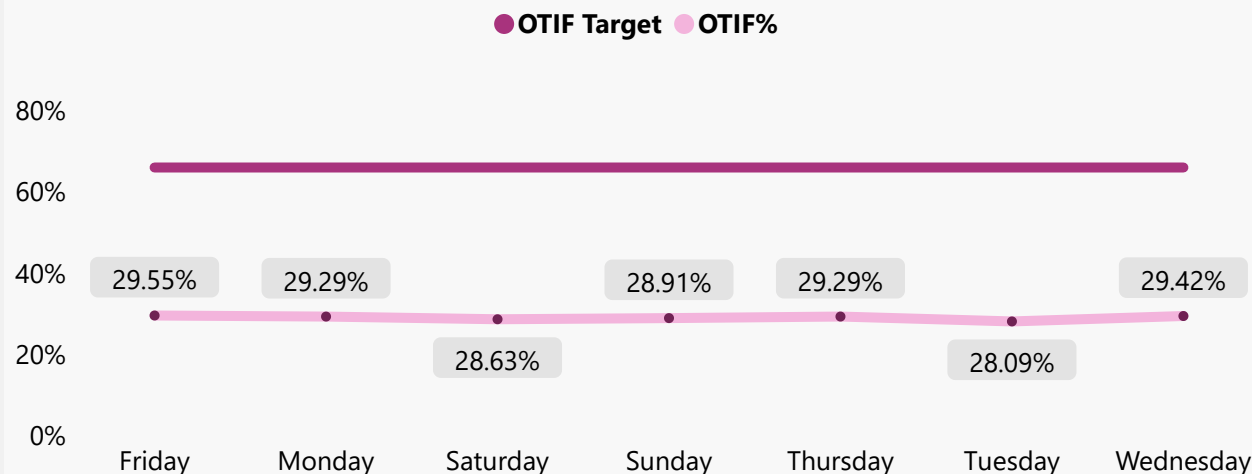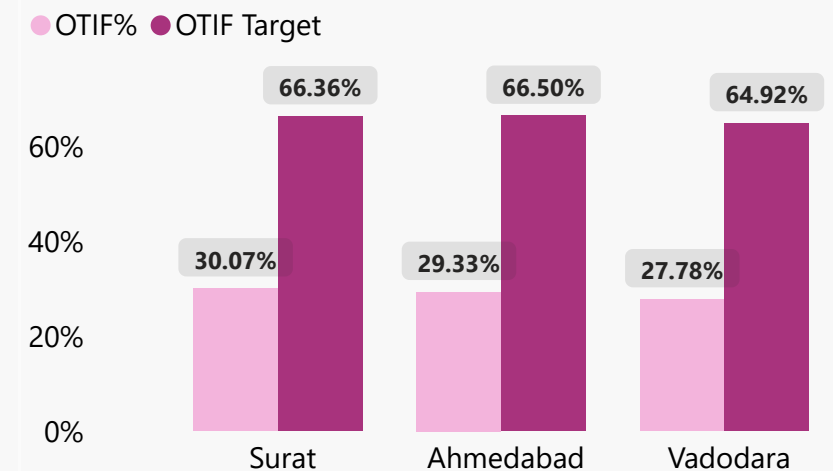
Customer Peformance

Customer	Order count	OTIF%	OT%	IF%	LIFR%	VOF
Acclaimed Stores	3510	15.47%	29.43%	52.36%	58.93%	95.8
Atlas Stores	1646	39.55%	71.81%	59.78%	75.48%	97.5
Chiptec Stores	1642	38.73%	71.62%	60.35%	75.61%	97.5
Coolblue	2437	13.75%	29.13%	44.73%	51.53%	95.0
Elite Mart	1637	24.37%	72.45%	37.94%	52.74%	95.2
Expert Mart	1657	39.11%	72.54%	59.81%	75.48%	97.4
Expression Stores	1662	38.39%	69.92%	60.83%	75.28%	97.5
Info Stores	1669	25.52%	70.94%	41.16%	53.05%	95.2
Logic Stores	1676	38.78%	70.82%	60.14%	74.39%	97.4
Lotus Mart	3550	16.34%	28.11%	53.35%	60.08%	96.0
Propel Mart	2424	40.92%	73.64%	59.74%	75.62%	97.7
Rel Fresh	2457	38.18%	72.32%	58.69%	74.54%	97.4
Sorefoz Mart	1661	25.89%	72.67%	39.19%	53.40%	95.3
Vijay Stores	2468	28.28%	72.45%	44.98%	59.23%	95.8
Viveks Stores	1633	39.44%	70.61%	60.07%	75.06%	97.5

Key Metric Trend ⓘ

- OTIF Target
- OTIF%

Friday	Monday	Saturday	Sunday	Thursday	Tuesday	Wednesday
29.55%	29.29%	28.63%	28.91%	29.29%	28.09%	29.42%

IF%
OT%
OTIF%
LIFR%
VOFR%

City wise Metrics : OTIF%

- OTIF%
- OTIF Target

	Surat	Ahmedabad	Vadodara
OTIF%	30.07%	29.33%	27.78%
OTIF Target	66.36%	66.50%	64.92%

Dashboard

13.4M Total_Order_quantity **457.8K** Not_delivered_qty **1.69** Average delivery delay days
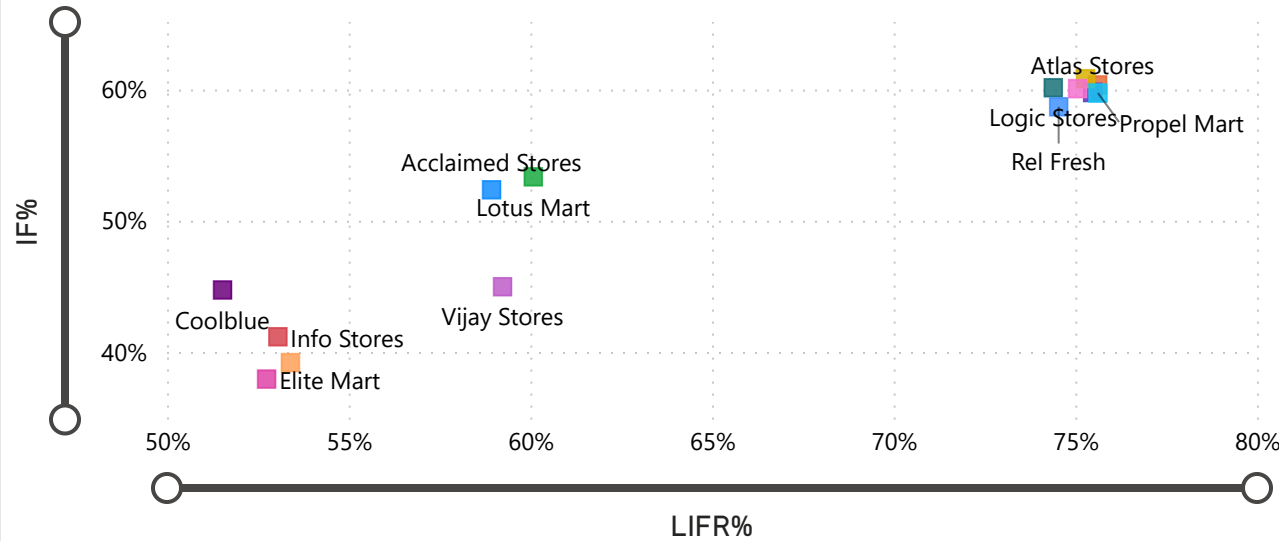
City: All

Quarter, Month, D...: All

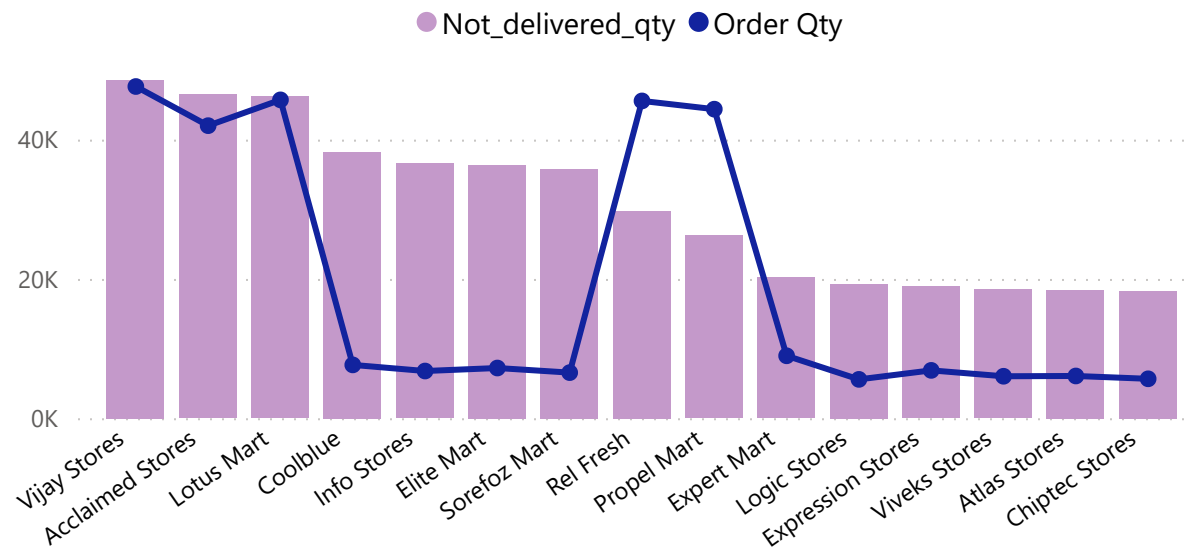**Click Here : Customer Trend**

Customer Performance Quadrant : IF% vs LIFR%

Atlas Stores
Logic Stores — Propel Mart
Rel Fresh

Acclaimed Stores
Lotus Mart

Vijay Stores

Coolblue
Info Stores
Elite Mart

IF% (y-axis 40%–60%), LIFR% (x-axis 50%–80%)

Customer Delivery Delay Analysis

Delivery Delay -1 0 1 2 3 LIFR%

Vijay Stores, Rel Fresh, Lotus Mart, Propel Mart, Acclaimed Sto..., Coolblue, Expert Mart, Expression St..., Elite Mart, Sorefoz Mart, Logic Stores, Atlas Stores, Chiptec Stores, Info Stores, Viveks Stores

-1 : Delivered a day before. **0** : On time Delivery. **1** : One day delay **2** : Two day Delay **3** : Three day delay
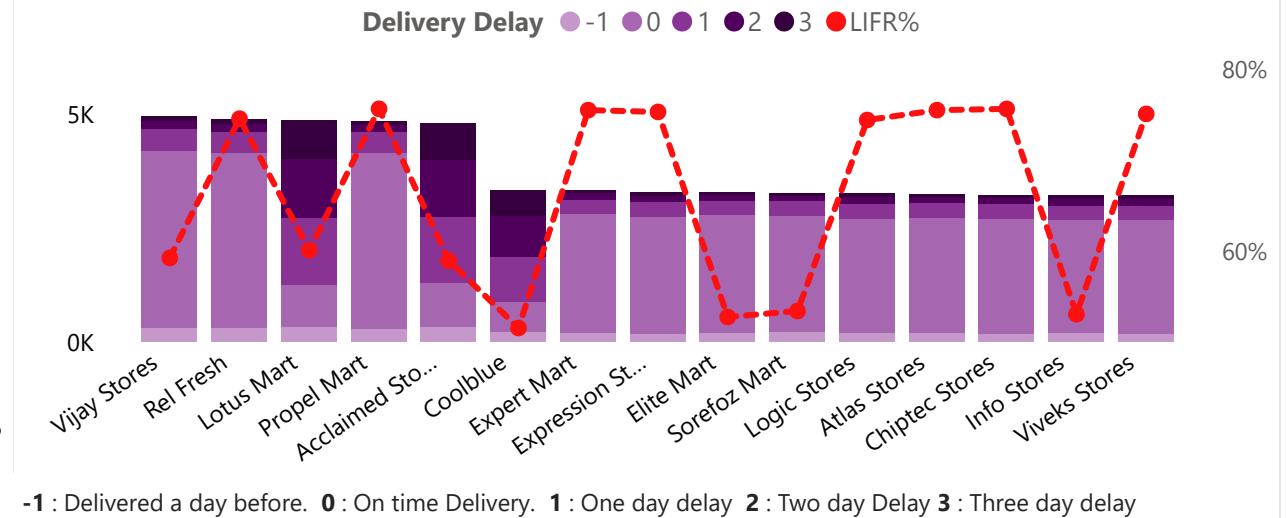
Not Delivered by Customers

Not_delivered_qty Order Qty

Vijay Stores, Acclaimed Stores, Lotus Mart, Coolblue, Info Stores, Elite Mart, Sorefoz Mart, Rel Fresh, Propel Mart, Expert Mart, Logic Stores, Expression Stores, Viveks Stores, Atlas Stores, Chiptec Stores

Customer Performance Quadrant : OT% vs IF%

Sorefoz Mart
Elite Mart Info Stores Vijay Stores

Atlas Stores
Rel Fresh Expert Mart
Expression Stores

Acclaimed Stores
Coolblue Lotus Mart

OT% (y-axis 20%–80%), IF% (x-axis 35%–65%)
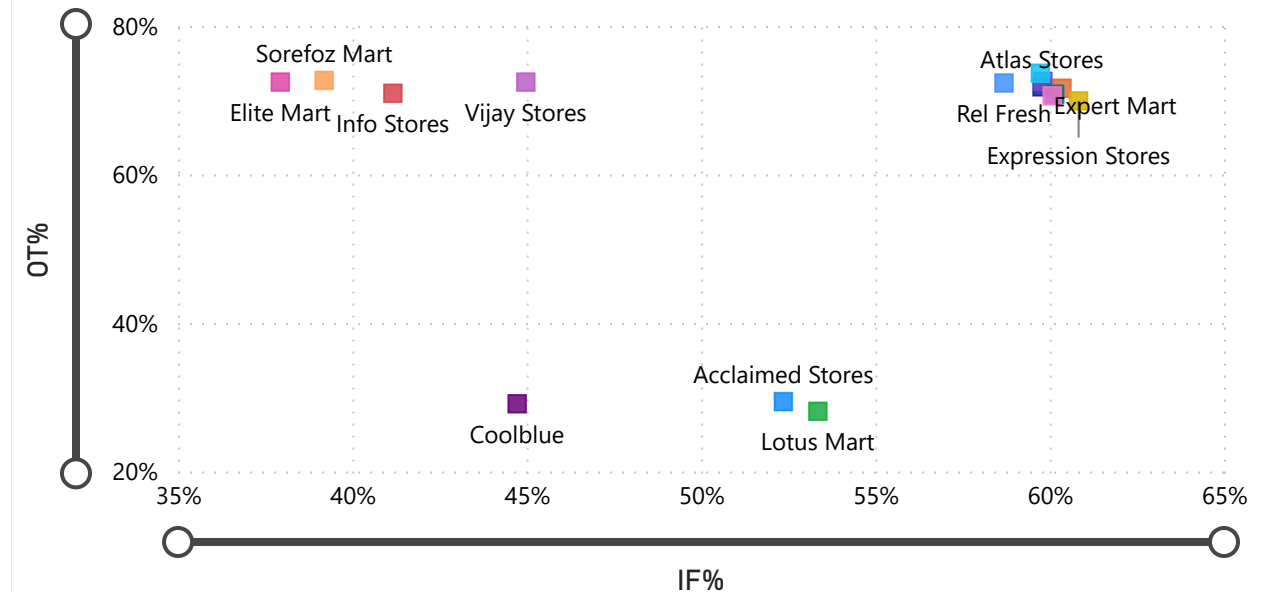
Product View

city
All

Customer
All

Year, Quarter, Month, ...
2022

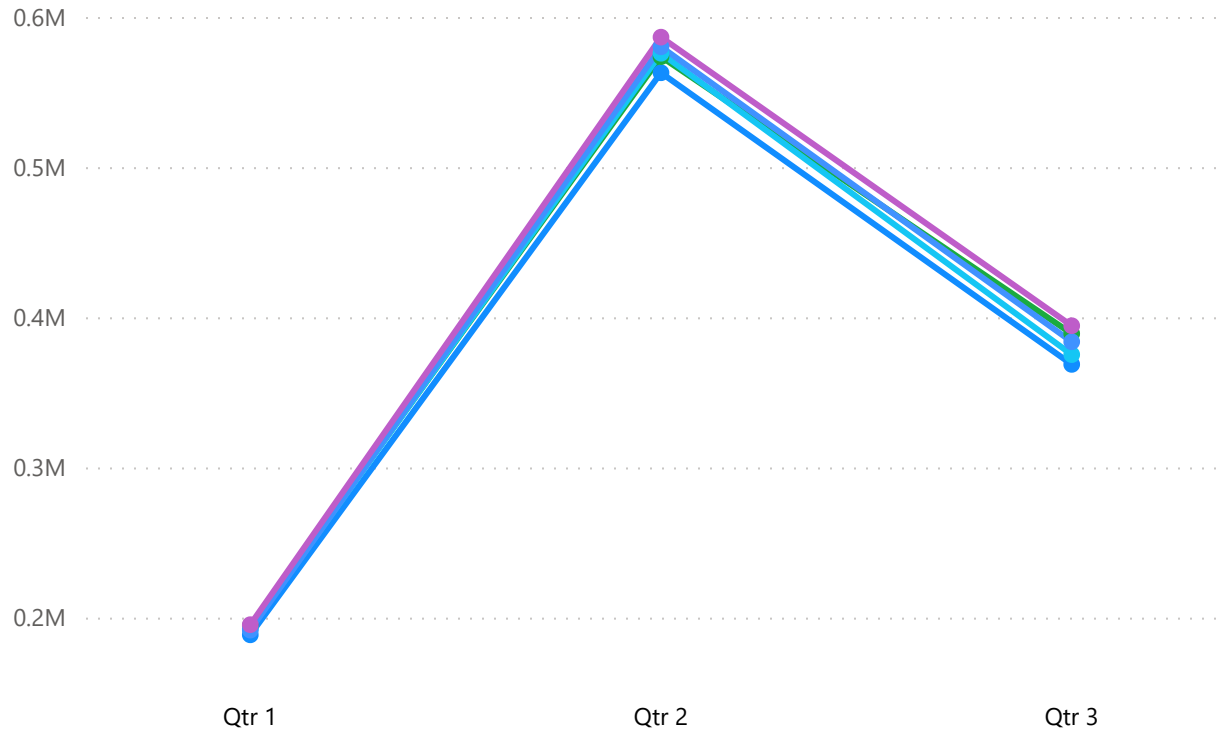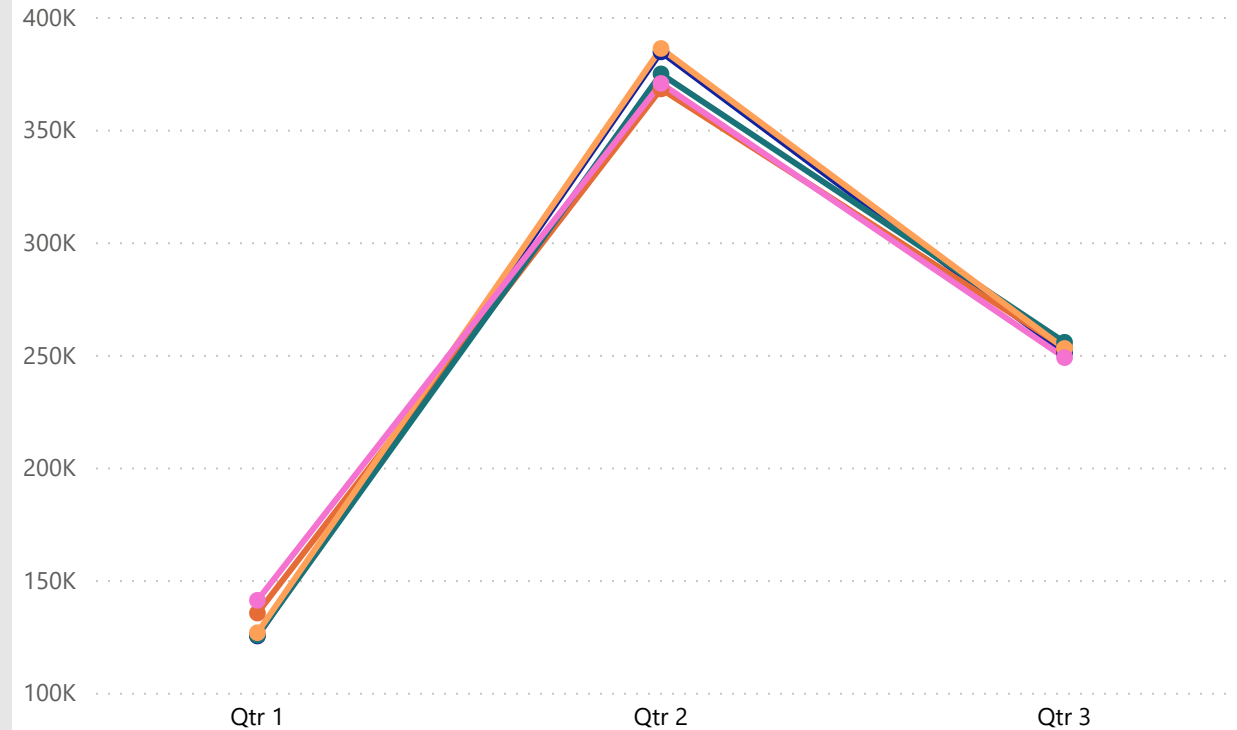| LIFR% | Order Count | Order Lines Count | Order Quantity | OTIF% | VOFR% |

Top 5 Customer Trend

Bottom 5 Customers Trend

Order Quantity

● Acclaimed Stores ● Lotus Mart ● Propel Mart ● Rel Fresh ● Vijay Stores

Order Quantity

● Atlas Stores ● Chiptec Stores ● Logic Stores ● Sorefoz Mart ● Viveks Stores

AtliQ Mart Supply Chain Analysis : Product View

VOFR%	LIFR%	Total Order Qty	Not Delivered Qty
96.59%	65.96%	13.43M	457.78K

Product Peformance

product_name ▲	LIFR%	LIFR% by Month	VOFR%	VOFR% by Month
AM Biscuits 250	65.16%		96.58%	
AM Biscuits 500	66.10%		96.49%	
AM Biscuits 750	68.05%		96.85%	
AM Butter 100	66.66%		96.59%	
AM Butter 250	63.52%		96.36%	
AM Butter 500	65.19%		96.46%	
AM Curd 100	66.73%		96.62%	
AM Curd 250	67.05%		96.72%	
AM Curd 50	65.55%		96.62%	
AM Ghee 100	65.75%		96.59%	
AM Ghee 150	66.72%		96.69%	
AM Ghee 250	65.25%		96.53%	
AM Milk 100	65.55%		96.54%	
AM Milk 250	65.91%		96.61%	
AM Milk 500	67.51%		96.71%	
AM Tea 100	65.32%		96.59%	
AM Tea 250	65.16%		96.52%	
AM Tea 500	66.14%		96.52%	

Category & Product Delay Analysis (i)

Delivery Delay ● -1 ● 0 ● 1 ● 2 ● 3
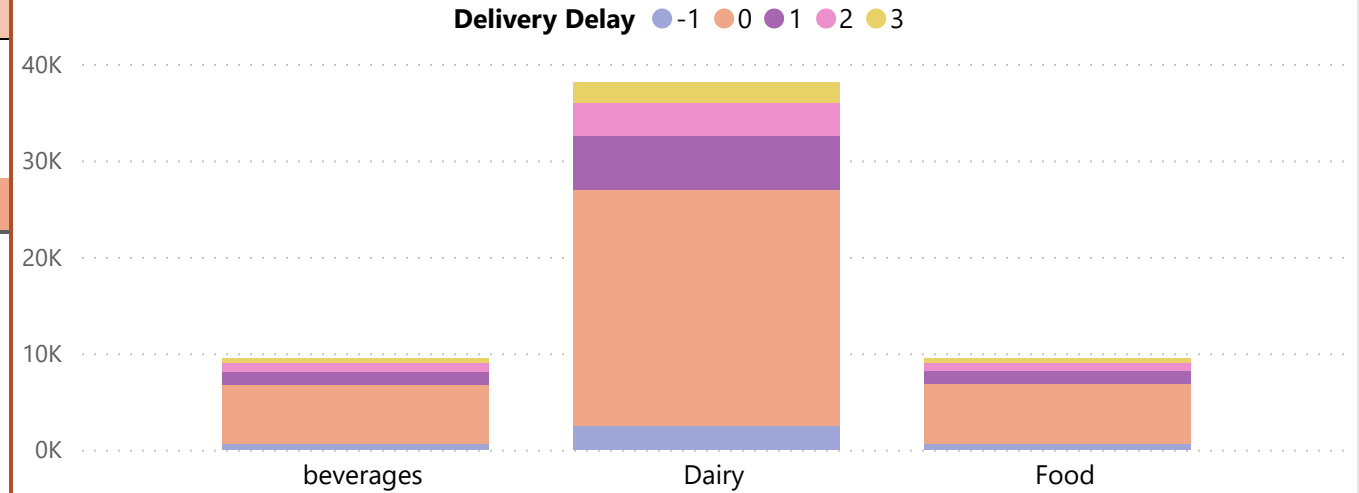
Click :Demand   **Click : Not Delivered**

Category & Product Demand (i)

● Ahmedabad ● Surat ● Vadodara ● LIFR%
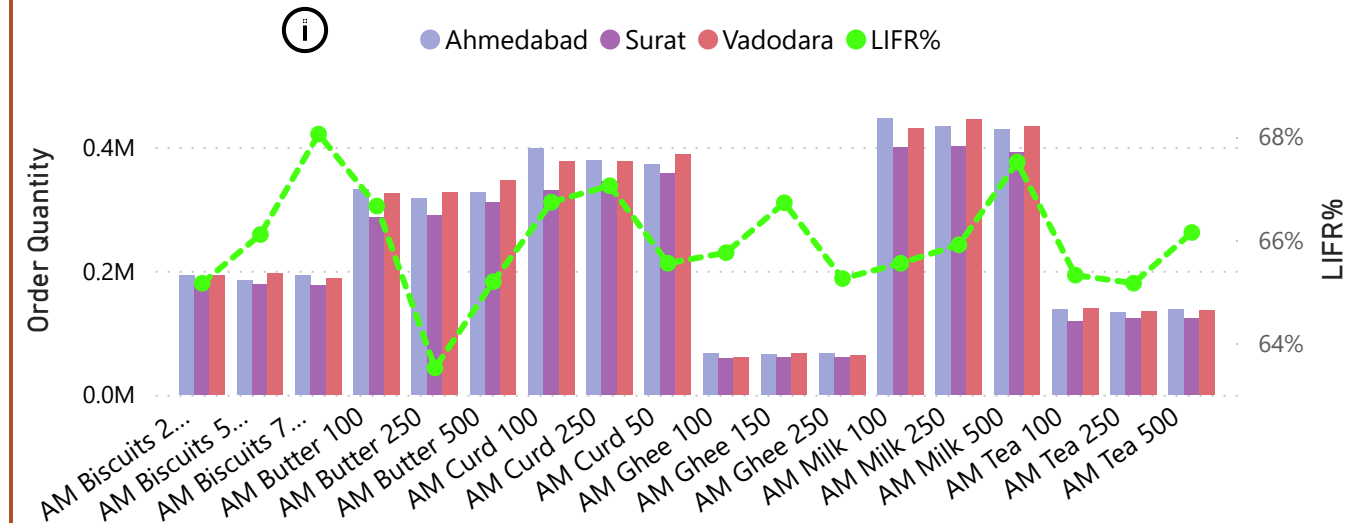
Customer
All

CIty
All

category, product_name
beverages (category) + AM ...

Metric
Total_Order_quantity

Total_Order_quantity

Month	Total_Order_quantity
August	60.6K
July	68.1K
June	67.9K
May	68.3K
April	64.1K
March	65.8K
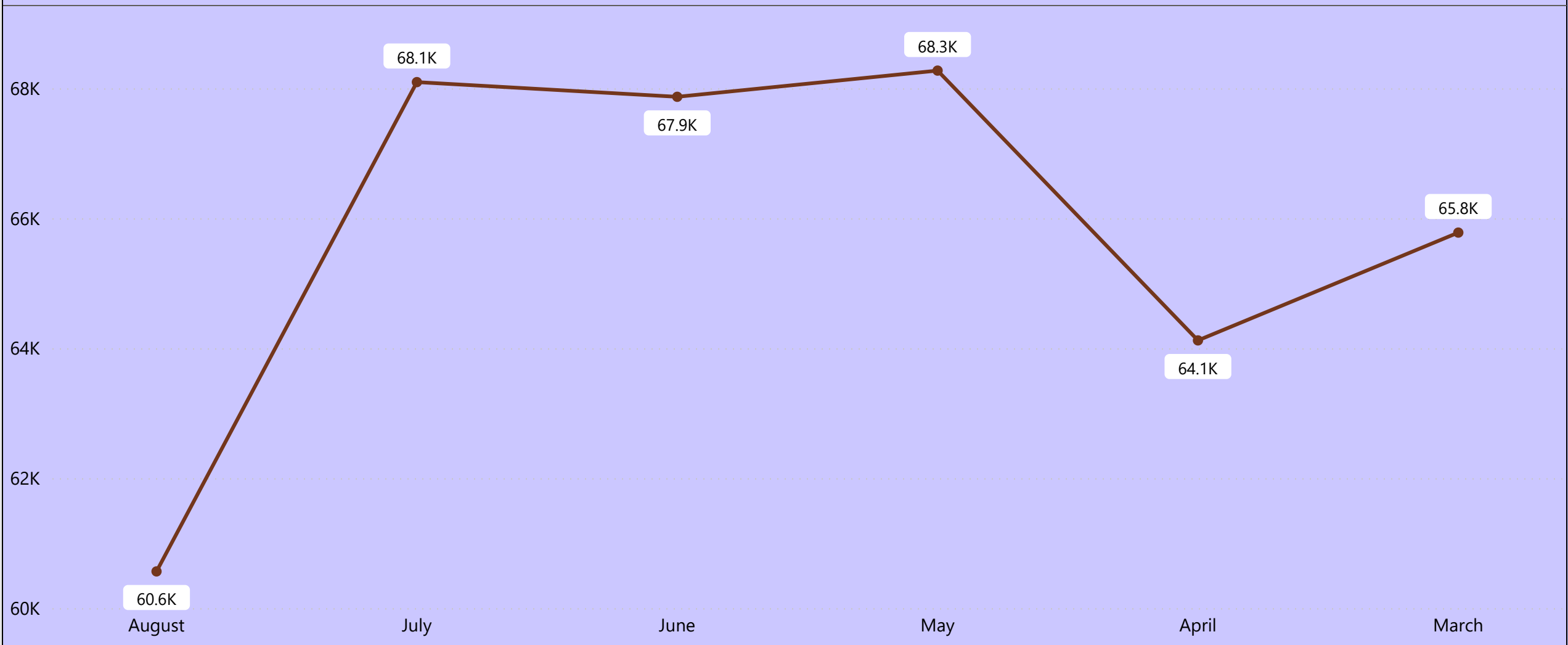
City, Customer and Product Overview

| April | August | July | June | March | May |

🔒 city
Vadodara

customer_name ✕
Vijay Stores

category ✕
Dairy

product_name ✕

Not Delivered

Total Order Quantity

Total Order Count

LIFR%

VOFR%

Not Delivered
457779

Vadodara
168080

Ahmedabad
149314

Surat
140385

Coolblue
28217

Vijay Stores
27613

Elite Mart
27168

Lotus Mart
10482

Expert Mart
10283

Rel Fresh
9921

Dairy
21453

Food
3484

beverages
2676

AM Curd 50
2700

AM Butter 500
2637

AM Milk 100
2604

AM Milk 500
2531

AM Milk 250
2506

AM Curd 250
2225
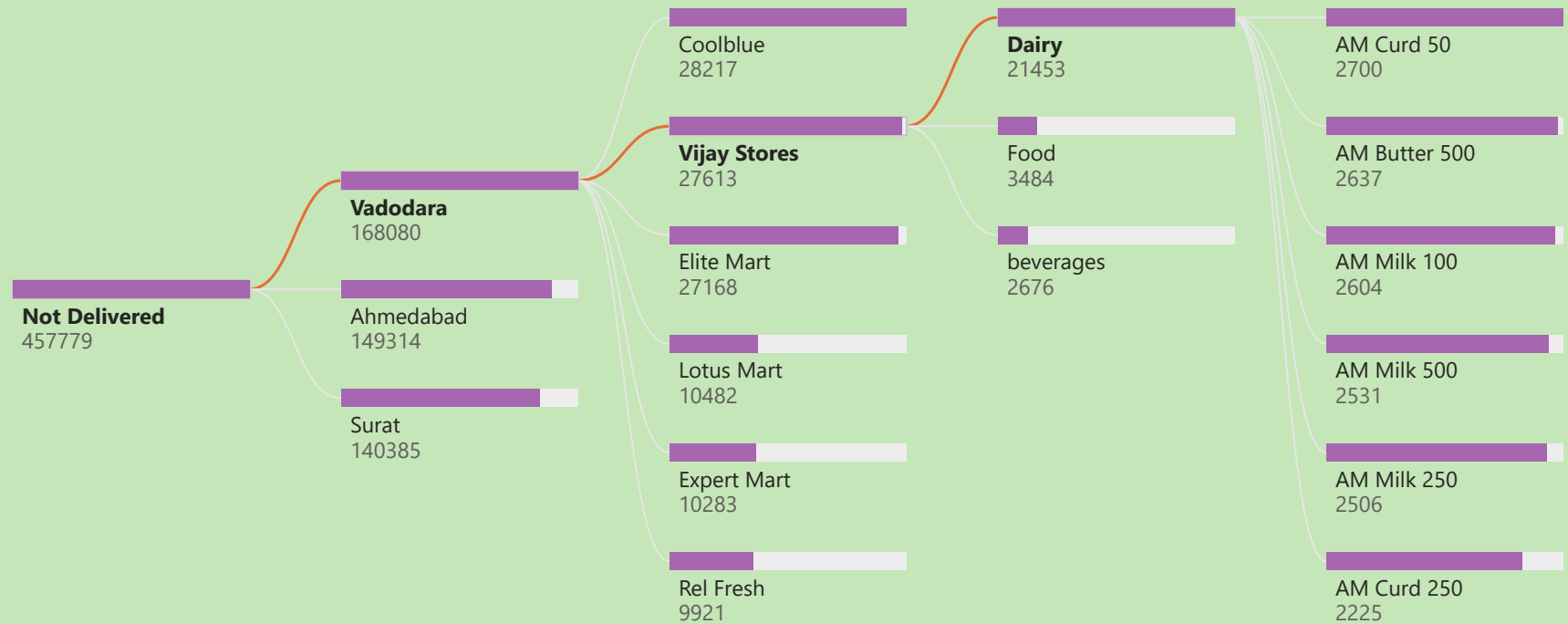
PROBLEM STATEMENT

- 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.

• Orders are nothing but a unique request placed by a customer on a given date.

• Within an order, a customer could request multiple items. Each of these items requested within the order is called an order line

1. On - Time Delivery (OT%)

An order level measure , it determines if an order is delivered as per the agreed time with the customer. This metric is important for the warehouse & distribution team. An order is On Time only when all the line items inside the order is delivered on time.

2. In - Full Delivery (IF%)

An order level measure, It determines if an order is delivered in full as per the requested quantity by the customer This metric is important for the supply planning team. An order is In Full only when all the line items inside the order is delivered in full.

3. On Time - In Full Delivery (OTIF%)

An order level measure, It determines if an order is both in full and on time as per the customer order request. This metric is important for all the sub functions in the supply chain team. An order is OTIF only when all the line items inside the order are delivered ON TIME and IN FULL. Measures reliability of an order from customer POV

4.Line Fill Rate (LIFR) %

- Line Fill Rate is an important metric for the supply planning team to understand how many lines they shipped out of the total lines ordered. This metric does not consider the delivery time of the order.
- Let's say Amazon is able to ship you 4 notebooks and 1 pen. The line item pen is failed because you requested 2 nos. So Line Fill Rate for Amazon for your order is order lines fulfilled / lines ordered => 1/2 => 50 %.
- LIFR is the % of customers you satisfy over a period of time, so it is a metric from customer POV

5. Volume Fill Rate (VOFR%)

- Volume fill rate or case fill rate is a similar metric useful for the supply planning team to understand the total quantity they are able to ship for a customer per order or for a given period of time.
- Volume Fill rate will be total quantity shipped / total quantity ordered => 5/6 => 83 %.
- VOFR% is useful for internal inventory planning POV answering the question, How well did you match the in stock inventory to customer demand.