



# *SUPPLY CHAIN ANALYSIS*

DOMAIN: FAST MOVING CONSUMER GOODS (FMCG)

# 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.

# OBJECTIVE

The supply chain team decided to use a standard approach to measure the service level in which they will measure 'on-time delivery (OT) %', 'in-full delivery (IF) %', and on time in full (OTIF) %' of the customer orders daily basis against the target service level set for each customer.

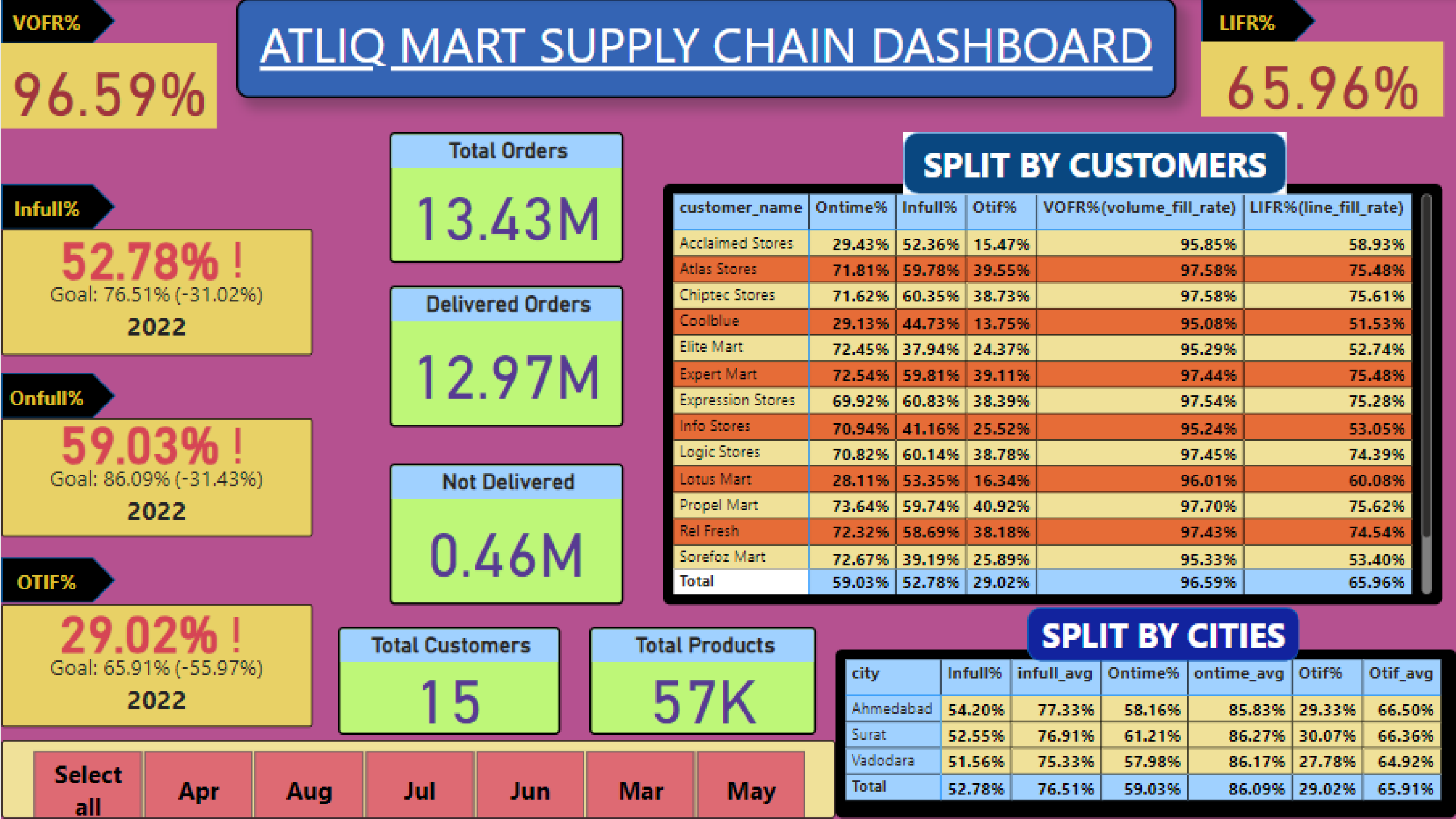
# BUSINESS TERMS

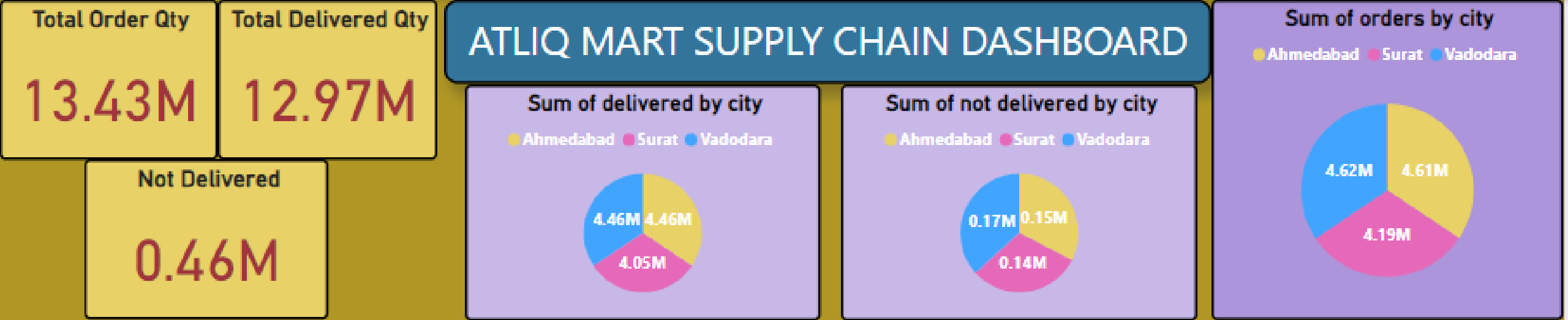
- ▶ **LIFR% ( Line Fill Rate)** - Number of orders lines shipped in Full Quantity / Total Order Lines
- ▶ **VOFR% (Volume Fill Rate)** - Volume Fill Rate – Total Quantity Shipped / Total Quantity Ordered
- ▶ **OT% ( On Time)** - On Time Delivery – Number of Orders delivered on Time/Total Number of Orders
- ▶ **IF% ( In Full)** – In Full Delivery – Number of Orders delivered in Full quantity/Total Number of Orders
- ▶ **OTIF%(On time In Full)** Delivery – Orders delivered both In full and On time/Total Number of Orders



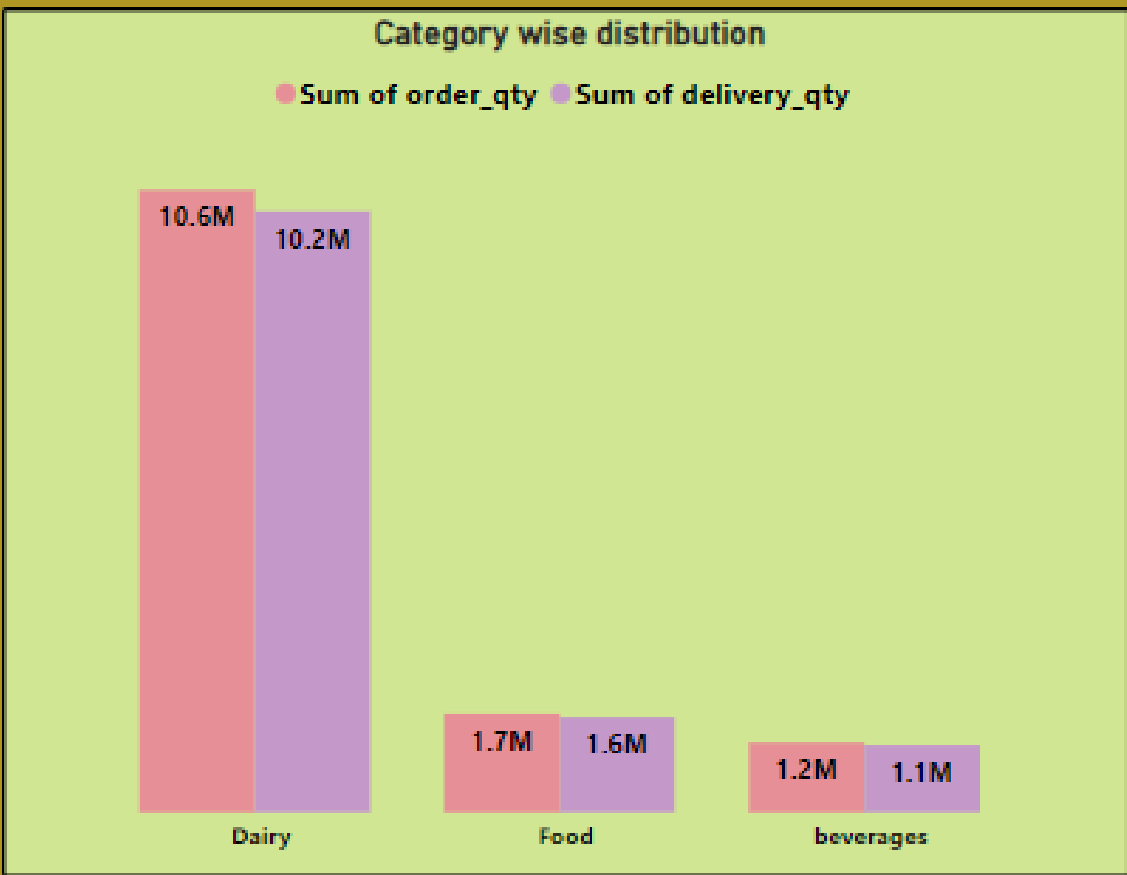
# DASHBOARD

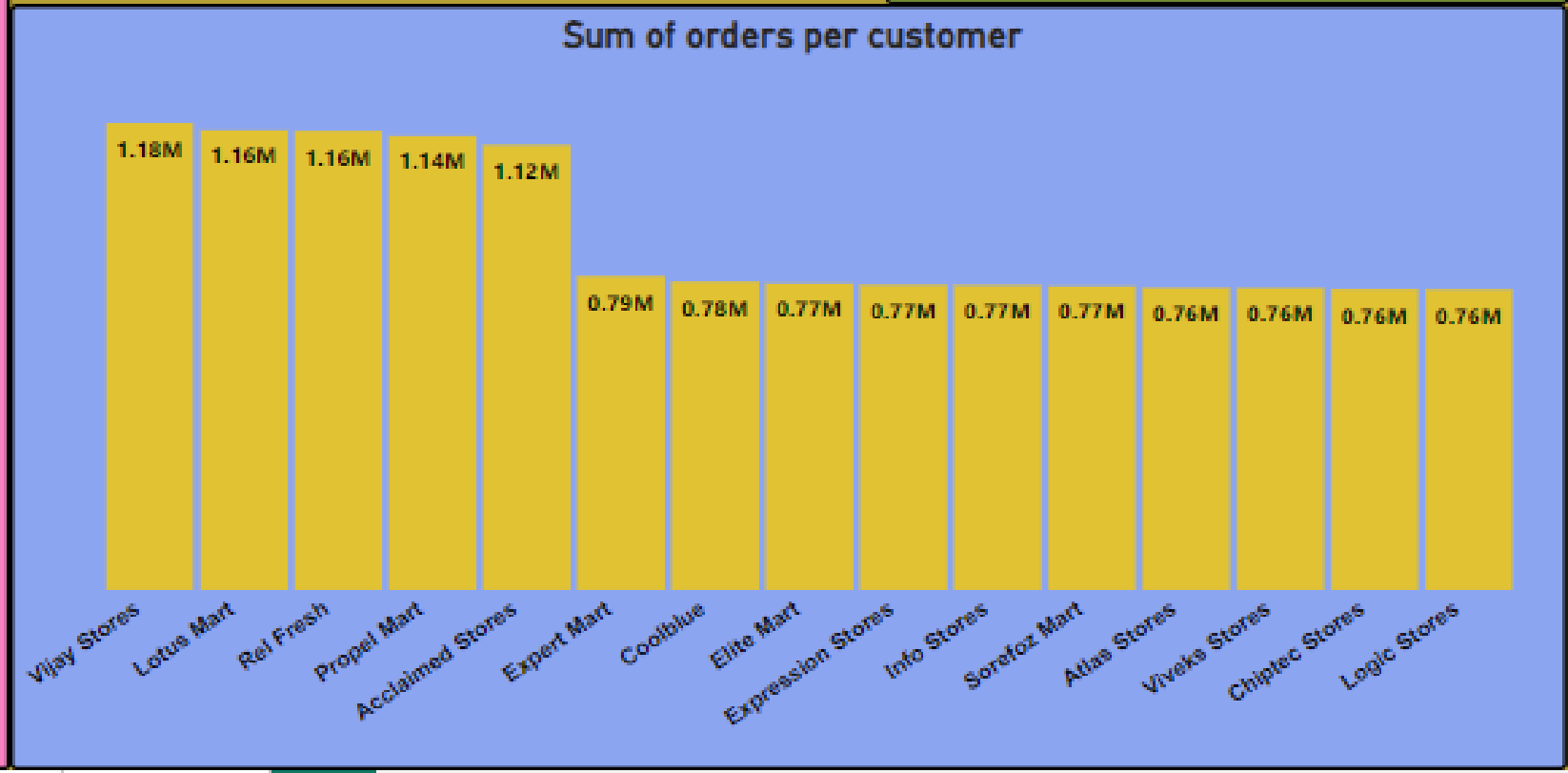
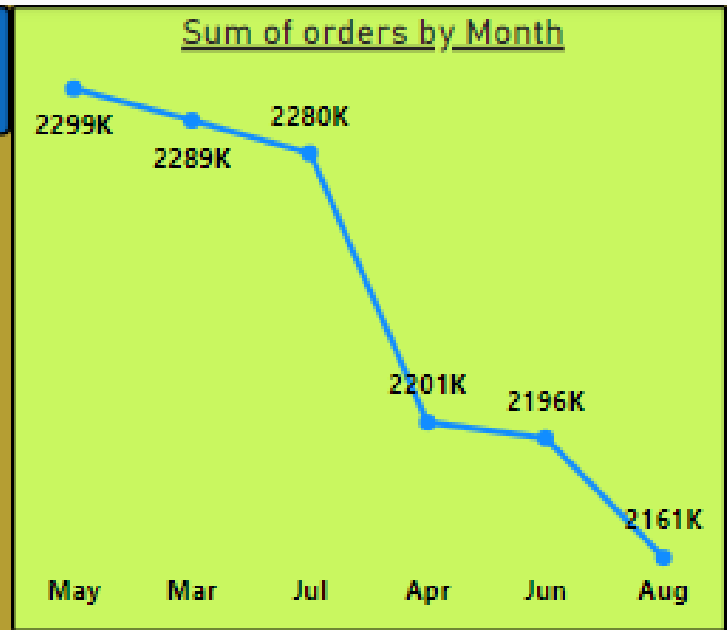
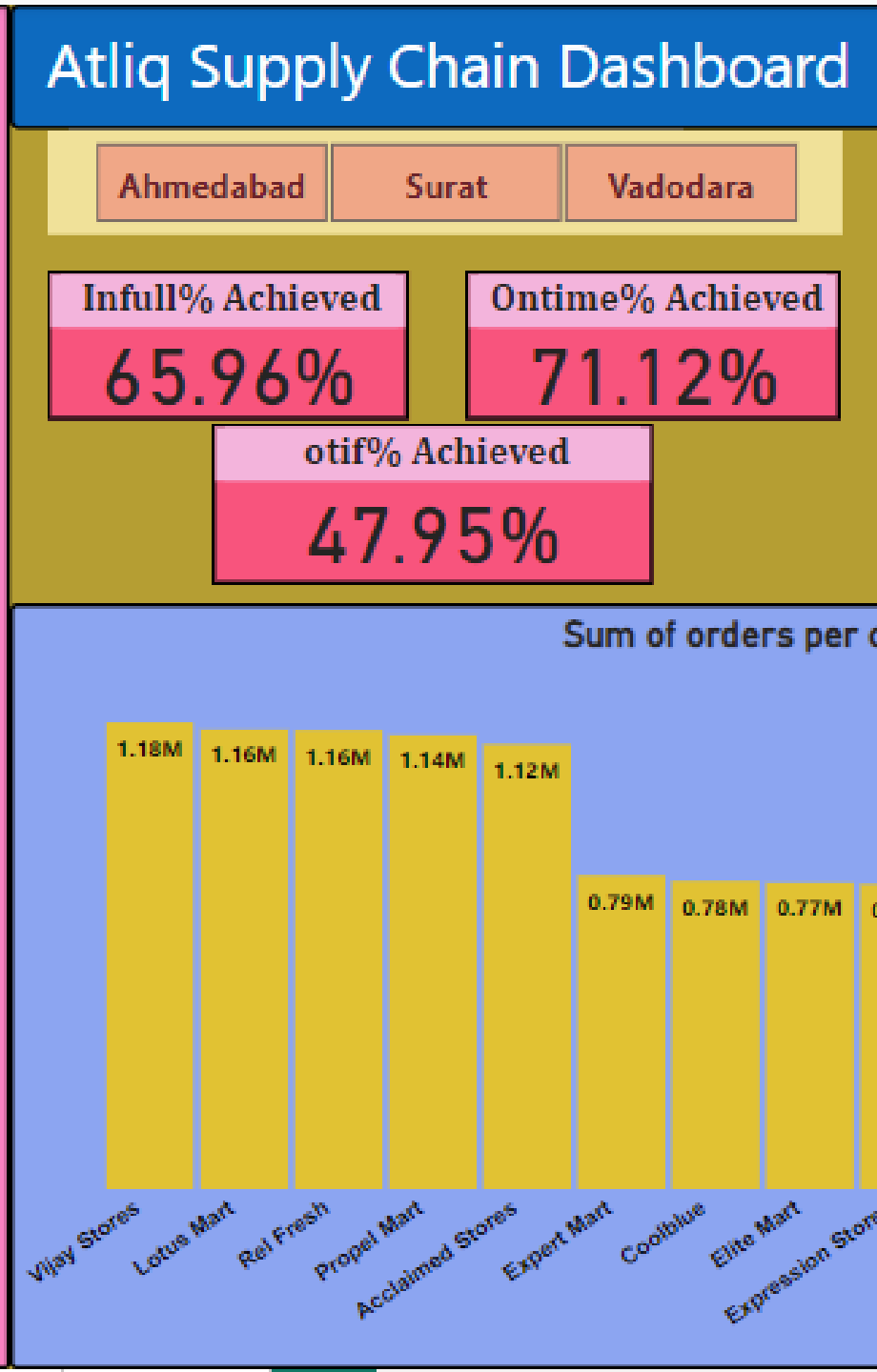
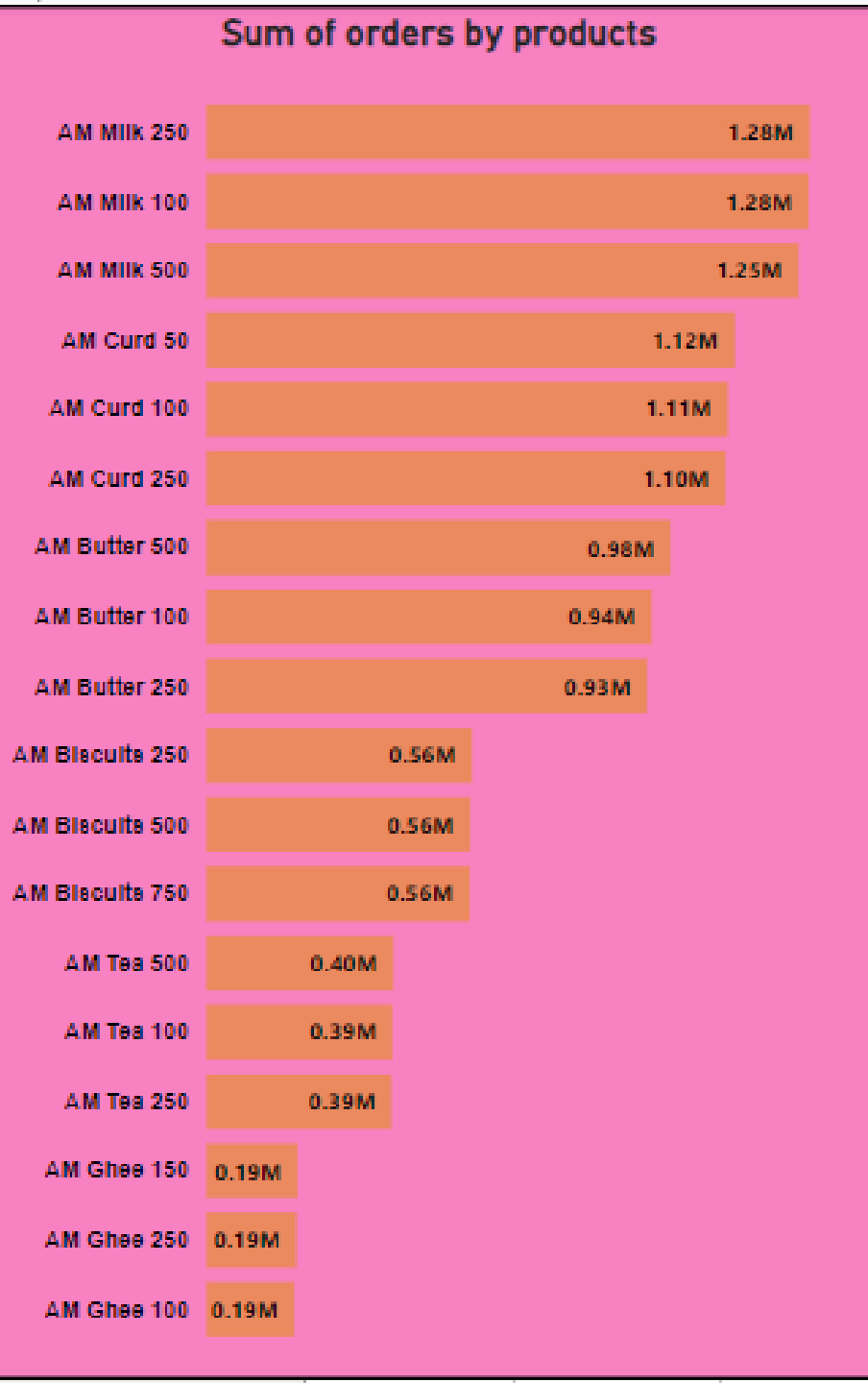






product_name	VOFR%	VOFR%(volume_fill_rate) by Week_no.	LIFR%	LIFR%(line_fill_rate) by Week_no.
AM Biscuits 750	96.85%		68.05%	
AM Curd 250	96.72%		67.05%	
AM Milk 500	96.71%		67.51%	
AM Ghee 150	96.69%		66.72%	
AM Curd 100	96.62%		66.73%	
AM Curd 50	96.62%		65.55%	
AM Milk 250	96.61%		65.91%	
AM Butter 100	96.59%		66.66%	
AM Tea 100	96.59%		65.32%	
AM Ghee 100	96.59%		65.75%	
AM Biscuits 250	96.58%		65.16%	
AM Milk 100	96.54%		65.55%	
AM Ghee 250	96.53%		65.25%	
AM Tea 250	96.52%		65.16%	
AM Tea 500	96.52%		66.14%	
AM Biscuits 500	96.49%		66.10%	
AM Butter 500	96.46%		65.19%	
AM Butter 250	96.36%		63.52%	
Total	96.59%		65.96%	







# INSIGHTS

- ▶ Milk is the most ordered product followed by Curd and Butter
- ▶ Maximum orders are getting placed from dairy category. It contributes 67% of total order lines. There is a high demand in dairy products.
- ▶ Lotus Mart, Acclaimed Stores and Vijay Stores are significant customers who are placing maximum orders.
- ▶ Lotus Mart, Acclaimed Stores and Cool blue are facing major issues in delivery. OTIF Rate for these customers are lower as compared to other customers. Improving their metrics should be our priority to retain these customers.
- ▶ All the key metrics like IF%, OT%, and OTIF% are way behind their targets.

# RECOMMENDATIONS

- ▶ Focus to increase dairy products as the demand for these products is twice as compared to others.
- ▶ A real time monitoring system to keep track of all the important key metrics and fast resolution.
- ▶ Taking feedback from customers to understand the challenges.
- ▶ Tailor city-specific strategy to increase and meet the order demands.