

# AtliQ Mart Supply Chain Analytics



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# Company and Project Overview

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## About AtliQ Mart

AtliQ Mart is a leading FMCG brand committed to delivering consumer products efficiently and reliably across various regions. With a vast distribution network and growing customer base, the company strives to continuously improve its service levels and supply chain performance.

## Project Details : Supply Chain Service Level Analysis

This analytics project was initiated in response to concerns from leadership around declining service levels and customer dissatisfaction, which risked contract renewals with key clients. The goal of the project was to build a comprehensive and interactive dashboard that evaluates and tracks:

- On-Time Delivery %
- In-Full Delivery %
- OTIF (On-Time In-Full) %
- Line Fill Rate (LIFR) and Volume Fill Rate (VOFR)

This project provides AtliQ Mart's supply chain team with actionable insights to boost operational reliability, retain customers, and improve overall service quality.

# Business Expectations

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## What the Business Needs from This Analysis ?

### 1. Visibility on Critical Service Metrics

- Track and report on On-Time, In-Full, and OTIF %
- Evaluate performance against predefined service level targets

### 2. Granular Drilldowns, Enable analysis by:

- City
- Customer
- Time (monthly, weekly, daily)

### 3. Actionable Product-Level Insights

- Show Line Fill Rate (LIFR) and Volume Fill Rate (VOFR) at the product level
- Visualize trends using sparklines to spot inconsistencies

### 4. Intuitive and Interactive Dashboard

- Metric-switching functionality across visuals
- Conditional formatting to flag underperformers vs. targets
- Easy-to-interpret visuals to support faster decisions

# Overall Performance

## Key Insights:

▼ OTIF % is critically low at 26.55%, far below the 76.51% target – indicating poor service reliability.

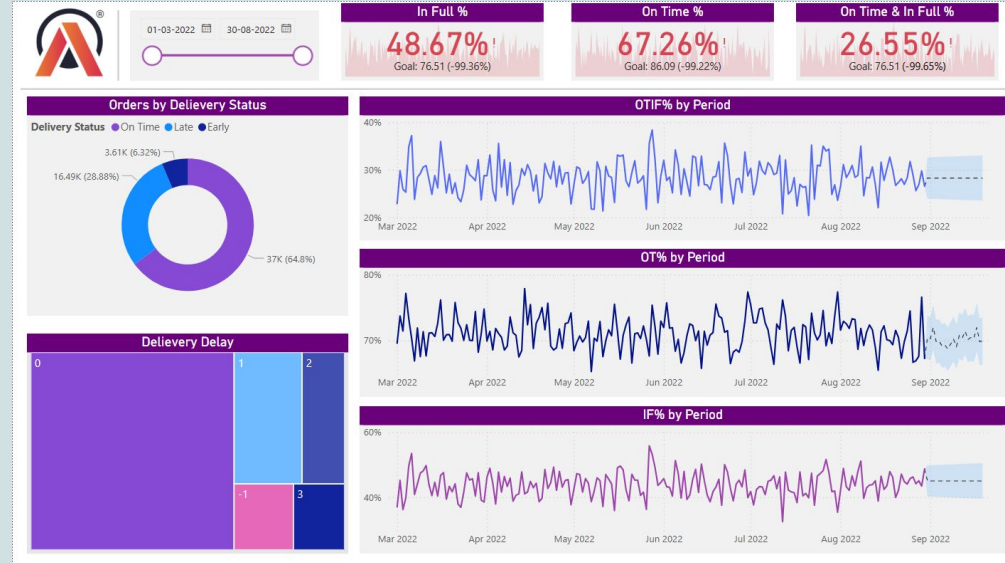
🕒 On-Time Delivery is 67.26%, and In-Full Delivery is 48.67% – both significantly underperforming.

⚠️ High % of deliveries are late with 28.88%, with only 64.8% delivered on time.

📈 Trend analysis shows inconsistent OTIF, OT and IF across all months with significant underperformance across most months

⚠️ Over 8000 orders in this period delivered with delay of 1 day and over 5000 with delay of 2 days

🗺️ Clear need for improvement in coordination between supply planning and distribution teams.



# Customer Performance

## Key Insights:

★ Top-performing customers: Propel Mart, Viveks Stores, Logic Stores – each with OTIF > 37%, LIFR ~75%, VOFR > 97%.

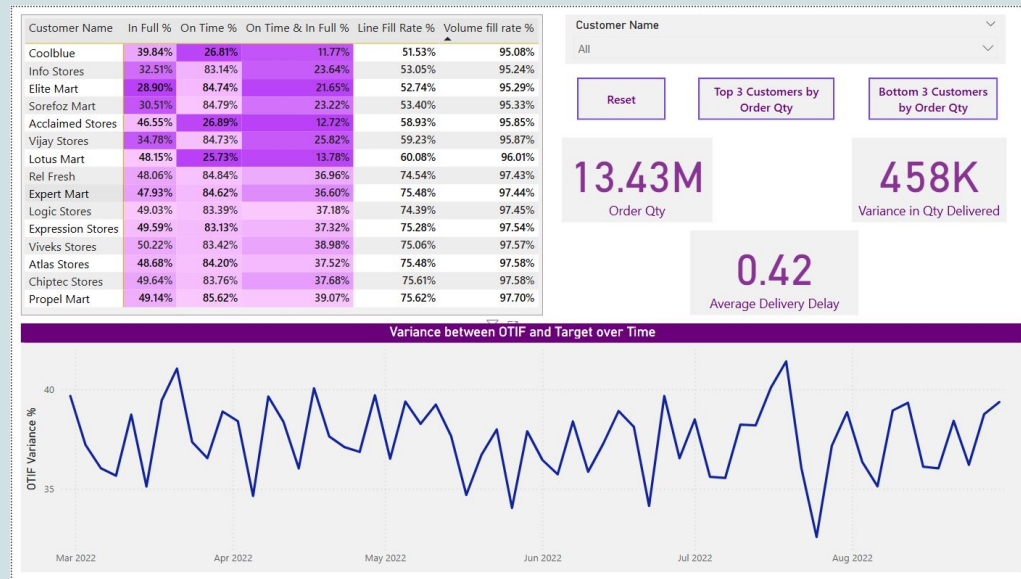
⚠ Underperformers: Coolblue, Acclaimed Stores, Lotus Mart – OTIF < 15%, and On-Time rates below 30%.

⚠ Despite Rel Fresh, Vijay stores and Lotus Mart being the highest ordering customers, there is average delivery delay of 12 - 13 hours and mediocre performance

● Rel Fresh and Expert Mart show balanced performance across all KPIs

✂ High variance in customer performance indicates inconsistent service levels and process inefficiencies.

📊 OTIF target variance chart shows no improvement over time, signaling a persistent system-wide challenge.



# Product Information

## Key Insights:

✓ VOFR is strong across all categories (~96.5%), suggesting quantity fulfillment is not a major issue.

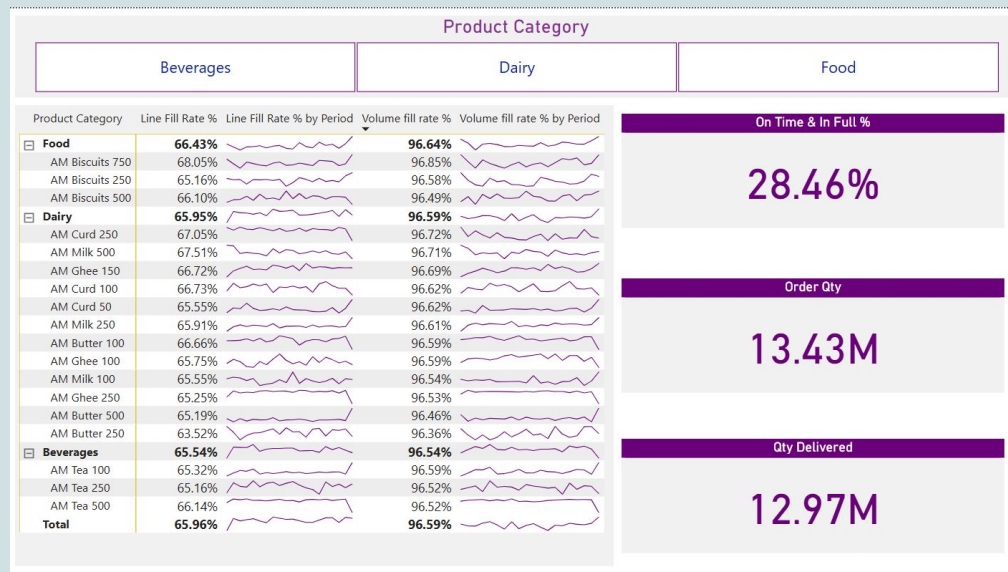
⚠ Line Fill Rate (LIFR) is weak (~66%) – many products are not fully shipped as per order lines

🏆 Best performing categories in LIFR: AM Biscuits 750 and AM Curd 250 (~68–70%).

🟢 Dairy products constitute over 80% of total Order Qty

📊 Sparklines convey inconsistency across categories and products for both VOFR and LIFR with no particular trend

⚠ AM Butter 250 has lower than mean LIFR with 63.52%



# City-Wise Performance

## Key Insights:

★ Ahmedabad and Surat lead in performance with higher OTIF % (~29%), stronger On-Time and In-Full scores.

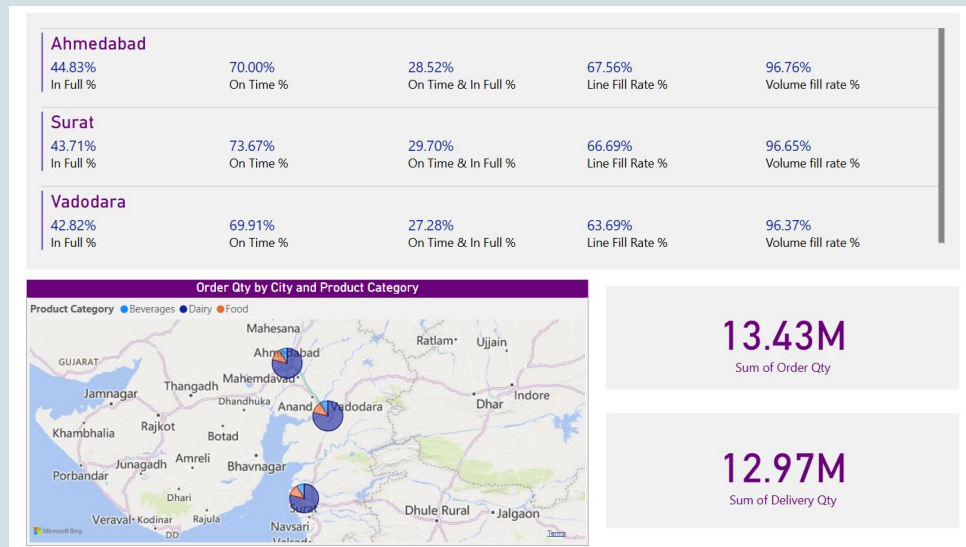
📉 Vadodara lags, with OTIF only ~27%, driven by lower On-Time performance (~69%).

📦 All cities show excellent VOFR (~96%), again pointing to strong shipping quantities.

⚠️ However, LIFR is consistently around ~67%, with vadodara at an even lower ~63%

🌐 Distribution delays vary subtly by city

🟢 Vadodara Marginally leads in Order Qty with Surat being the least order generating cities amongst the three



# Strategic Recommendations

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- 1. Strengthen Coordination Between Supply Planning & Distribution Teams :** OTIF stands critically low at 26.55%, with over 8,000 orders delayed by 1 day and 5,000+ by 2 days. Establish a collaborative control tower team to monitor delivery timelines and proactively address inventory or routing delays.
- 2. Improve Service Levels for Key Customers :** High-order customers like Rel Fresh, Vijay Stores, and Lotus Mart face delivery delays of 12–13 hours and poor OTIF performance. Prioritize high-volume clients for SLA (Service Level Agreement) monitoring and deploy dedicated account-level fulfillment reviews to enhance retention and satisfaction.
- 3. Address Underperformance in Specific Customers :** Coolblue, Acclaimed Stores, and Lotus Mart report OTIF < 15% and poor On-Time rates (<30%). Set up targeted service recovery plans and reorder planning to reduce late deliveries.
- 4. Optimize Product-Level Inventory Mix :** Despite high VOFR (~96.5%), LIFR remains low (~66%) – particularly in AM Butter 250 (63.5%) and Ghee variants. Use demand-driven forecasting and SKU-level supply chain reviews to reduce order line failures.
- 5. Improve City-Wise Operational Consistency :** OTIF varies from ~29% (Surat) to ~27% (Vadodara); LIFR is weak across all cities (~66%), with Vadodara lowest at ~63%. Audit last-mile logistics and restructure delivery route optimization in low-performing cities, starting with Vadodara.