

## **Problem Statement**

G Mart is a growing FMCG manufacturer headquartered in Gujarat, India. It is currently operational in three cities Surat, Ahmedabad and Vadodra. They want to expand to other metro/tier1 cities in the next 2 years.

G Mart is currently facing a problem where a few key customers did not extend the annual contract 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 on a daily basis so that they can respond swiftly to these issues.

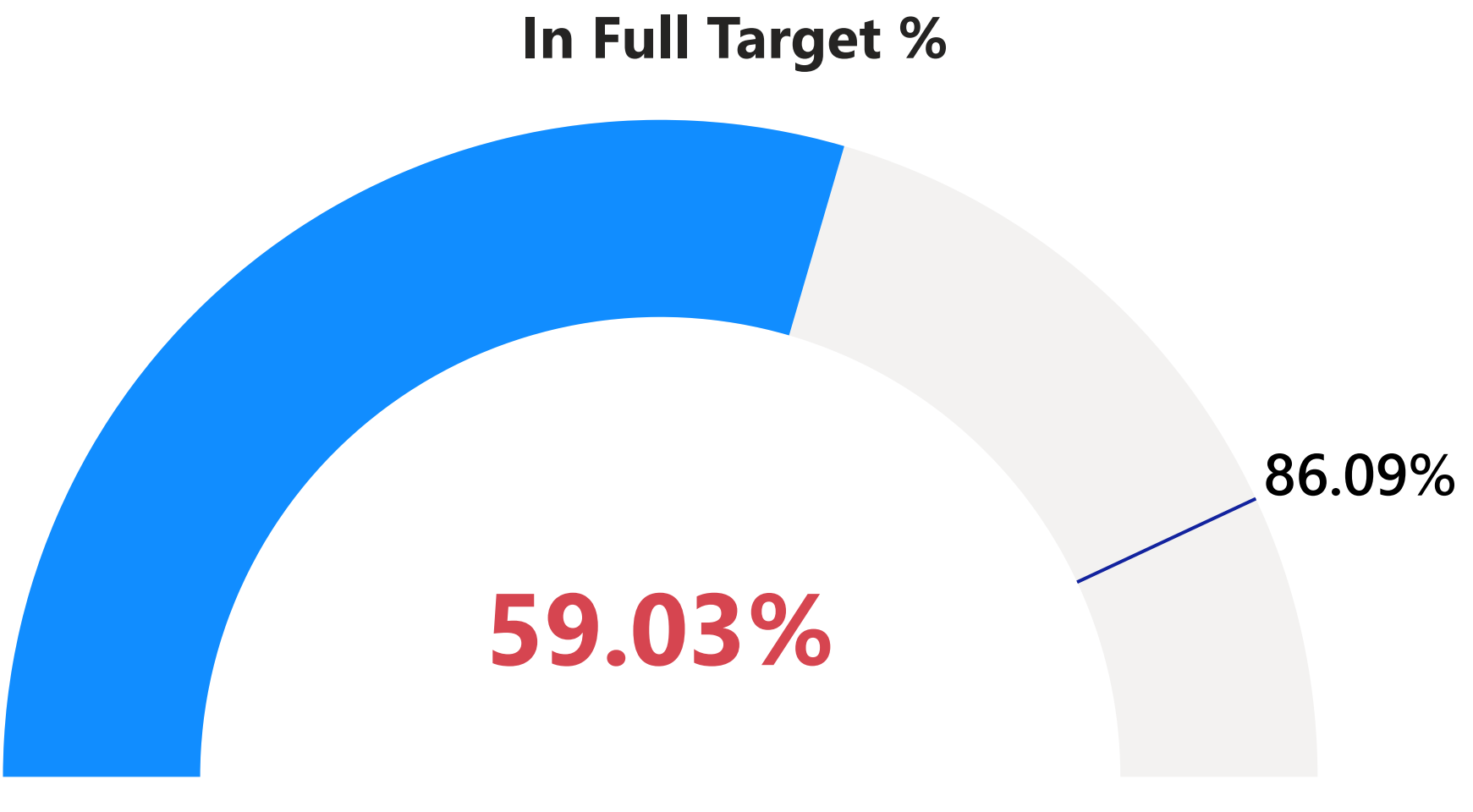
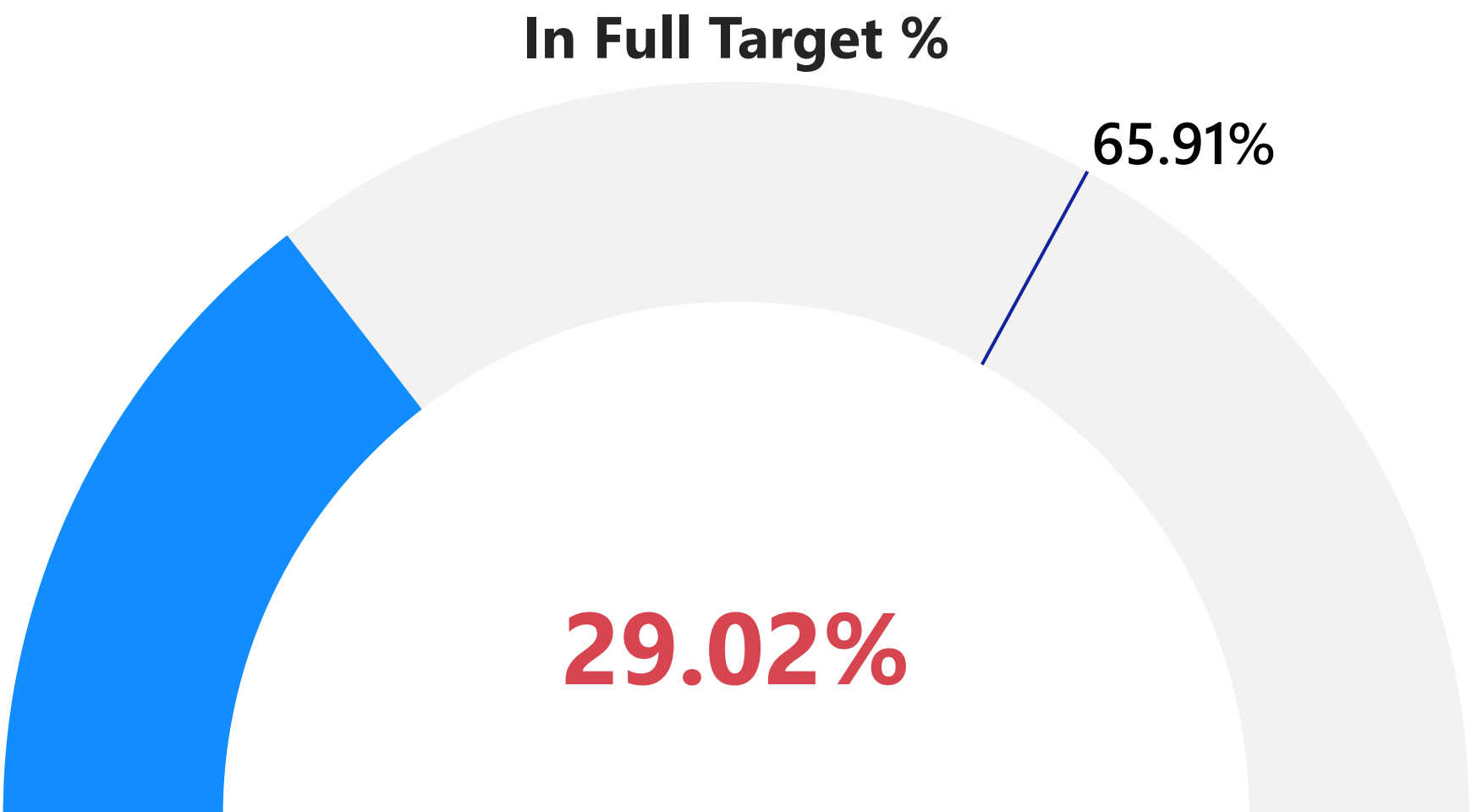
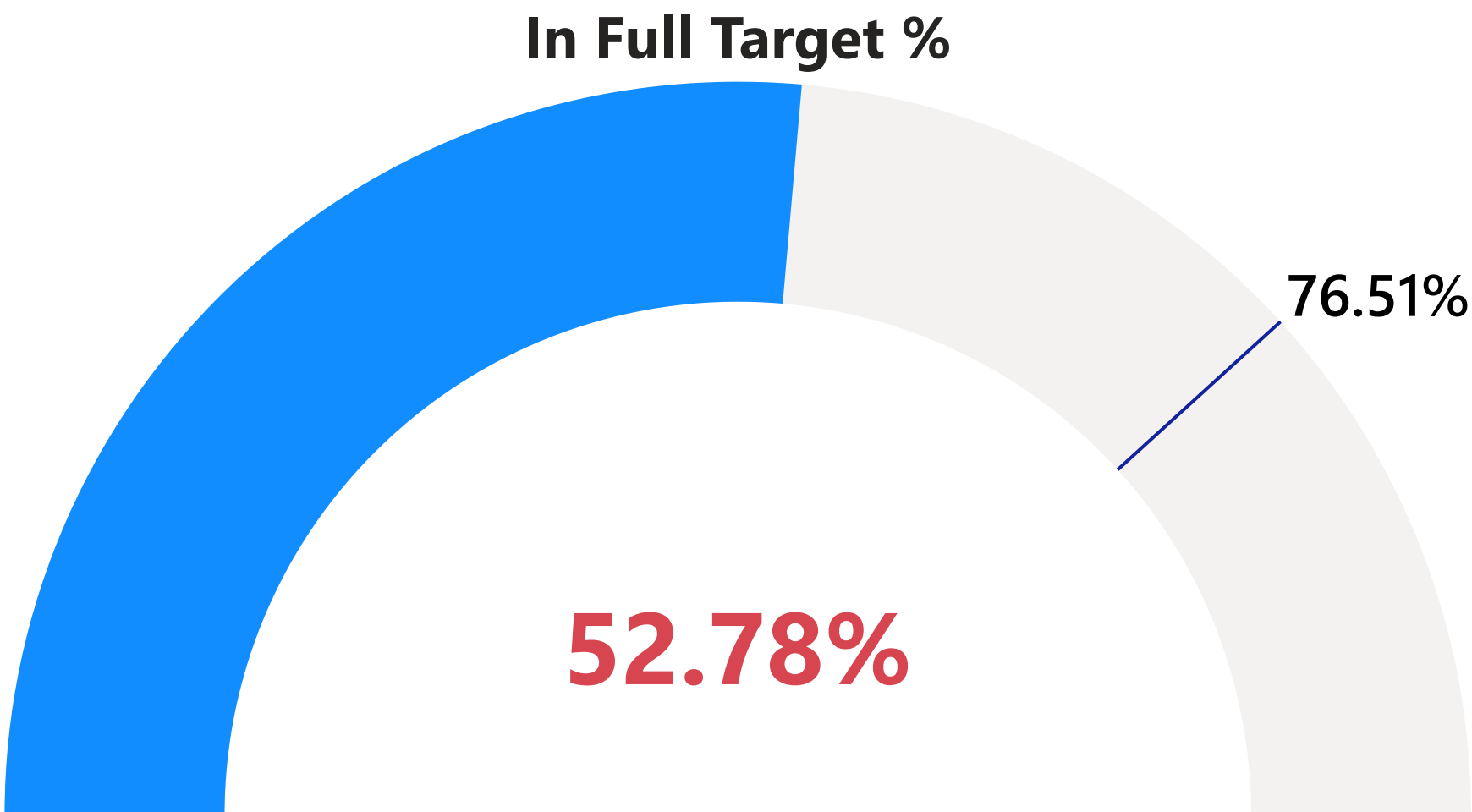
The Supply Chain team decided to use a standard approach to measure the service level in which they will measure 'on-time delivery (OT) %', 'In-full delivery (IF) %' and OnTime in full (OTIF) % of the customer orders on a daily basis against the target service level set for each customer.



G MART  
Sales Analysis

January	March	May	July	September	November
February	April	June	August	October	December

- Category
- beverages
- Dairy
- Food



12.97M

No Of Orders Delivered

31.73K

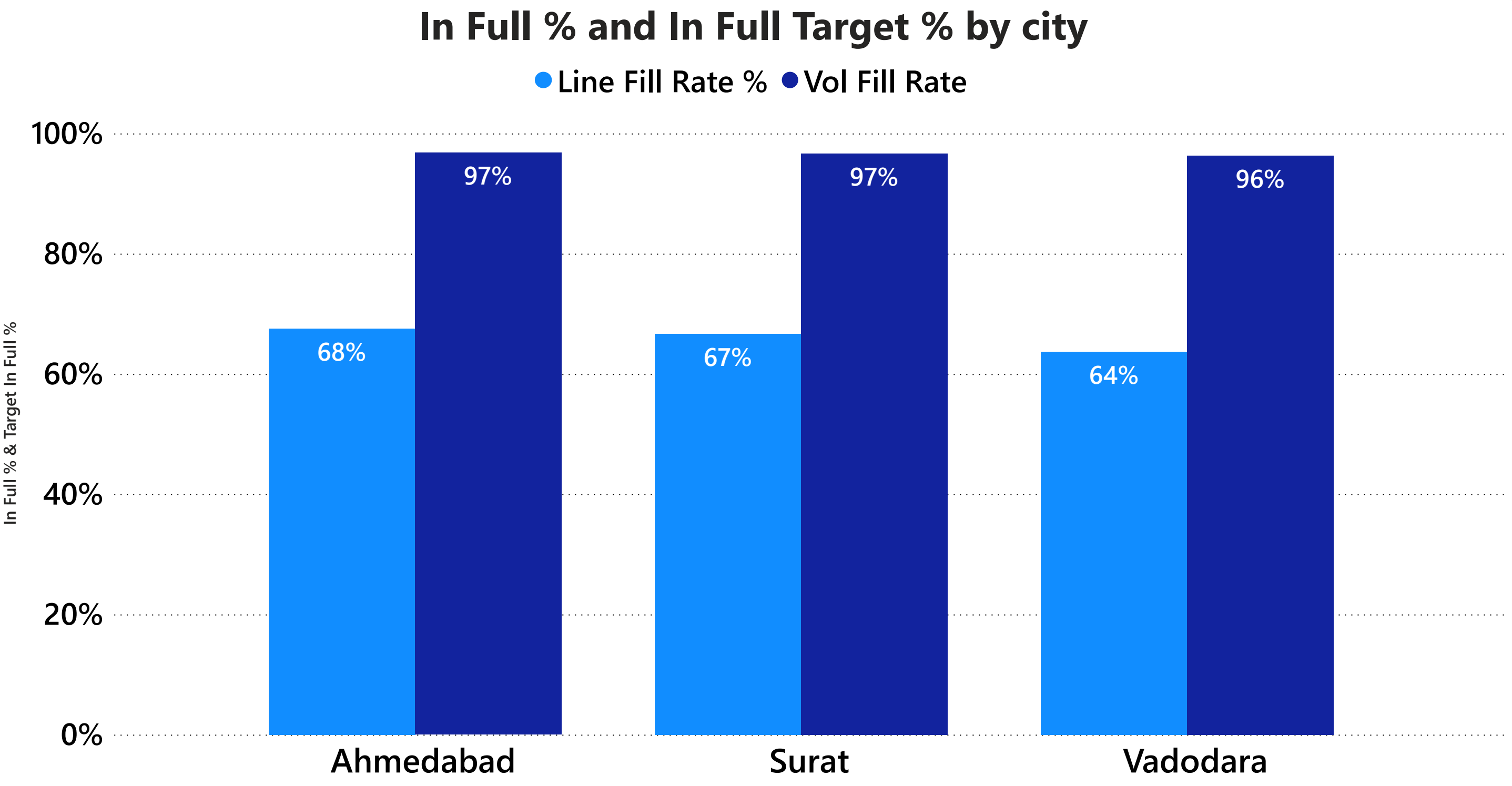
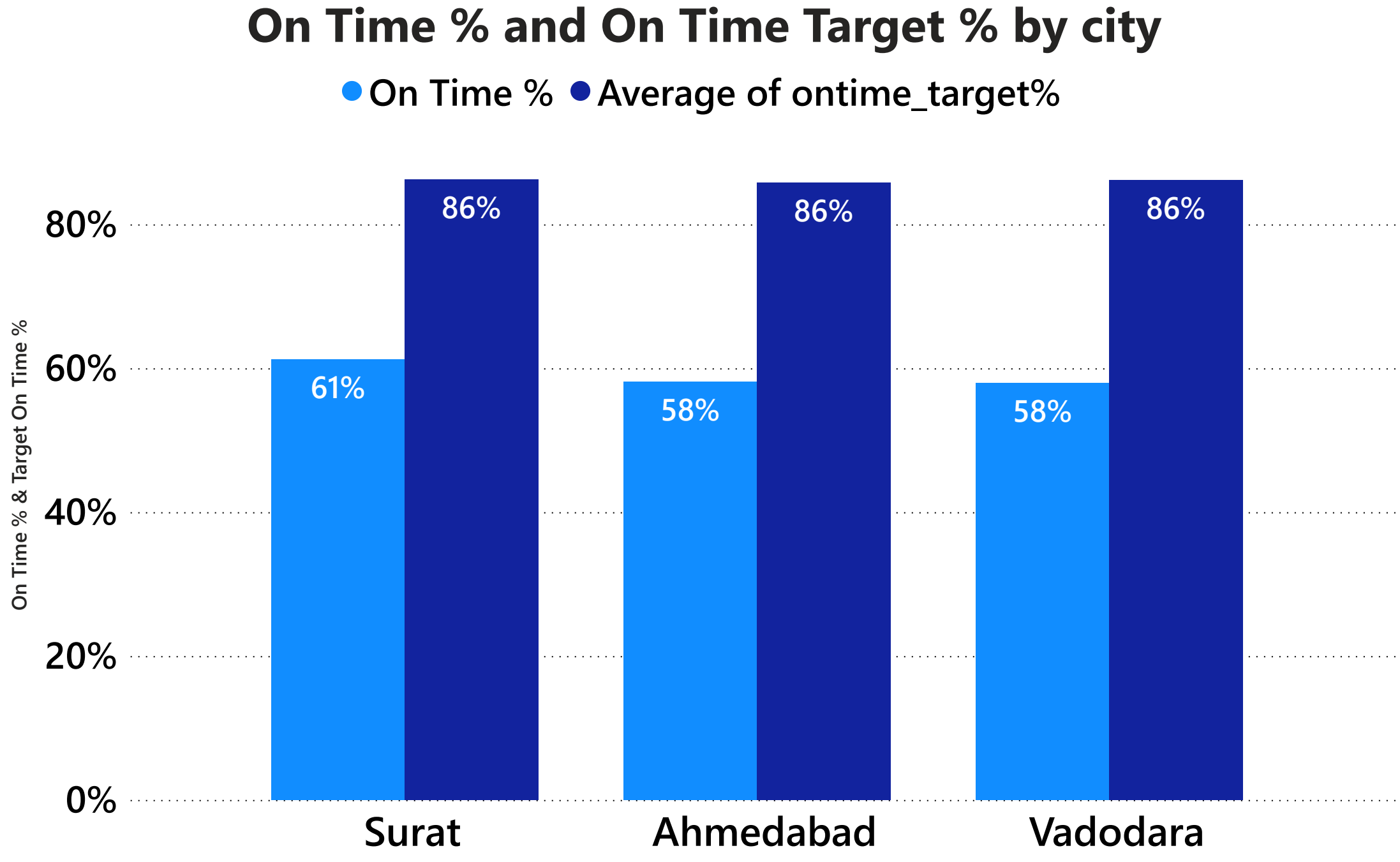
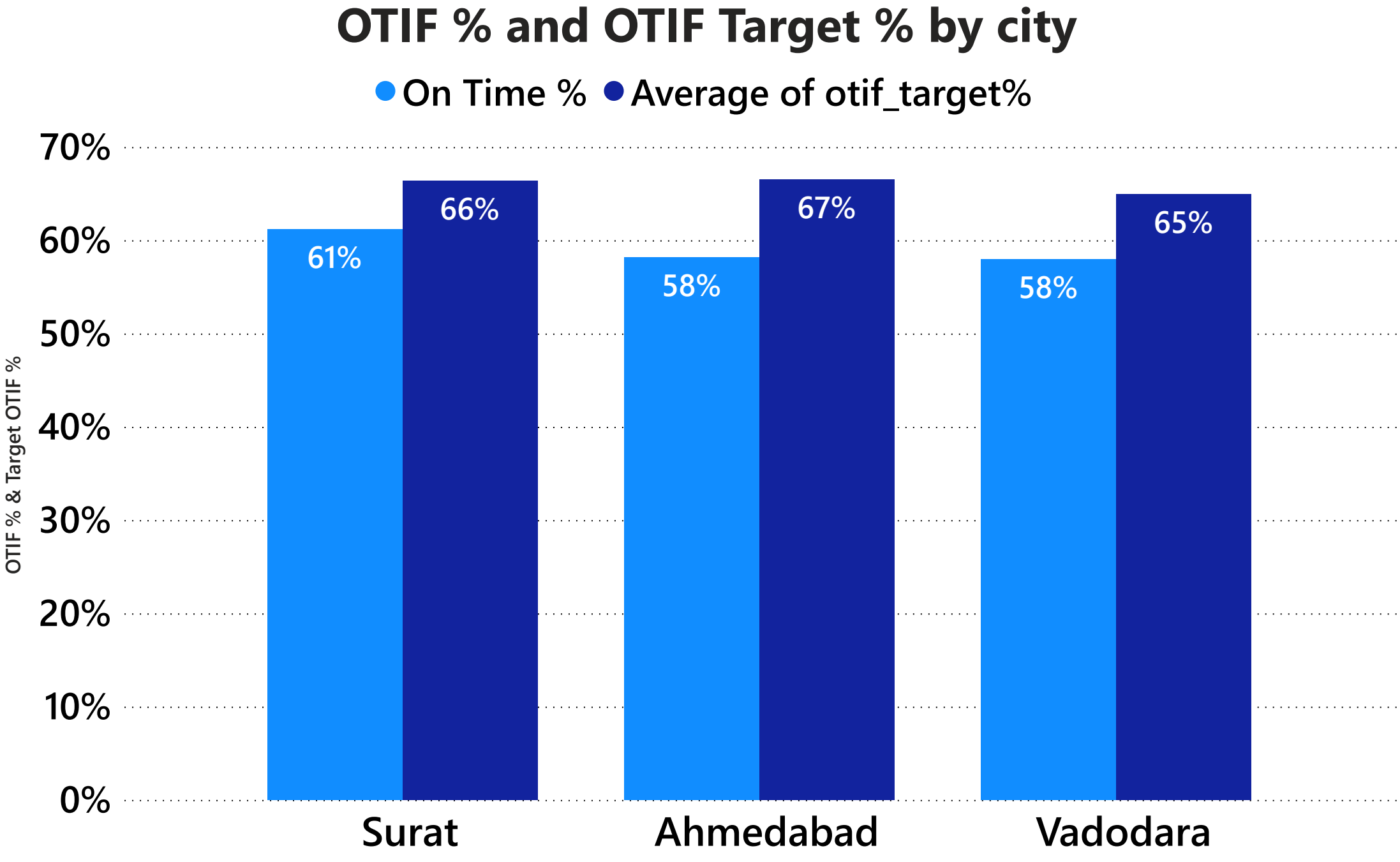
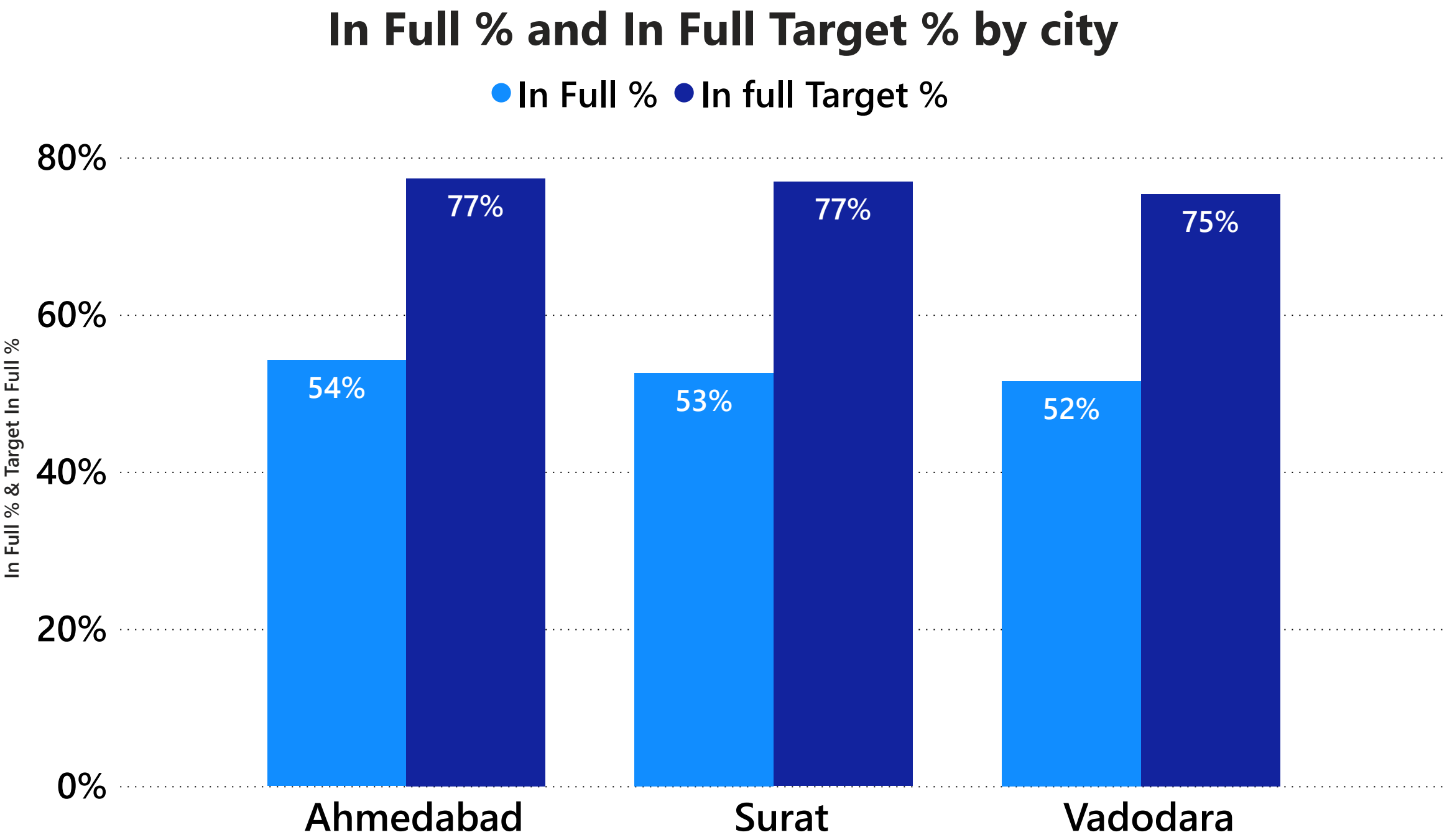
Total Orders

13.43M

Total Order Qty

457.78K

Undelivery Qty

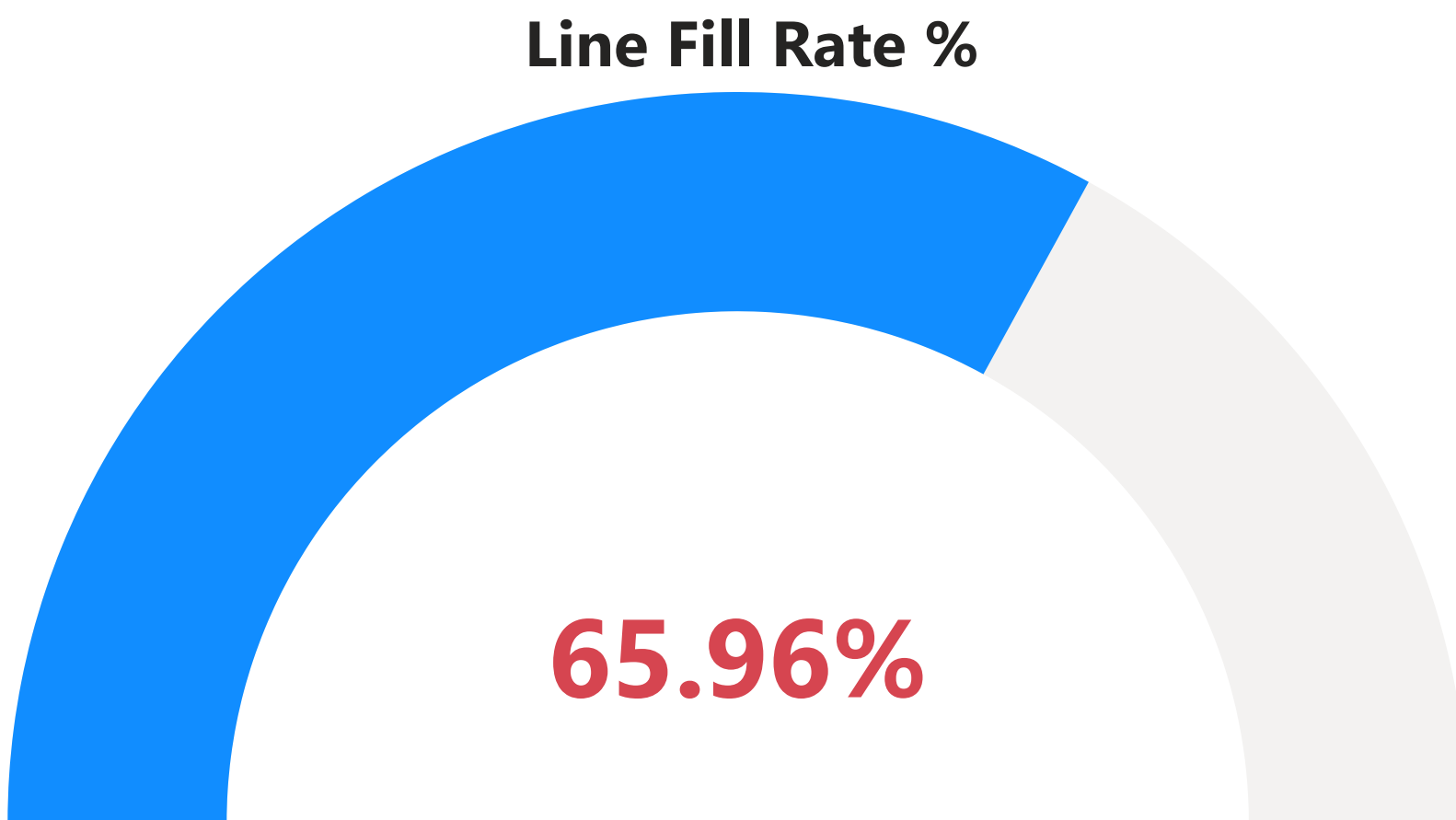
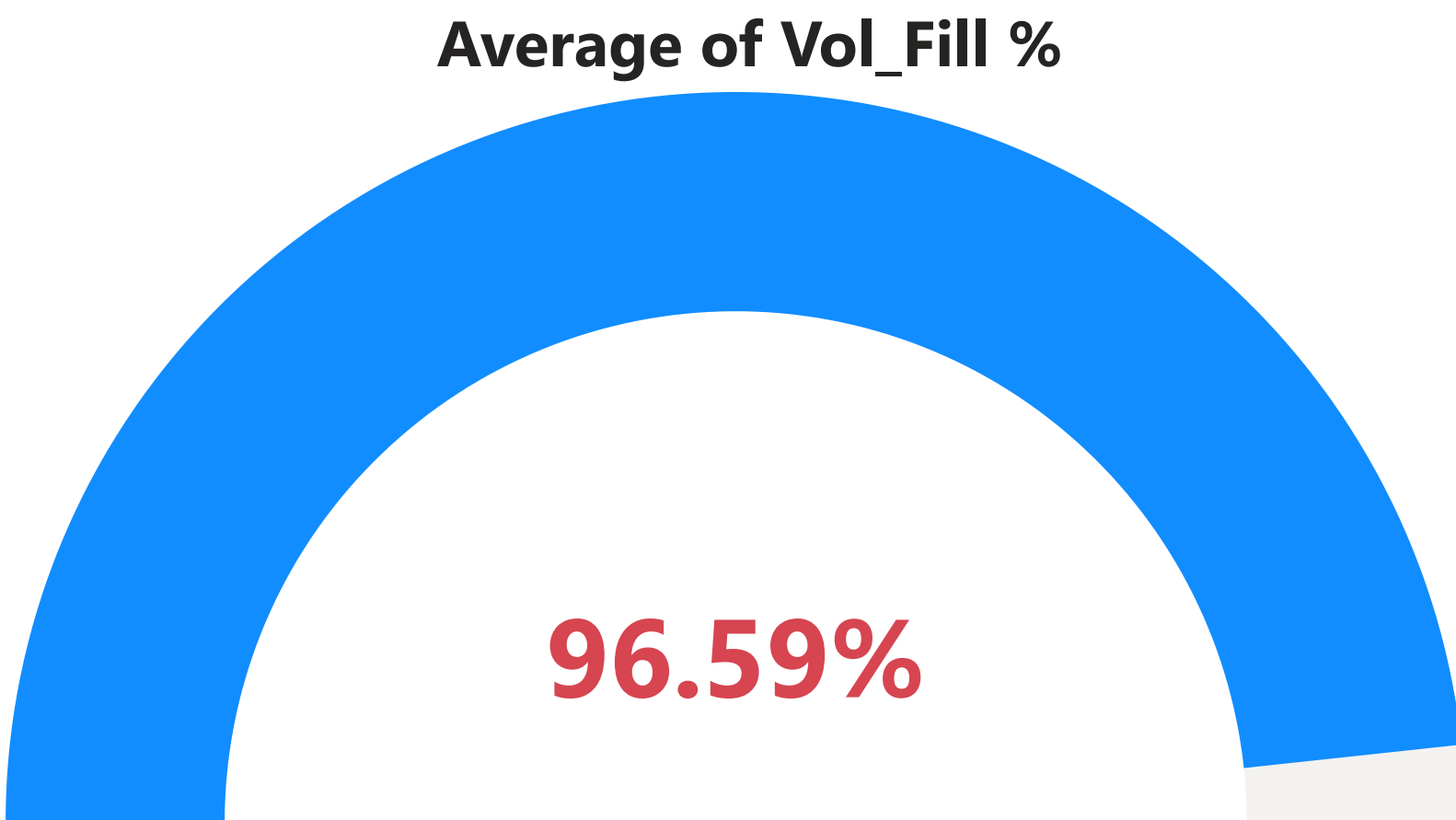


Customer Name On Time % In Full % OTIF % Line Fill Rate % Vol Fill Rate

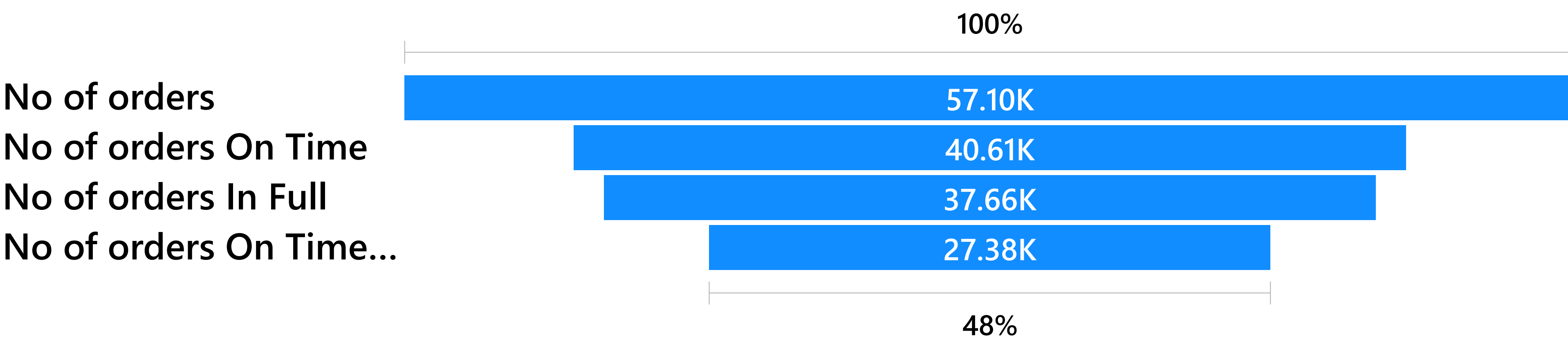
Propel Mart	73.64%	59.74%	40.92%	75.62%	97.62%
Atlas Stores	71.81%	59.78%	39.55%	75.48%	97.55%
Viveks Stores	70.61%	60.07%	39.44%	75.06%	97.47%
Expert Mart	72.54%	59.81%	39.11%	75.48%	97.48%
Logic Stores	70.82%	60.14%	38.78%	74.39%	97.45%
Chiptec Stores	71.62%	60.35%	38.73%	75.61%	97.63%
Expression Stores	69.92%	60.83%	38.39%	75.28%	97.50%
Rel Fresh	72.32%	58.69%	38.18%	74.54%	97.49%
Vijay Stores	72.45%	44.98%	28.28%	59.23%	95.88%
Sorefoz Mart	72.67%	39.19%	25.89%	53.40%	95.35%
Info Stores	70.94%	41.16%	25.52%	53.05%	95.28%
Elite Mart	72.45%	37.94%	24.37%	52.74%	95.21%
Lotus Mart	28.11%	53.35%	16.34%	60.08%	96.02%
Acclaimed Stores	29.43%	52.36%	15.47%	58.93%	95.89%
Coolblue	29.13%	44.73%	13.75%	51.53%	95.06%

Product Name Line Fill Rate % Vol\_Fill\_Rate %

AM Biscuits 750	68.05%	96.86%
AM Milk 500	67.51%	96.71%
AM Curd 250	67.05%	96.73%
AM Curd 100	66.73%	96.62%
AM Ghee 150	66.72%	96.68%
AM Butter 100	66.66%	96.66%
AM Tea 500	66.14%	96.54%
AM Biscuits 500	66.10%	96.49%
AM Milk 250	65.91%	96.58%
AM Ghee 100	65.75%	96.52%
AM Curd 50	65.55%	96.62%
AM Milk 100	65.55%	96.53%
AM Tea 100	65.32%	96.61%
AM Ghee 250	65.25%	96.50%
AM Butter 500	65.19%	96.46%
AM Tea 250	65.16%	96.58%
AM Biscuits 250	65.16%	96.58%
AM Butter 250	63.52%	96.32%



No of orders, No of orders On Time, No of orders In Full and No of orders On Time In Full



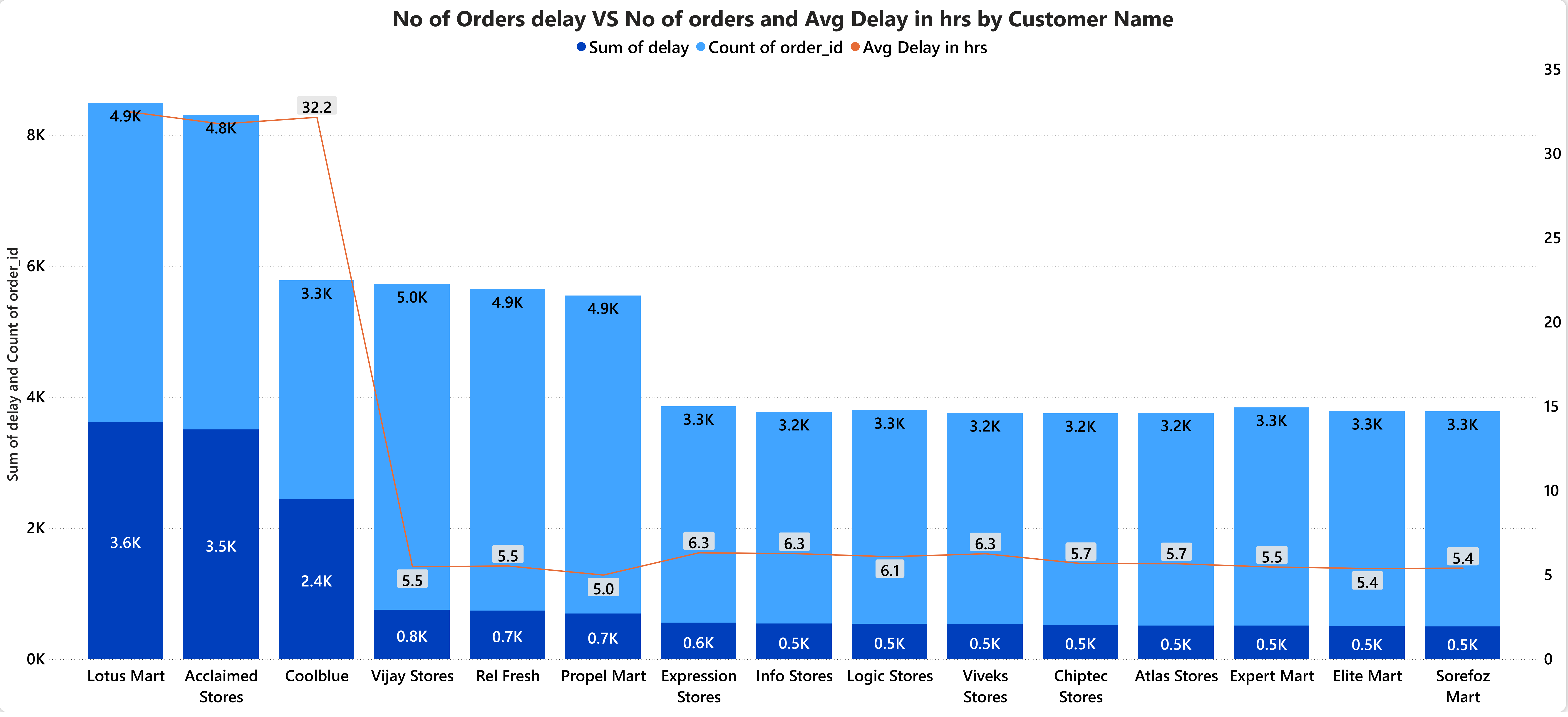
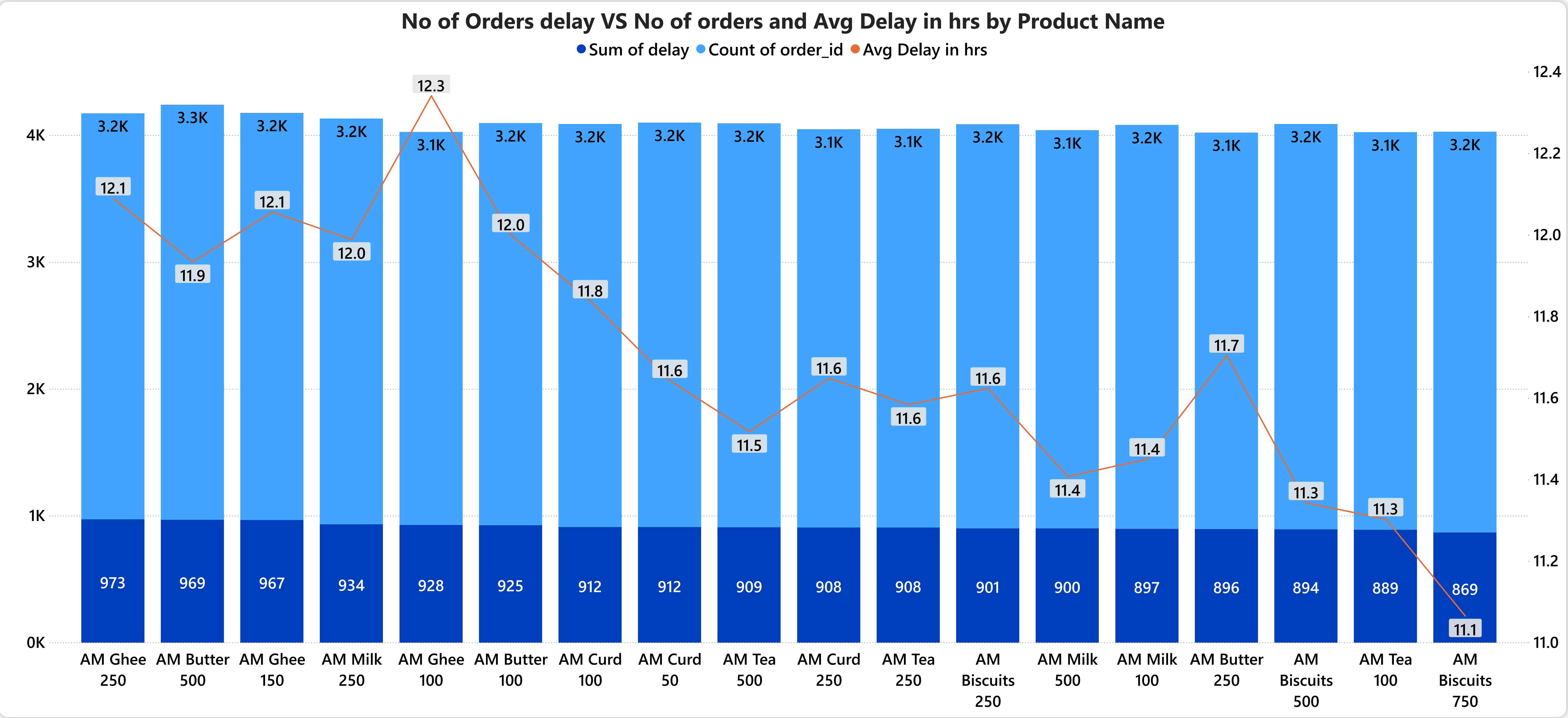
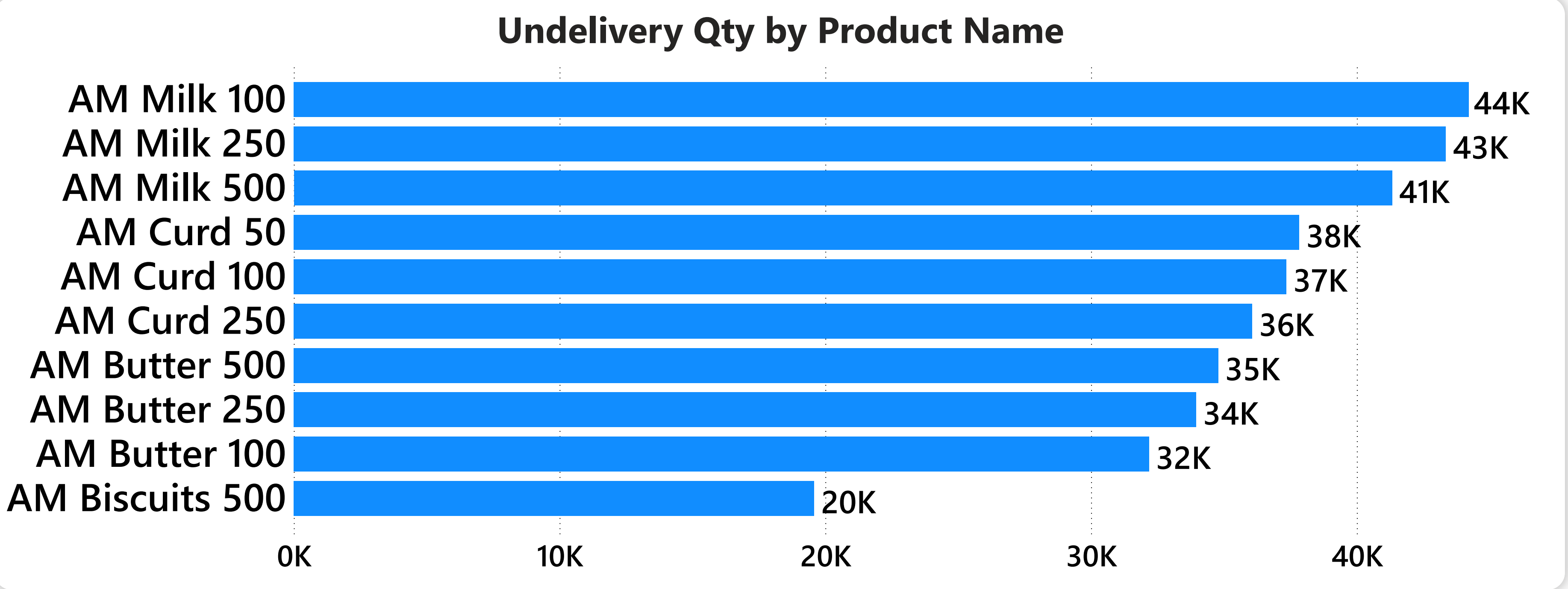


Top 10 Customers	
Customer Name	Total Order Qty
Vijay Stores	11,76,293
Lotus Mart	11,57,117
Rel Fresh	11,55,598
Propel Mart	11,43,763
Acclaimed Stores	11,20,090
Expert Mart	7,89,698
Coolblue	7,76,624
Elite Mart	7,72,140
Expression Stores	7,68,746
Info Stores	7,67,833

Top 10 Products Ordered	
Product Name	Total Order Qty
AM Milk 250	12,79,132
AM Milk 100	12,76,190
AM Milk 500	12,54,422
AM Curd 50	11,19,256
AM Curd 100	11,05,336
AM Curd 250	10,99,401
AM Butter 500	9,83,180
AM Butter 100	9,43,483
AM Butter 250	9,33,107
AM Biscuits 250	5,63,366

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- ☐ beverages
- ☐ Dairy
- ☐ Food



In Full

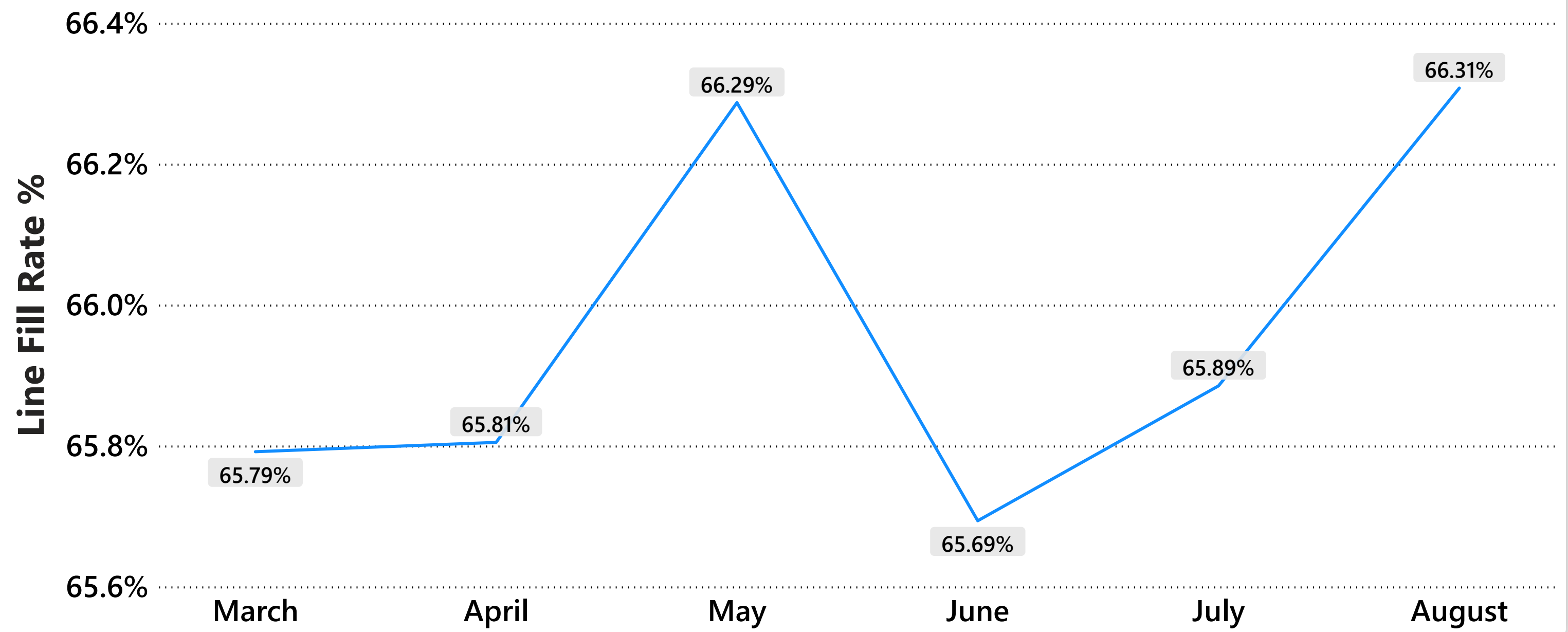
On Time

OTIF

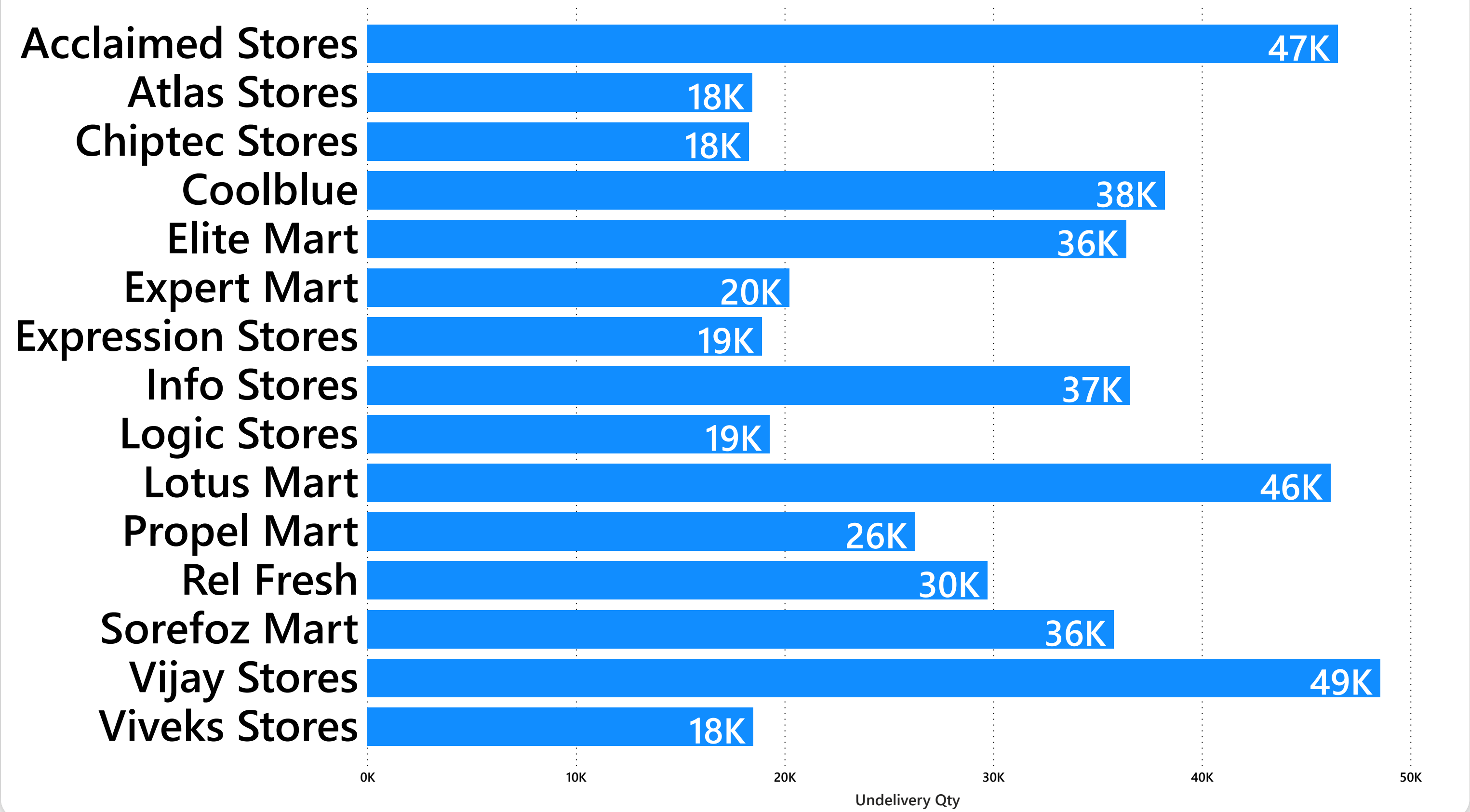
Line Fill Rate

Vol Fill Rate

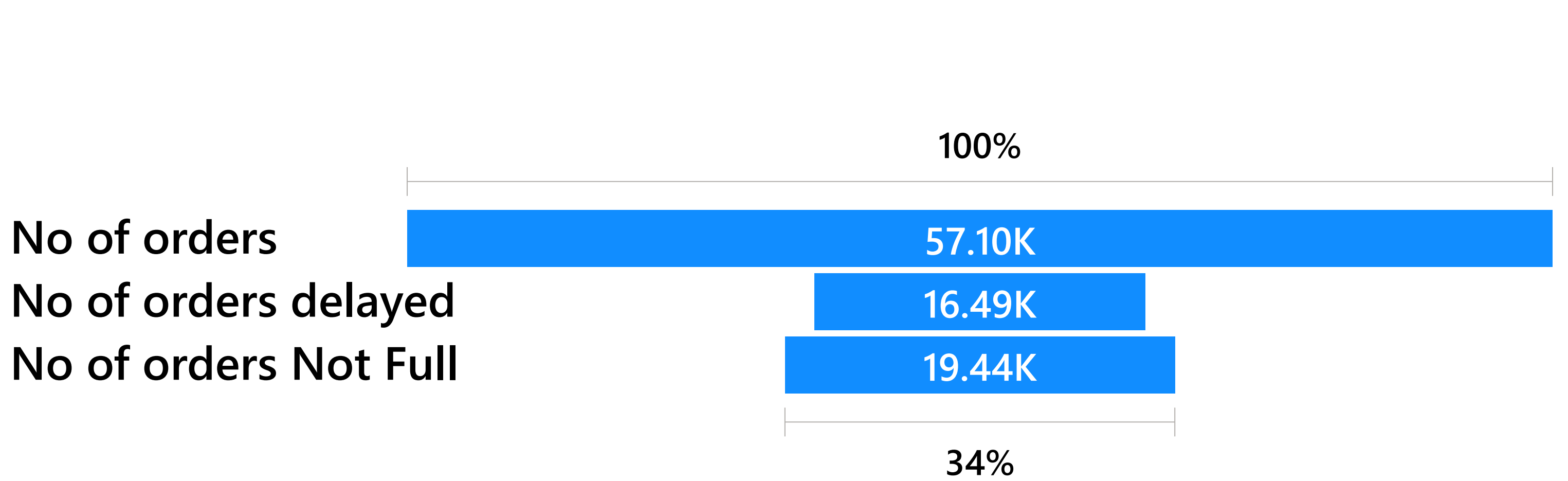
Line Fill Rate % by Month



Undelivery Qty by Customer Name



No of orders, No of orders delayed and No of orders Not Full





## Insights

- Key performance indicators like On Time In Full, In Full, and On Time don't meet the goals over time.
- Surat has a lower In full% than Ahmedabad but has a 30% OTIF rate. Out of 9.7k orders, 3.7k are delayed orders and 4.6k were incomplete orders. Acclaimed stores, info stores, and Lotus Mart were the customers who performed very low on key metrics in Surat. OTIF levels of 9% and 6% for info stores and acclaimed stores need critical attention.
  - Ahmedabad accounted for 11k orders and has a 29% OTIF with a greater In Full rate than other cities. In terms of critical metrics, Lotus Mart, Sorefoz Mart, Acclaimed Stores, and Coolblue were the customers who performed very low in Ahmedabad. OTIF levels of 10% and 7% for Lotus Mart and Sorefoz Mart need critical attention.
    - Vadodara has 27% OTIF deliveries and performs worse than other cities. Coolblue, Elite Mart, Vijay Stores, Lotus Mart, and Acclaimed Stores were the customers who had very low levels for important metrics. OTIF levels of 10%, 9%, and 7%, for Coolblue, Elite Mart, and Vijay Stores need critical attention.
- The key customers, who account for 50% of the orders, are Lotus Mart, Acclaimed Stores, Coolblue, Vijay Stores, Propeller Mart, and Rel Fresh. The customers most likely to not renew their contracts are Lotus Mart, Acclaimed Stores, and Coolblue. Vijay Stores, Propeller Mart, and Rel Fresh are the next most likely to do so. Lotus Mart, Acclaimed Stores, and Coolblue have the lowest Otif%. The average delay for these customers was 30 hours for 6.8k delayed orders out of