

# Supply Chain Analysis – FMCG Sector

## • Key Insights

### 1. Order Metrics Overview

- Total Orders: 31.7K
- Orders On-Time: 18.73K → OT% = 59.03%
- Orders In-Full: 16.74K → IF% = 52.78%
- Orders On-Time & In-Full (OTIF): 9.2K → OTIF% = 29.02%
- All KPIs are significantly below their respective targets .

### 2. City-Level Performance

- Order Distribution: Almost evenly split across Ahmedabad (14.7K), Vadodara (14.6K), and Surat (13.1K).
- Ahmedabad and Surat have slightly better OTIF than Vadodara.
- Surat shows better On-Time Delivery (61.2%) compared to others.

### 3. Category Insights

- Orders are evenly distributed among Beverages, Dairy, and Food
- Dairy contributes the highest share of on-time deliveries (42.95% of zero-delay orders).
- LIFR% (Line Item Fill Rate) and VOFR% (Volume Fill Rate) are:
- Fairly consistent across categories: ~66% (LIFR), ~96.5% (VOFR)

#### 4. Customer-Level Insights

- Top customers by order volume:  
Lotus Mart (11.19%), Acclaimed Stores (11.06%)
- Lowest LIFR% seen for:
  - Coolblue (51.5%)
  - Elite Mart (52.7%)
  - Info Stores (53%)
- Despite high volume, Acclaimed Stores has a low LIFR (58.9%) — needs improvement.

#### 5. Delay Analysis

- 64.8% of orders have 0 delay days, but:
  - 14.5% are delayed by 1 day
  - 9% by 2 days
  - ~5% by 3 days
- Dairy has the most on-time orders (24.5K), but also significant early and delayed deliveries.

#### 6. Trend Analysis

- KPI Trends show weekly LIFR% fluctuating between 63% and 67%.
- Monthly KPI trends are stable — but not improving over time, indicating persistent bottlenecks.

## ● Recommendations

### 1. Improve Forecasting & Inventory Planning

- Boost stock accuracy at warehouses to raise LIFR%.
- Use historical demand data to refine demand planning per category & customer.

### 2. Root Cause Analysis for Delays

- Dive deeper into reasons for delay (vendors, SKUs, etc.).
- Investigate Dairy category for early delivery trends – may indicate misaligned schedules.

### 3. Set City-Wise Performance Targets

- Benchmark other cities against Surat's performance.
- Conduct regular city-level operational reviews.

### 4. KPI Monitoring and Alerting

- Create a dynamic KPI alert dashboard for OT%, IF%, OTIF% deviations.