

Report on Insights and Key Findings for Improving Service at AtliQ Mart-Supply Chain

I. EXECUTIVE SUMMARY

This report provides a detailed analysis of supply chain performance, focusing on key metrics, service levels, and delivery lead times. It identifies critical gaps in achieving On-Time (OT%), In-Full (IF%), and On-Time In-Full (OTIF%) targets, particularly for key customers and cities. The findings highlight areas requiring immediate action to address service inefficiencies, optimize stock replenishment, and improve customer satisfaction.

II. INSIGHTS AND KEY FINDINGS

1. Overview of Supply Chain Performance

1.1 Order Distribution by Category

- Dairy products account for nearly **double** the orders compared to the Food and Beverages category, emphasizing the need to prioritize stock availability for this segment.

1.2 Suboptimal Delivery Metrics

- Average OT%, IF%, and OTIF% are **significantly below target levels**, indicating consistent service delivery challenges.

1.3 Key Customer Contribution

- The first six customers—**Acclaimed Stores, Lotus Mart, Vijay Stores, Rel Fresh, Cool Blue, and Propel Mart**—constitute **53% of total orders**, making them the most influential in driving overall performance.

1.4 Monthly Trends

- May 2022** and **August 2022** showed slight improvements in IF% and OTIF%, but these levels remain far below targets, underscoring the need for sustained efforts.

2. Key Metrics Analysis

2.1 OT% Performance

- The daily trend for OT% reveals **only 59.03% of total orders are delivered on time**, far below the target OT%.
- Daily fluctuations in OT% indicate inconsistent supply chain performance, with no day meeting the targeted OT% level.

2.2 IF% and OTIF% Trends

- Similar to OT%, the daily trends for IF% and OTIF% show **no instances where targets were met**.
- OTIF% performance is particularly disappointing**, reflecting challenges in both delivery timeliness and fulfillment completeness.

3. Service Level Analysis

3.1 Key Customer Performance

- **Acclaimed Stores, Cool Blue, and Lotus Mart** exhibit notably lower OT%, IF%, and OTIF% metrics. These customers require focused interventions to improve service quality.

3.2 City-Wise Analysis

- **Ahmedabad:** Alarming IF% and OTIF% levels for **Sorefoz Mart** indicate stock replenishment issues.
- **Surat:** **Info Stores** faces critical IF% and OTIF% challenges, impacting service quality.
- **Baroda:** **Elite Mart** and **Vijay Stores** show poor IF% and OTIF% levels, signaling urgent supply chain inefficiencies.

3.3 Root Cause

- The alarming levels of IF% and OTIF% across these cities and customers point to **rapid stock depletion at distribution centers**. This requires optimized replenishment cycles to meet demand effectively.

4. Line Lead Time Analysis

4.1 Overview of LIFR% (Line Item Fill Rate)

- Certain customers, including **Acclaimed Stores, Cool Blue, Elite Mart, Info Stores, Lotus Mart, Sorefoz Mart, and Vijay Stores**, have **LIFR% noticeably lower** than the average.
- **Acclaimed Stores, Lotus Mart, and Vijay Stores** represent a significant portion of order lines, making their performance critical to overall metrics.

4.2 Delayed Deliveries

- For **Acclaimed Stores, Cool Blue, and Lotus Mart**, **75% of order lines are delivered late**, with **66% of these delays lasting 2-3 days**.
- These delays highlight systemic inefficiencies in lead time management, requiring urgent corrective measures.

III. KEY TAKEAWAYS

1. **Target Dairy Products:**
 - Prioritize replenishment and inventory optimization for dairy products to meet their higher demand.
2. **Focus on Key Customers:**
 - Allocate resources to address delivery gaps for **Acclaimed Stores, Cool Blue, and Lotus Mart**, given their significant contribution to order volume.
3. **City-Specific Interventions:**
 - Resolve stock and delivery issues in **Ahmedabad, Surat, and Baroda** to improve service levels in critical regions.
4. **Optimize Lead Time Management:**
 - Streamline processes to reduce delays, particularly for customers experiencing frequent late deliveries by 2-3 days.
5. **Strengthen Daily Monitoring:**
 - Implement real-time dashboards and alerts for OT%, IF%, and OTIF% metrics to ensure timely corrective actions.

IV. CONCLUSION

The insights highlight the need for targeted interventions to address key gaps in supply chain performance. By focusing on key customers, optimizing stock replenishment, and improving lead time management, AtliQ Mart can achieve its supply chain goals and deliver higher service levels to its customers.