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.  
  
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 daily basis against the target service level set for each customer.

Insights:

The total number of order lines is 57096

The line fill rate is 65.96%

The volume fill rate is 96.59

The total number of orders is 31729

The total number of on-time delivery is 18730

The on-time delivery percentage is 59%

The percentage of full quantity delivery is 52.78%

The percentage of delivery in both on-time and full quantity delivery is 29%

The average of on-time target is 86.08%

The average of full time delivery target is 76.51%

The average of on time in full target is 66%

Remarks:

* Almost 40% of the orders are not delivered on time, hence we must provide a better number of on time deliveries for customer satisfaction.
* For 47% of the deliveries the customer is not receiving the ordered quantity.
* The target of the supply chain must be increased, as that would help in increased working of our employees.
* The line fill rate is also staggering at 66%, meaning for the given number of order lines a lot number of deliveries are not shipped at the quantities requested.