



ATLIQ MART

SUPPLY CHAIN ANALYSIS

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ABOUT ATLIQ MART

Atliq Mart is a retail business optimizing its supply chain with data-driven decisions. It is currently operational in three cities **Surat**, **Ahmedabad** and **Vadodra**.

Problem Statement: Atliq Mart faces challenges in tracking and improving its service levels, leading to potential customer dissatisfaction and contract non-renewals. The company needs a data-driven solution to monitor key metrics like OTIF %, LIFR, and VOFR, enabling better decision-making and performance evaluation across cities and customer segments.





Report Pages



Orders View

This report analyzes Atliq Mart's order fulfillment, tracking key KPIs like OTIF %, LIFR, and VOFR across cities, customers, and products.



Customer Split

This page tracks On Time, In Full, and OTIF % for each customer store, providing insights into service performance at the customer level.



Metrics Over Time

This page displays OT, IF, OTIF %, VOFR, and LIFR over time with drill-down options for detailed trend analysis.



Order Lines

This page tracks Line Fill Rate (LIFR) and Volume Fill Rate (VOFR), showing the number of order lines filled and completed.



Line Lead Time

This page analyzes line lead time, highlighting delayed products by food category and customer-wise lead time.

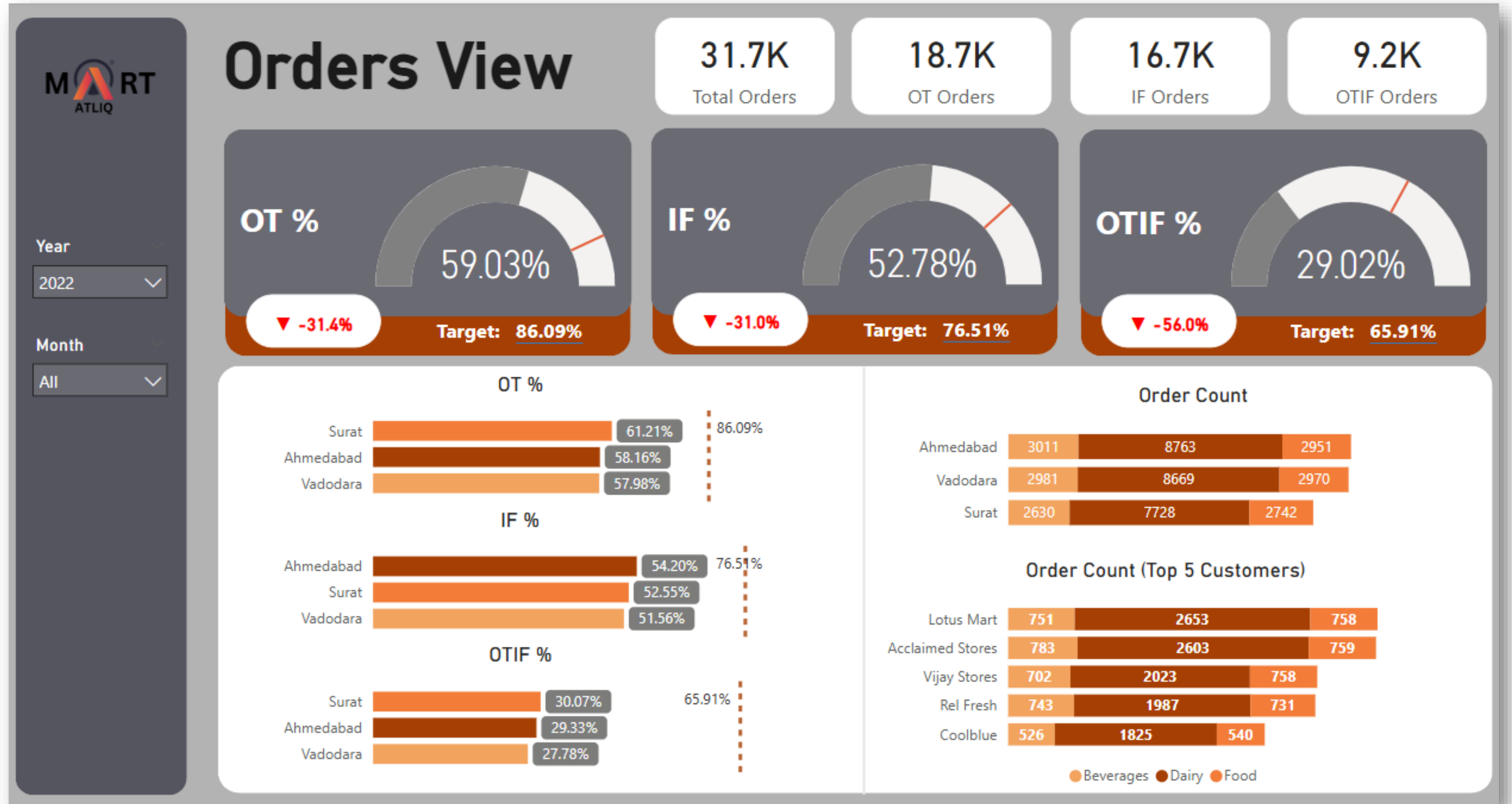


Service Level Metrics Explained

1. **On Time (OT)** – Orders delivered within the scheduled time.
2. **In Full (IF)** – Orders delivered with all requested items.
3. **OTIF % (On Time In Full)** – Percentage of orders delivered On Time and In Full
4. **LIFR (Line Fill Rate)** – Percentage of order lines fulfilled as requested.
5. **VOFR (Volume Fill Rate)** – Percentage of total ordered volume fulfilled



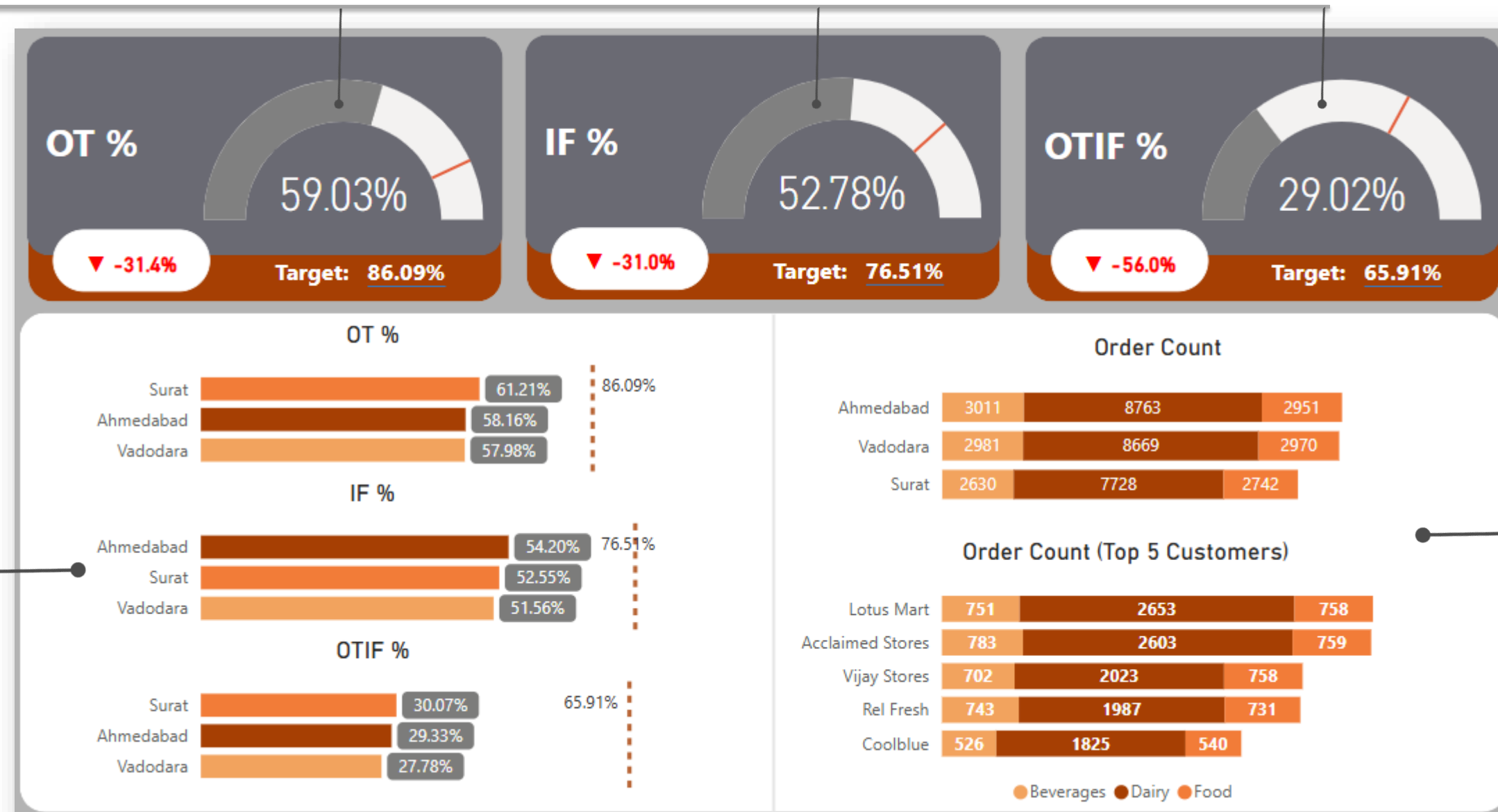
ORDERS VIEW





INSIGHTS

OT, IF, and OTIF are all over 30% below target.



All states show identical performance against target metrics.

Dairy products are nearly twice as much as food and beverages.



CUSTOMER SPLIT



Year

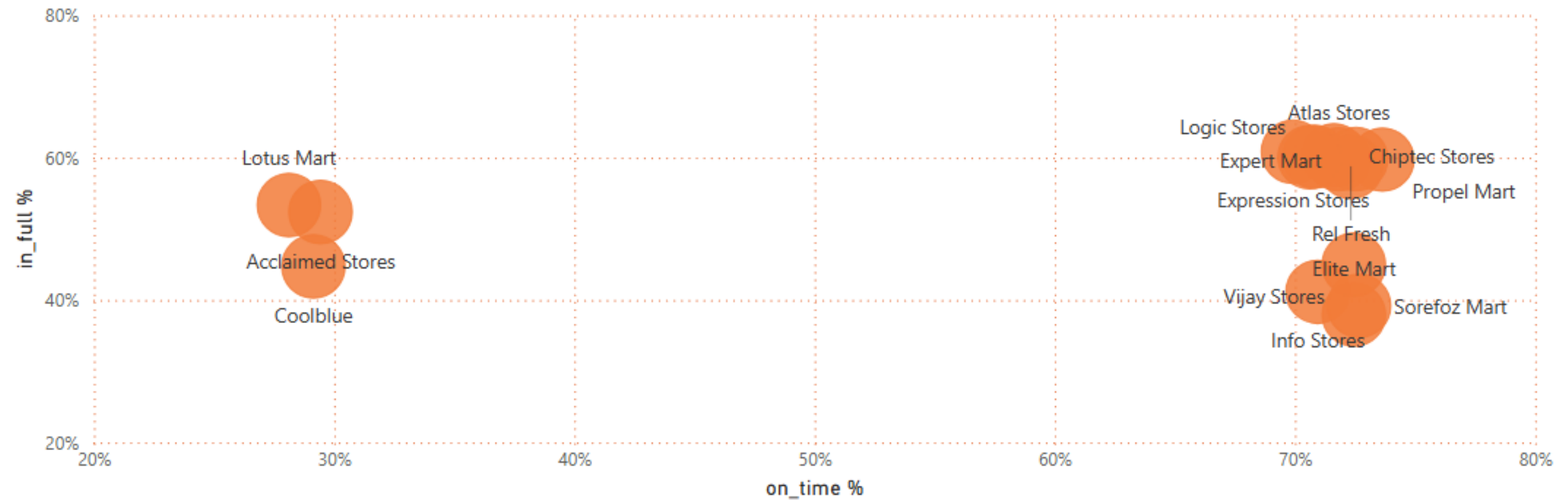
2022

Month

All

Split by Customers

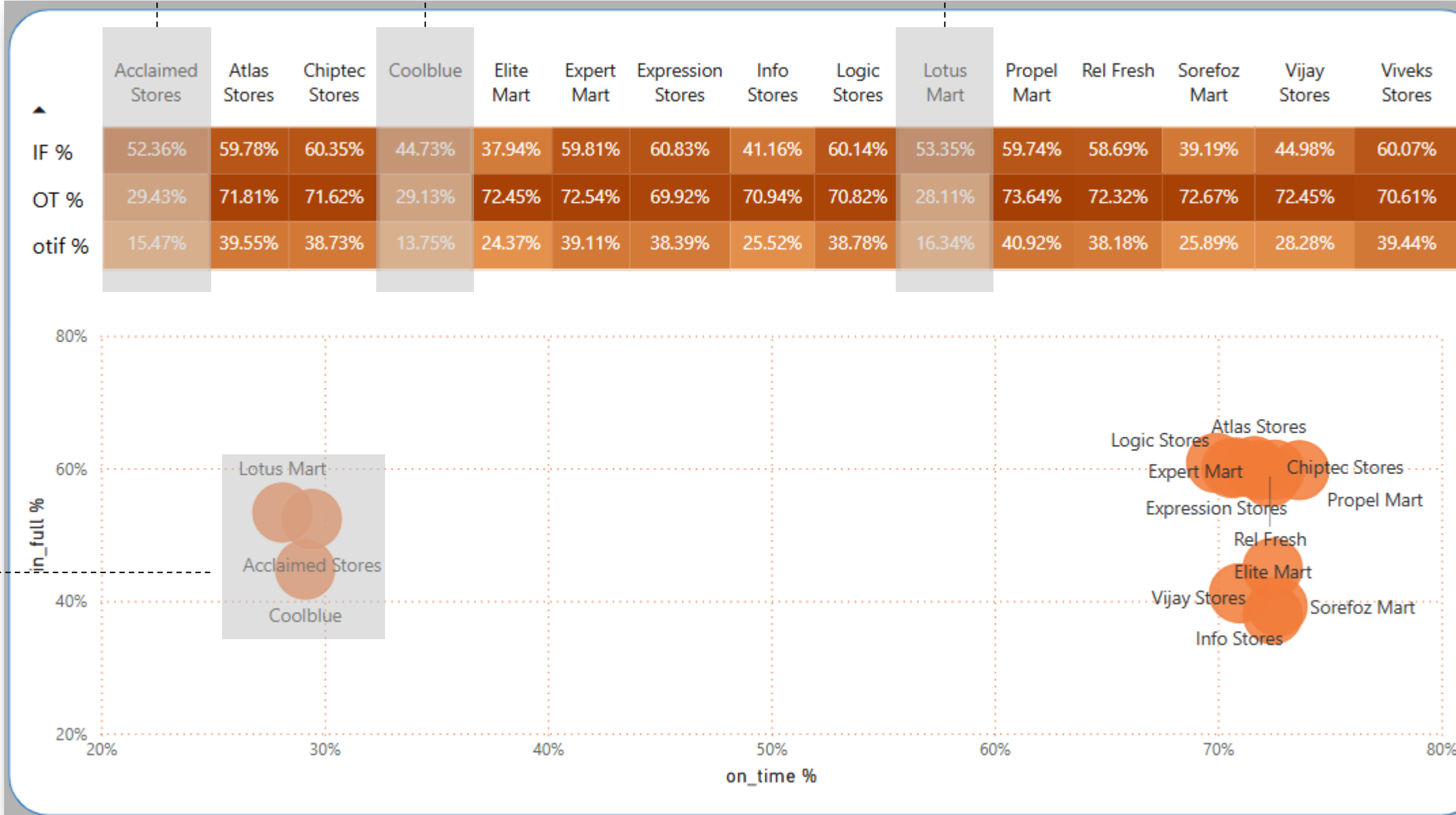
	Acclaimed Stores	Atlas Stores	Chiptec Stores	Coolblue	Elite Mart	Expert Mart	Expression Stores	Info Stores	Logic Stores	Lotus Mart	Propel Mart	Rel Fresh	Sorefoz Mart	Vijay Stores	Viveks Stores
IF %	52.36%	59.78%	60.35%	44.73%	37.94%	59.81%	60.83%	41.16%	60.14%	53.35%	59.74%	58.69%	39.19%	44.98%	60.07%
OT %	29.43%	71.81%	71.62%	29.13%	72.45%	72.54%	69.92%	70.94%	70.82%	28.11%	73.64%	72.32%	72.67%	72.45%	70.61%
otif %	15.47%	39.55%	38.73%	13.75%	24.37%	39.11%	38.39%	25.52%	38.78%	16.34%	40.92%	38.18%	25.89%	28.28%	39.44%



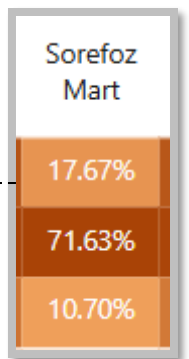


INSIGHTS

Service analysis shows Acclaimed Stores, Cool Blue, and Lotus Mart have noticeably lower OT %, IF %, and OTIF %.



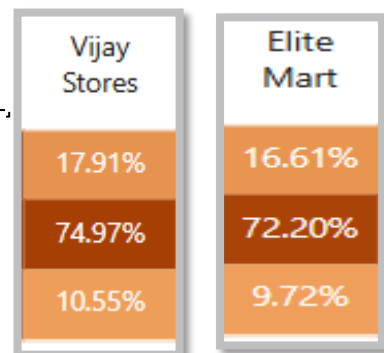
Sorefoz Mart in Vadodara has significantly low OT and OTIF levels.



Info Stores in Surat also have significantly low OT and OTIF levels.

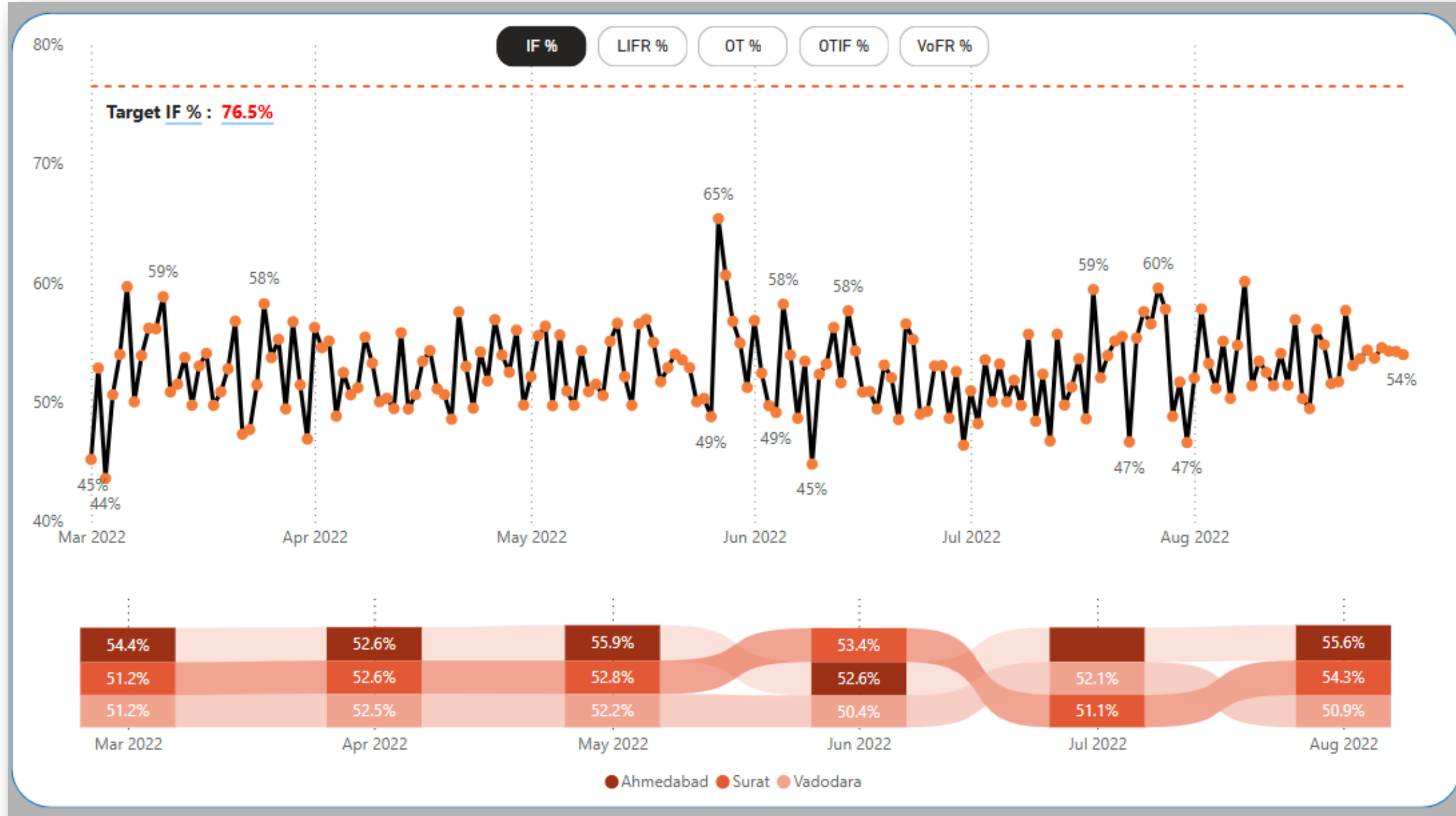


Elite Mart and Vijay Stores in Vadodara show low OT and OTIF levels.





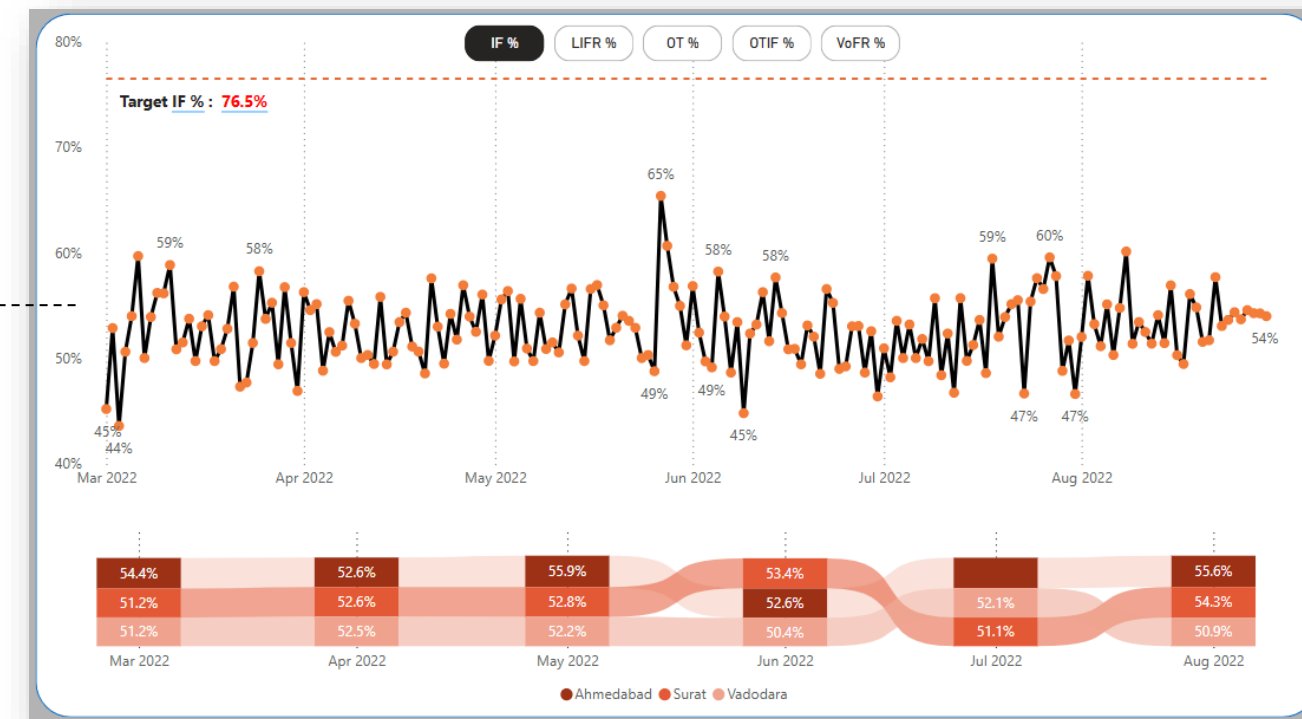
Metrics Over Time



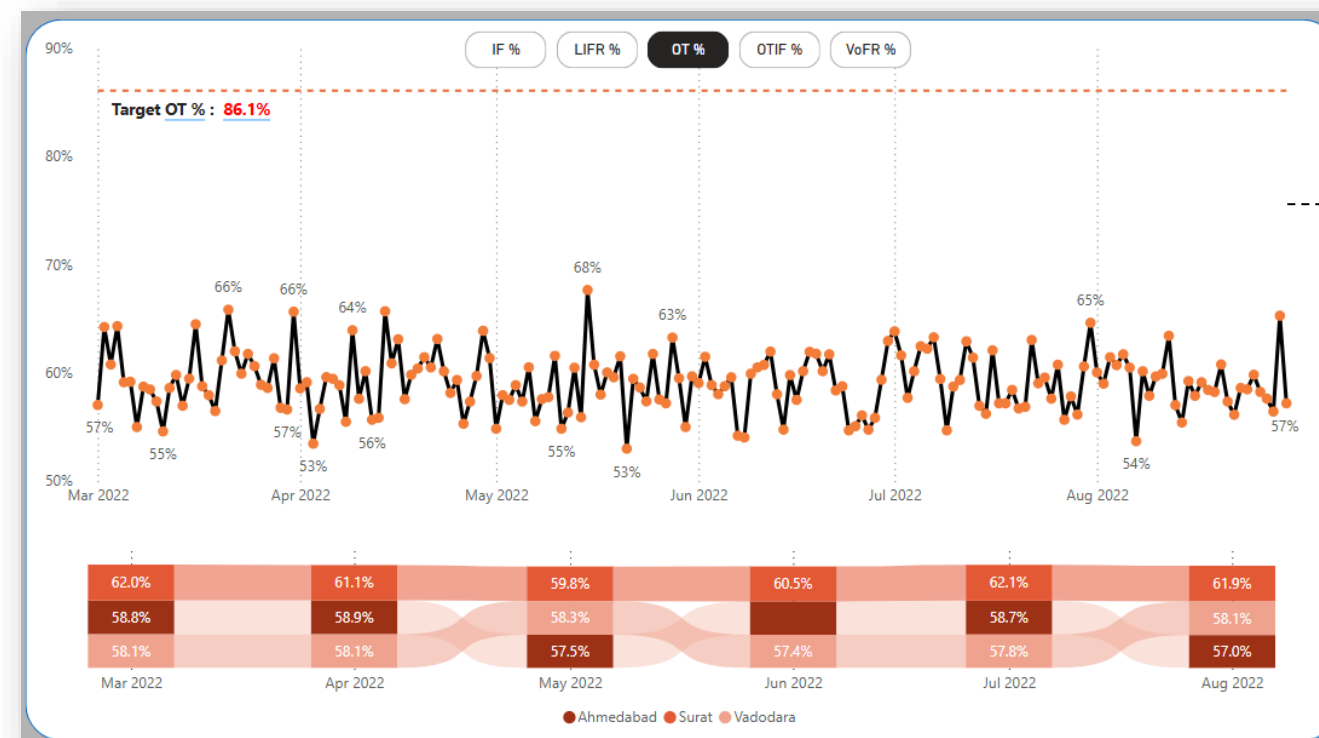


INSIGHTS

On daily and monthly levels, In Full has missed the mark considerably, not meeting the target even for a single day.

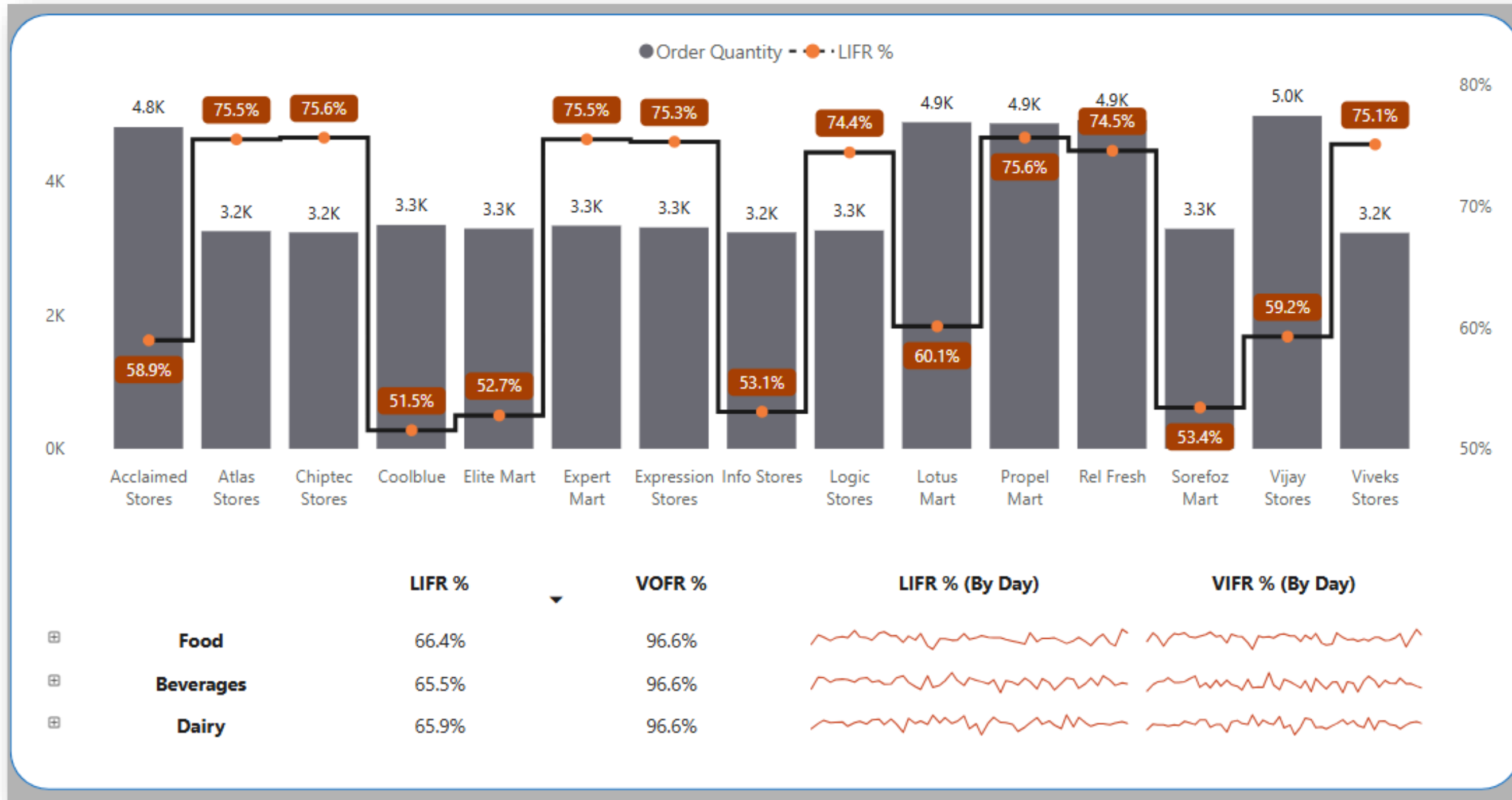


OT has also consistently fallen short, failing to meet the target even once



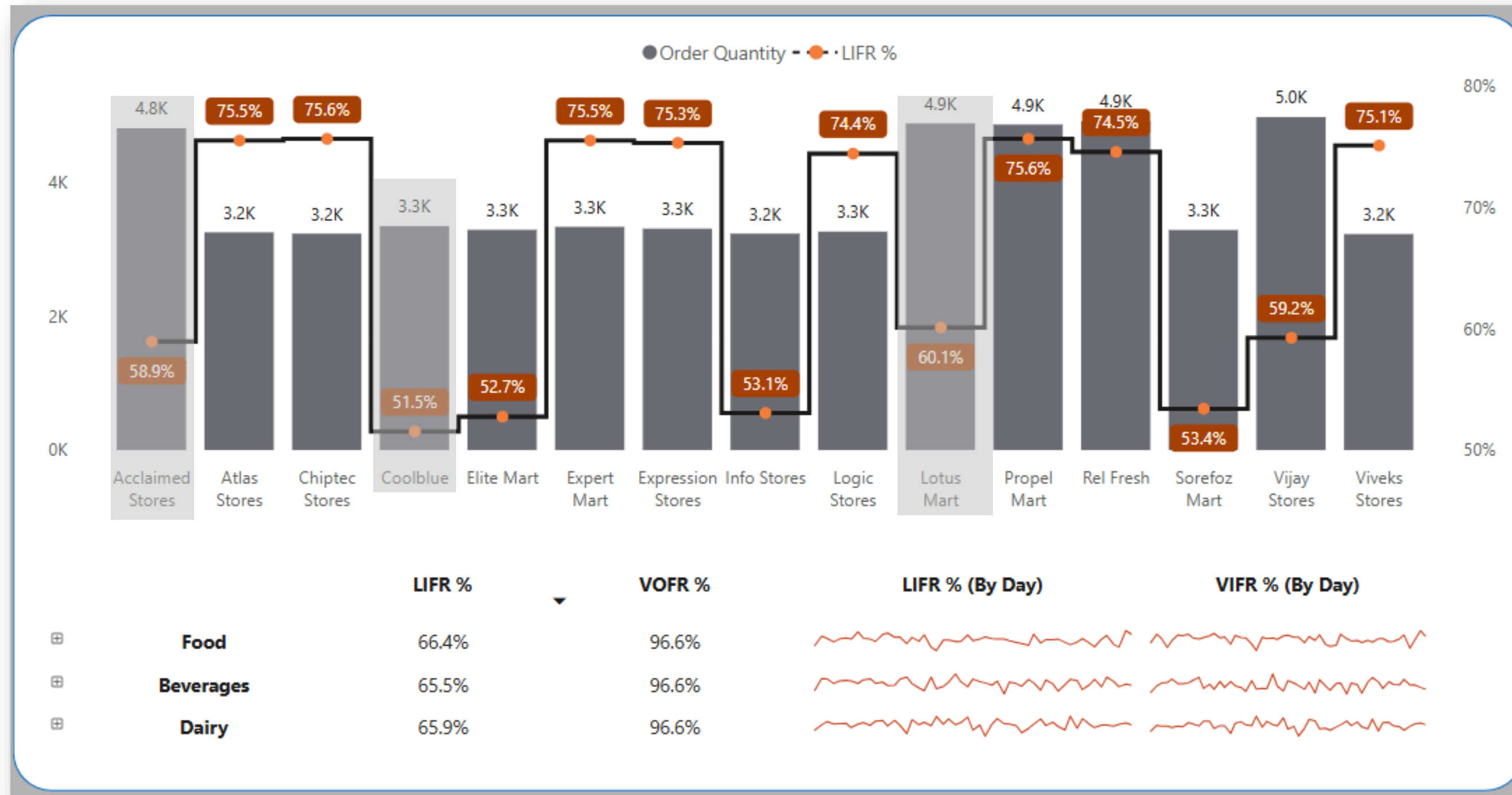


ORDER LINES





INSIGHTS

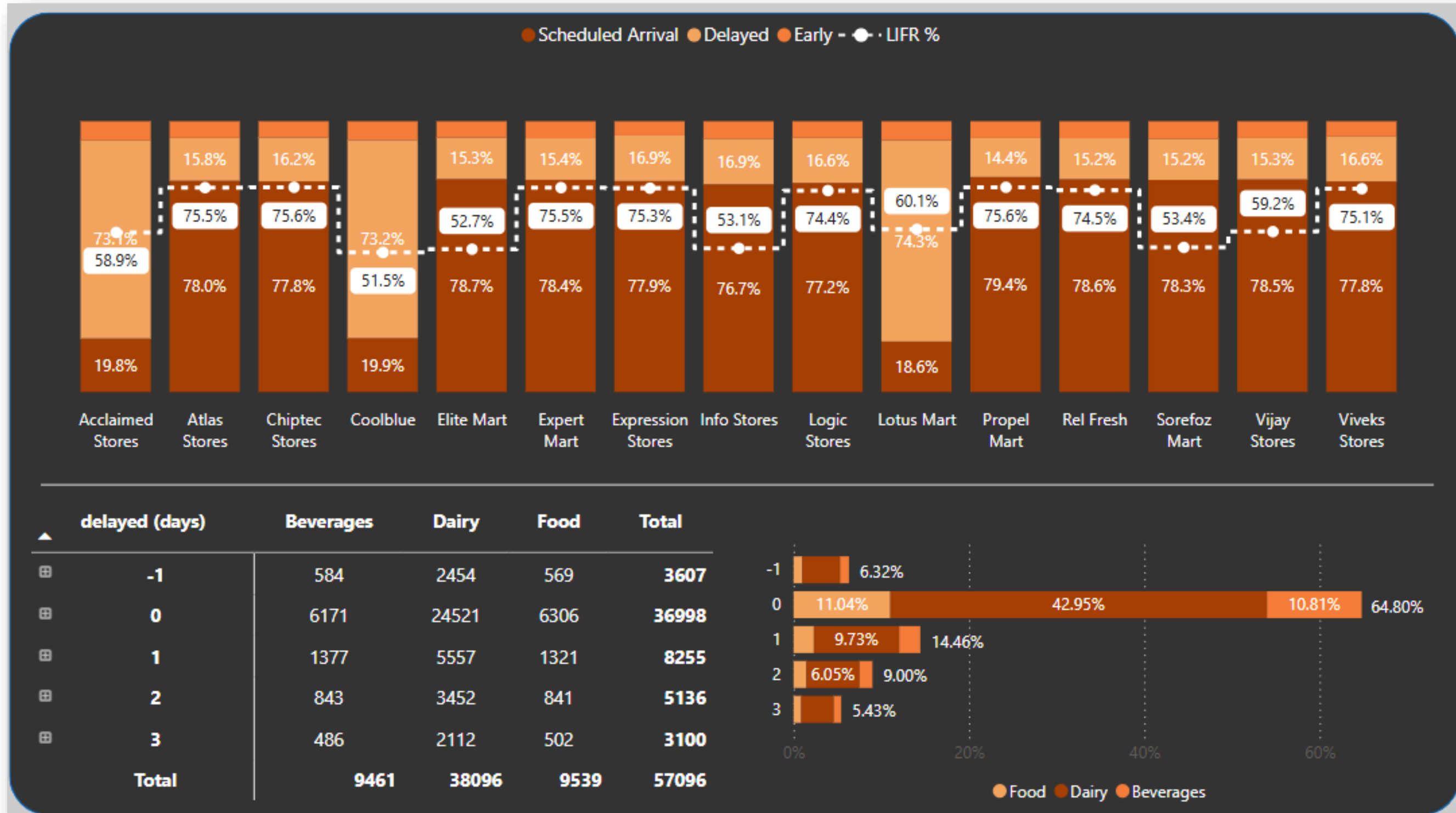


Analysis of **Line Fill Rate (LIFR)** reveals that some stores, including **Cool Blue, Elite Mart, and Info Stores**, have a **lower-than-average LIFR**.

However, when considering the **number of orders**, **Acclaimed Store, Lotus Mart, and Vijay Stores** stand out with a **low LIFR** despite having a **high order volume**.

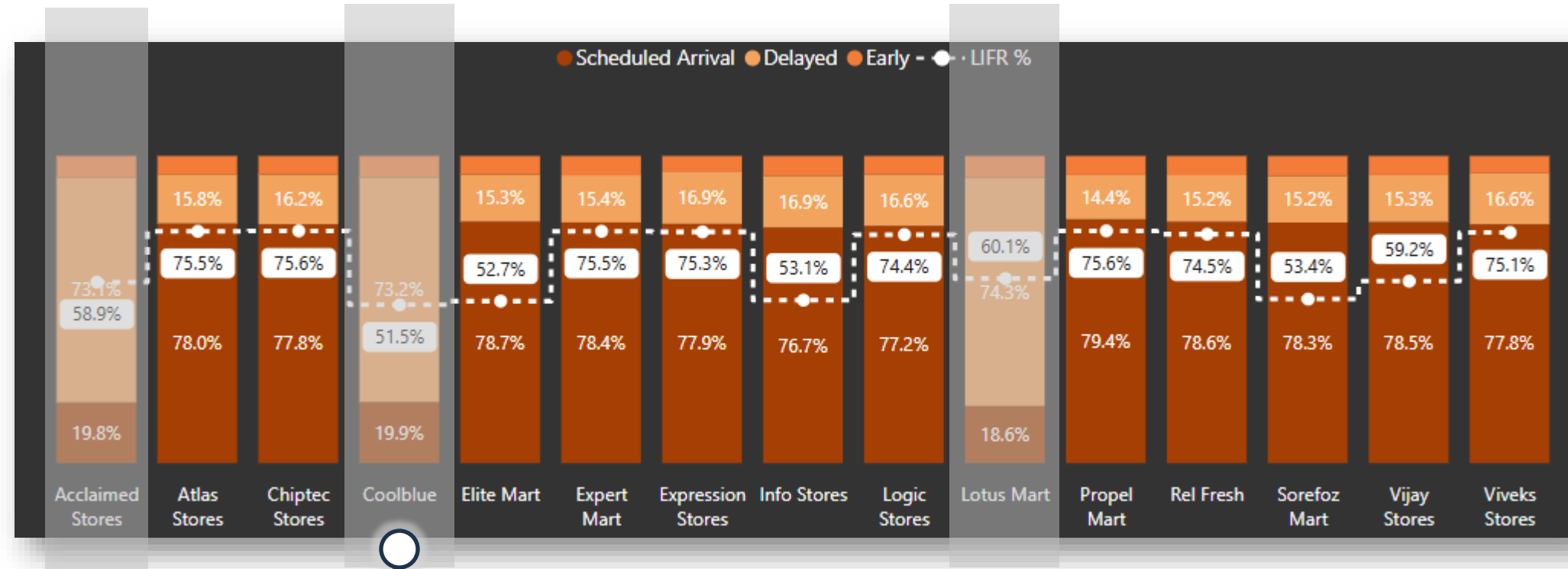


LINE LEAD ANALYSIS

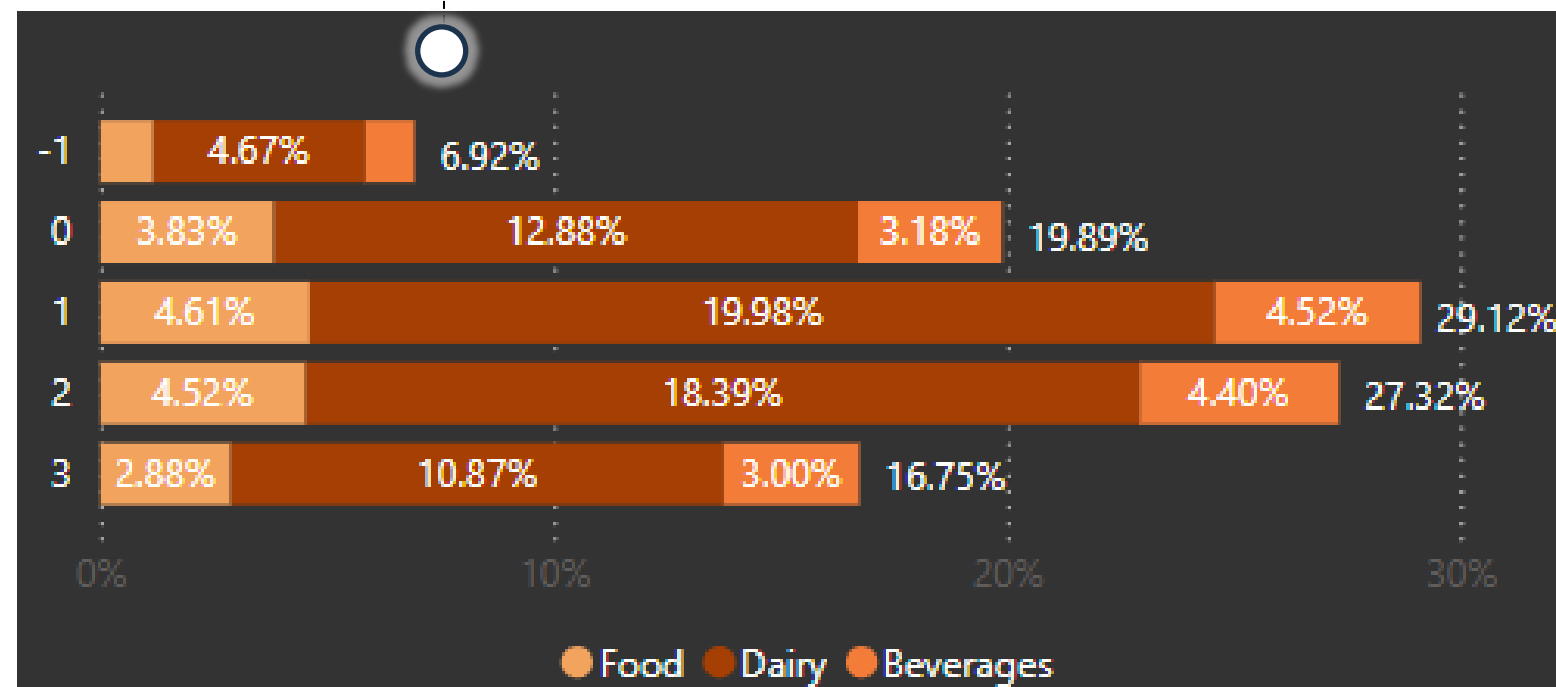




INSIGHTS



Analysis of **Line Lead Time** shows that nearly **75% of orders** in **Acclaimed Store, Cool Blue, and Lotus Mart** are **delayed**.



Further analysis of **Acclaimed Store, Cool Blue, and Lotus Mart** reveals that a **large percentage of deliveries** are delayed by **2 to 3 days**.



KEY FINDINGS



Target vs. Performance Gap

There is a **significant gap** between targets and actual performance for **OT, IF, and OTIF** on both **monthly and daily bases**, indicating **unrealistic targets** or **supply chain inefficiencies** like **poor forecasting, inventory shortages, or procurement delays**.



Stock Availability Issues

Lotus Mart, Cool Blue, and Acclaimed Store have a **low Line Fill Rate (LIFR)** and **frequent delivery delays**, primarily due to **poor inventory management, supply shortages, or inefficient replenishment processes**.



CONCLUSION

Given the persistent **low Line Fill Rate**, **delivery delays**, and **supply chain inefficiencies**, there is a **high risk** that **Lotus Mart**, **Cool Blue**, and **Acclaimed Store** may choose **not to renew their contracts**.



RECOMMENDATIONS



Improve Logistics & Lead Time Management

Optimize **order processing**, **warehouse operations**, and **transportation planning** to reduce delays. Implement **real-time tracking** and collaborate with **reliable logistics partners** for faster deliveries.



Optimize Inventory Management

Improve demand forecasting and stock replenishment to reduce shortages and delays.



Diversify Supplier Base

Onboard multiple vendors for critical items to **mitigate supply risks**, ensure **consistent stock availability**, and **improve Line Fill Rate (LIFR)**.

THANK YOU

