



AtliQ Mart Analysis Report

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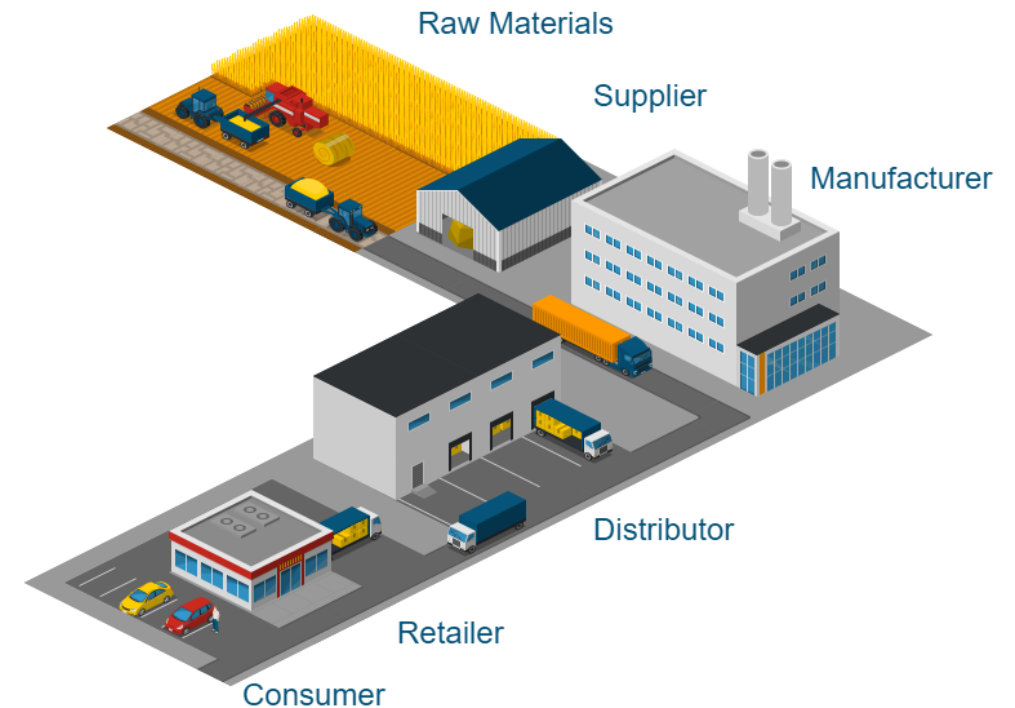




Introduction

AtliQ Mart is a growing FMCG manufacturer, headquartered in Gujarat, India. It is currently operational in three cities Surat, Ahmedabad and Vadodara.

AtliQ Mart is currently facing a problem where a few key customers did not extend their annual contracts due to service issues. This reports helps to better clarity to understand why customer did not extend their annual contract.





At a Glance:

Avg. COCT	2.42	Avg. Delay	0.42
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VOFR %	99.59 %		
Delivered Quantity	12.97M	Undelivered Quantity	457.8k
Ordered Quantity	13.43M		

LIFR %	66.02 %
Order Lines	57k

OTIF %	48 %
OTIF % Target	66 %

OT %	69 %
OT % Target	86 %

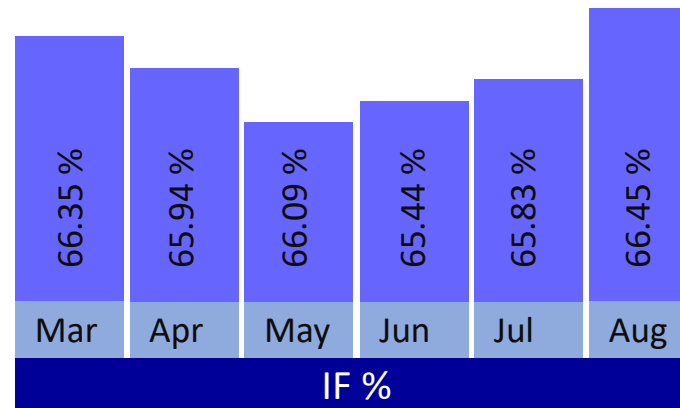
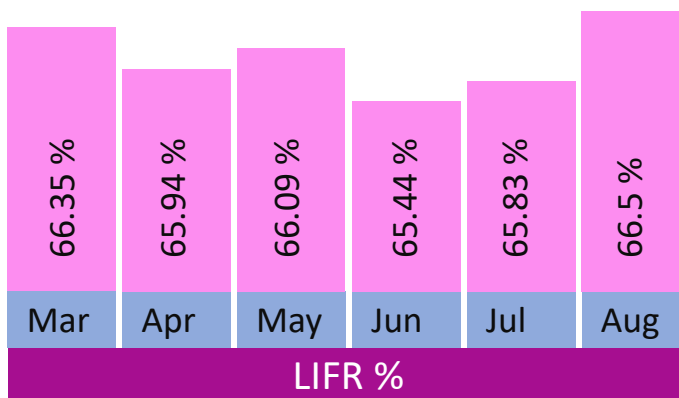
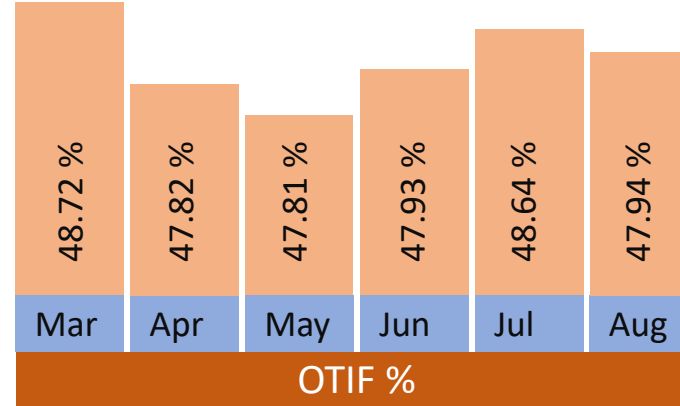
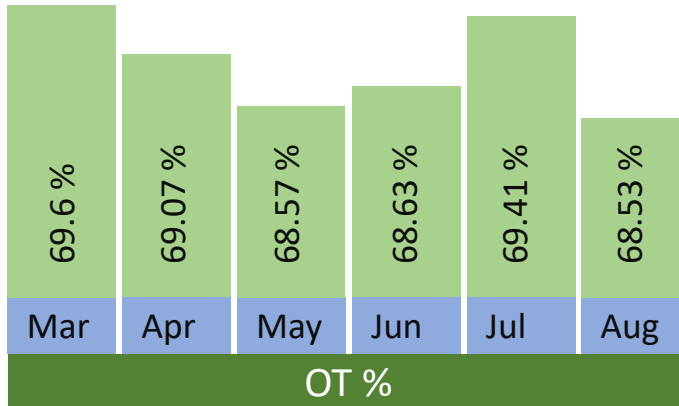
IF %	66.02 %
IF % Target	77 %

Key Matrix

- LIFR % (Line Fill Rate): how many orders are fulfilled/delivered among total ordered.
- VOFR % (Volume Fill Rate): how many quantity of orders are delivered among total ordered quantity.
- OT % (On Time): how many orders are delivered on time.
- IF % (In Full): how many orders are delivered in full quantity.
- OTIF % (On Time In Full): how many orders are delivered on time and in full quantity.
- COCT (Customs Order Cycle Time): how many days take to delivery the order when order was placed.



At a Glance:



Insights:

- In every month, On Time In Full Delivery Rate (OTIF %) is less than 50%. And in May month OTIF % is lowest.
- In August, On Time Delivery Rate(OT %) is lowest, i.e.: 68.53%.
- In May, In Full Delivery Rate (IF %) is lowest, i.e.: 66.09%.
- In June, Line Fill Rate (LIFR %) is lowest i.e.: 65.44%.
- Volume Fill Rate (VIFR %) is almost same in all the months, i.e.: 96.5%.

Feedback:

So, basically you need to improve your overall services like: OT, LIFR, OTIF, etc.



At a Glance:

Customer Name	LIFR %
Coolblue	51.1%
Info Stores	52.4%
Sorefoz Mart	53.3%
Elite Mart	53.4%
Acclaimed Stores	59.1%
Vijay Stores	59.2%

Customer Name	OTIF %
Coolblue	13.45%
Acclaimed Stores	15.43%
Lotus Mart	16.04%

Insights:

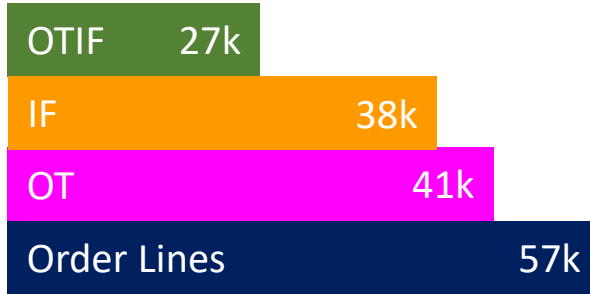
- Line Fill Rate (LIFR %) is less than 60% in those Customers (Coolblue, Info Stores, Sorefoz Mart, Elite Mart, Acclaimed Stores, Vijay Stores, etc.).
- On Time In Full Delivery (OTIF %) is as lowest as possible in those Customers (Coolblue, Acclaimed Stores, Lotus Mart, etc.).

Feedback:

So, basically you need to focus Coolblue, Acclaimed Stores & Lotus Mart customers to improve the ONIF % and also improve LIFR %.



Order wise Analysis:



Insights:

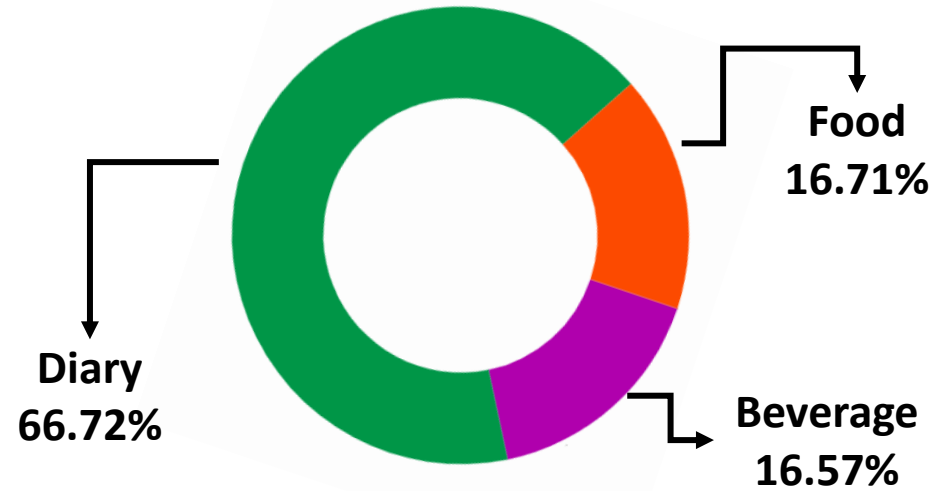
- On Time In Full Delivery is less than 50%, means, 27k orders are delivered on time in full quantity among 57k orders.
- On Time Delivery is almost 72%, means 41k orders are delivered on time among 57k orders.
- In Full Delivery is almost 67%, means 38k orders are delivered in full quantity.
- In month of March & May orders are 9.76k but in August month your orders are less compared to other months.

Feedback:

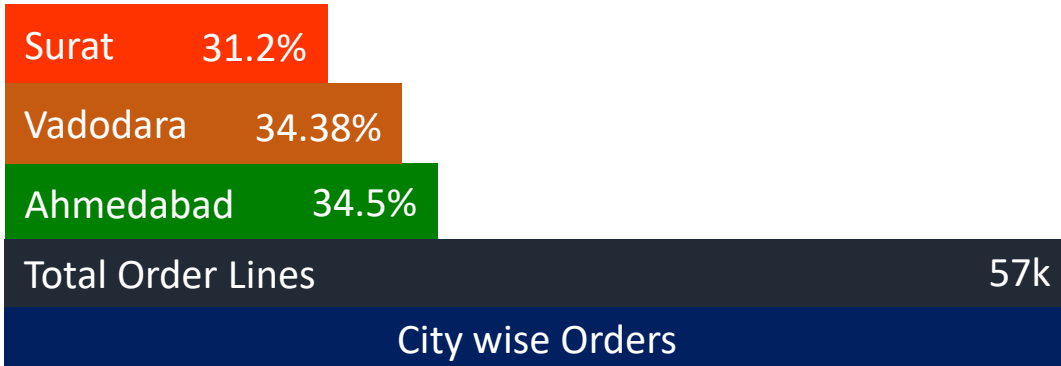
So, you need to improve the services like On Time In Full, On Time & In Full Delivery for getting better orders from your customers.



Order wise Analysis:



Order Lines % by Product Categories



City wise Orders

Insights:

- Dairy products are ordered most, i.e.: 62%.
- Food products are ordered 16.7%.
- Beverage products are ordered 16.57%.
- Three cities are ordered almost same over the total order lines. Surat 31.2%, Vadodara 34.38% and Ahmedabad 34.5%.

Feedback:

So, you need to focus all the three cities to get more orders and improve the products or add some products under product categories.



Customer wise Analysis:

Customer Name	OTIF %
Coolblue	13.45%
Acclaimed Stores	15.43%
Lotus Mart	16.04%

Vijay Stores 8.76%	Propel Mart 8.52%	Coolblue 5.78%	Sorefoz Mart 5.70%	Atlas Stores 5.67%
Lotus Mart 8.62%	Acclaimed Stores 8.34%	Elite Mart 5.75%	Viveks Stores 5.66%	Logic Stores 5.63%
Rel Fresh 8.61%	Expert Mart 5.88%	Expression Stores 5.73%	Chiptec Stores 5.64%	
Ordered Quantity				13.43M
Order Quantity % Placed by Customers				

Insights:

- On Time In Full Delivery (OTIF %) is as lowest as possible in those Customers (Coolblue, Acclaimed Stores, Lotus Mart, etc.).

Feedback:

Lotus Mart ordered 8.62% quantity over total ordered quantity, Acclaimed Stores ordered 8.34% quantity over total ordered quantity and Coolblue ordered 5.78% quantity over total ordered quantity.

So, basically you need to focus these three customers to provide better services like OTIF Delivery, OT Delivery and IF Delivery, etc.

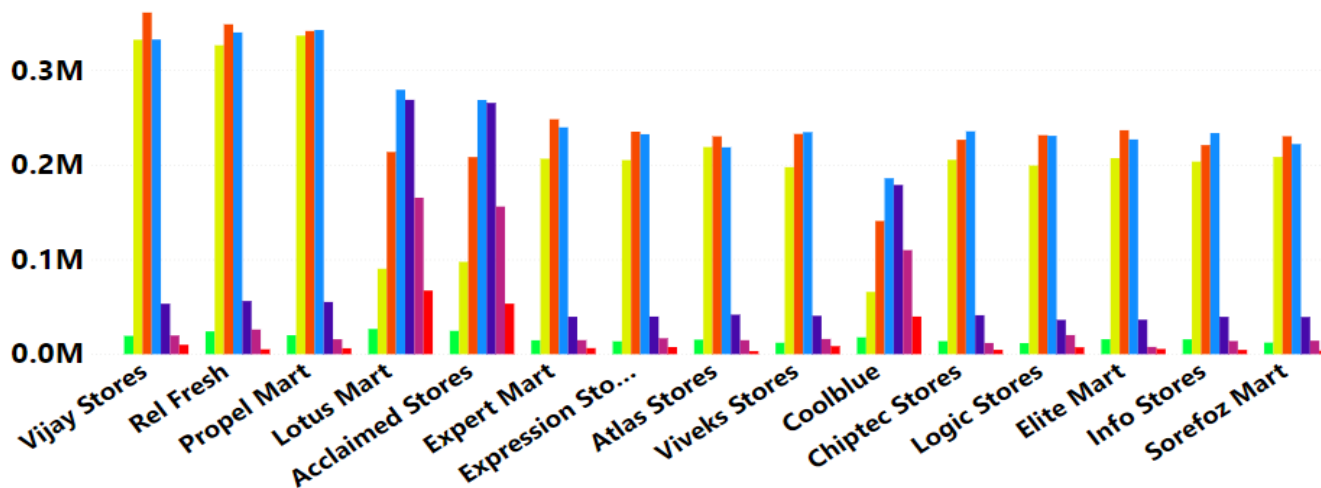


Customer wise Analysis:

Avg. COCT 2.42 Avg. Delay 0.42

	COCT						
	0	1	2	3	4	5	6
Delivered Quantity	255.66k	3.10M	3.70M	3.82M	1.23M	622.5k	232.3k

COCT 0 1 2 3 4 5 6
0.4M



COCT by Customers

Insights:

- Average Customer Order Cycle Time (COCT) is 2.24.
- Average Delivery Delayed from promised date is 0.42.
- Your maximum COCT is 6.
- Total Delivered Quantity: **12.97M**.

Feedback:

So, basically you need to improve your COCT, so that it can give you better satisfaction to your customers.

*Thank
you*



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