



# 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 metro/tier1 cities in the next 2 years.**

**AtliQ Mart is currently facing a problem where a few key customers did not extend the annual contract 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 on a daily basis so that they can respond swiftly to these issues.**

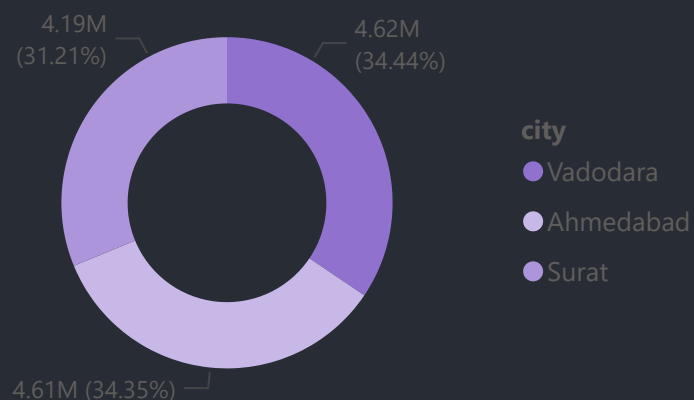
**The Supply Chain team decided to use a standard approach to measure the service level in which they will measure 'on-time delivery (OT) %', 'In-full delivery (IF) %' and OnTime in full (OTIF) % of the customer orders on a daily basis against the target service level set for each customer.**



# Business Overview



Total Order Lines by city



#Cities

3

#Customers

15

#Products

6

Total Orders

31.7K

Order Qty

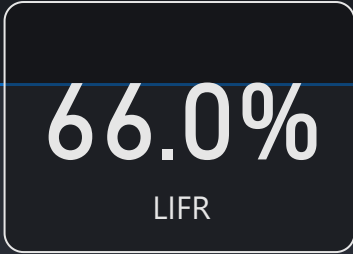
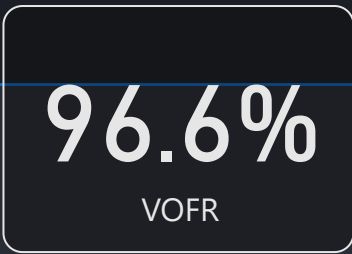
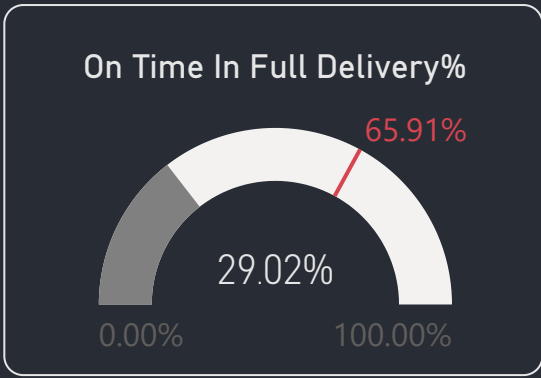
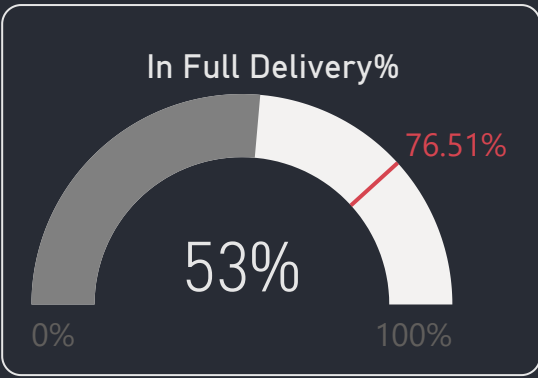
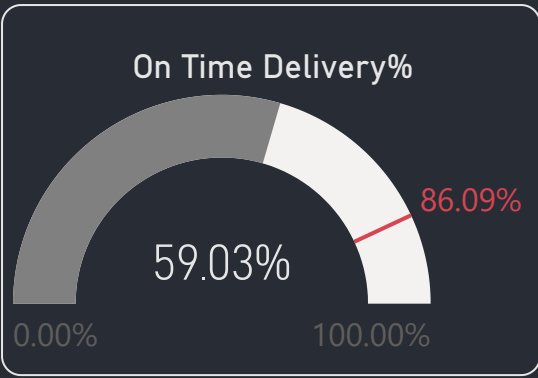
13.43M

Qty Shipped

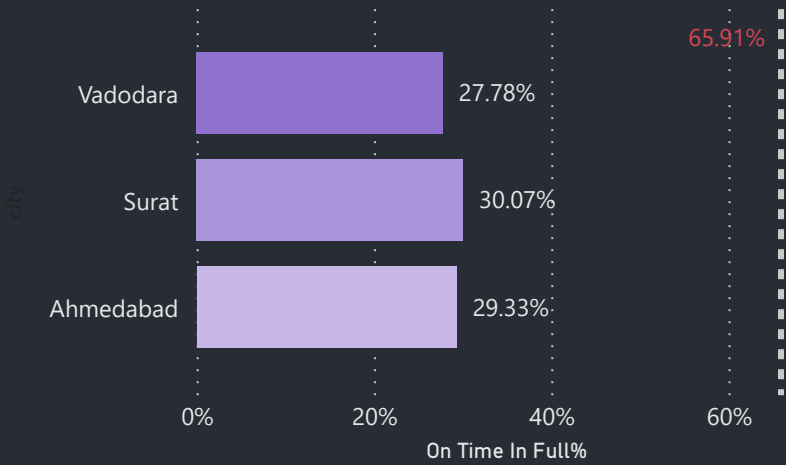
12.97M



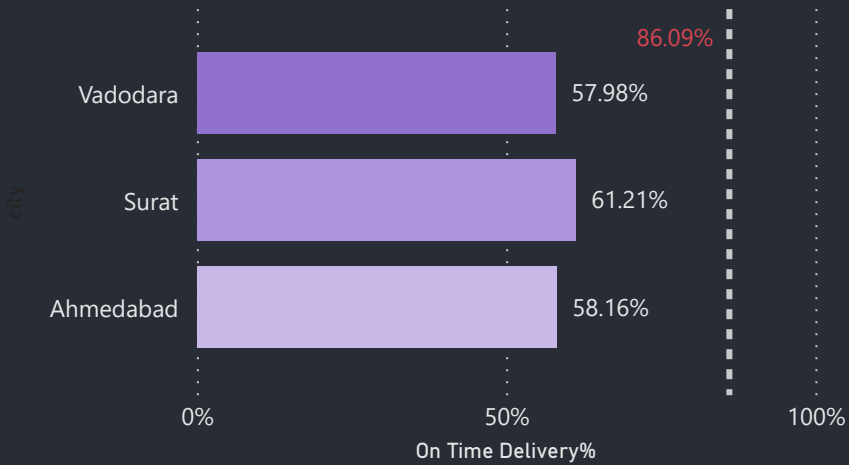
# Atliq Mart Supply Chain Analytics Dashboard



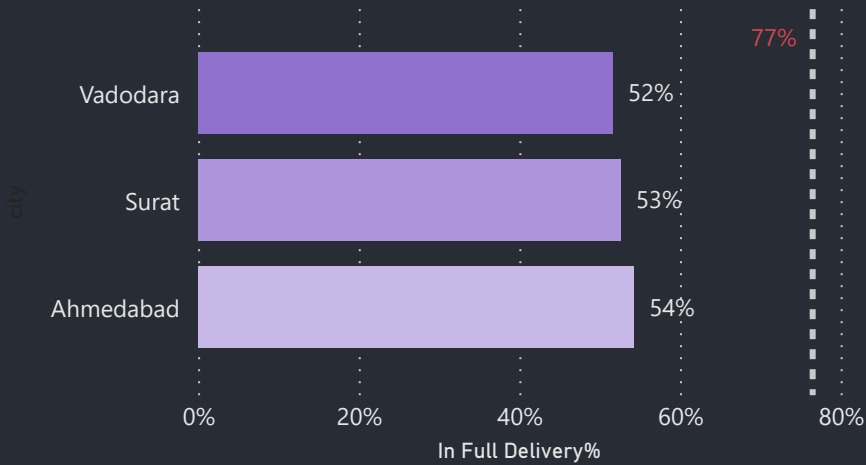
On Time In Full% by city



On Time Delivery% by city



In Full Delivery% by city



customer_name	On Time In Full%	On Time Delivery%	In Full Delivery%
▲ Acclaimed Stores	15.47%	29.43%	52%
Atlas Stores	39.55%	71.81%	60%
Chiptec Stores	38.73%	71.62%	60%
Coolblue	13.75%	29.13%	45%
Elite Mart	24.37%	72.45%	38%
Expert Mart	39.11%	72.54%	60%
Expression Stores	38.39%	69.92%	61%
Info Stores	25.52%	70.94%	41%
Logic Stores	38.78%	70.82%	60%
Lotus Mart	16.34%	28.11%	53%
Propel Mart	40.92%	73.64%	60%
Rel Fresh	38.18%	72.32%	59%
Sorefoz Mart	25.89%	72.67%	39%

category	LIFR	VOFR	LIFR by Month	VOFR by Month
☑ beverages	65.40%	96.54%		
☑ Dairy	66.04%	96.59%		
☑ Food	66.32%	96.64%		

## Measures

In Full Delivery%

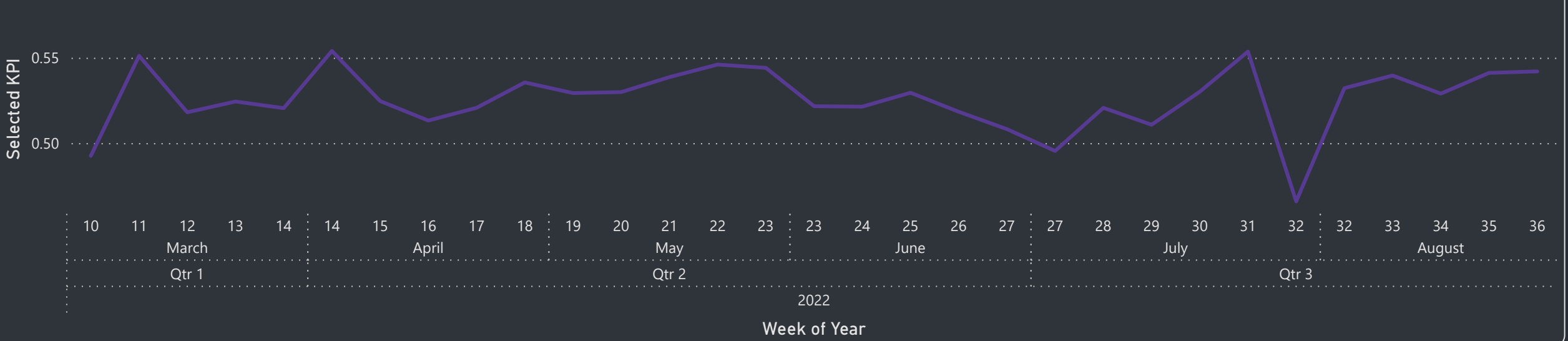
LIFR

On Time Delivery%

On Time In Full%

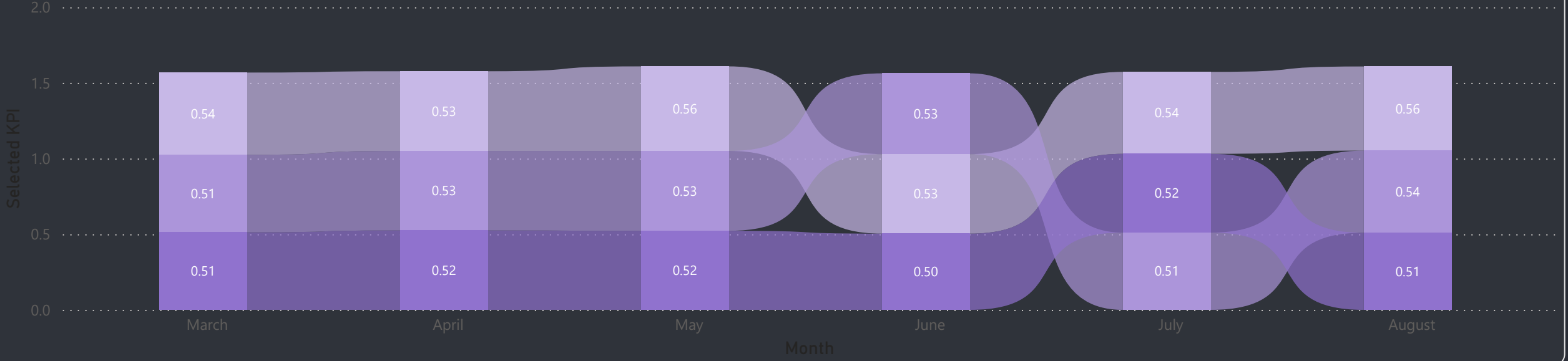
VOFR

Selected KPI by Year, Quarter, Month and Week of Year



Selected KPI by Month and city

city ● Ahmedabad ● Surat ● Vadodara



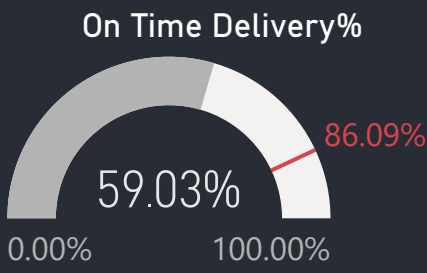
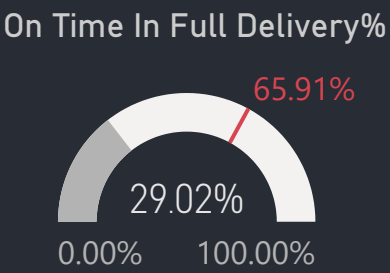
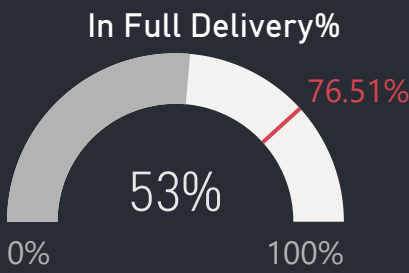


# Customer Target Analysis



customer_name	Average of VOFR	Average of LIFR	Average of On Time Delivery	Average of In Full Delivery	Average of On Time in Full
Coolblue	0.95	0.51	0.29	0.45	0.14
Info Stores	0.95	0.52	0.71	0.41	0.26
Elite Mart	0.95	0.53	0.72	0.38	0.24
Sorefoz Mart	0.95	0.53	0.73	0.39	0.26
Acclaimed Stores	0.96	0.59	0.29	0.52	0.15
Vijay Stores	0.96	0.59	0.72	0.45	0.28
Lotus Mart	0.96	0.60	0.28	0.53	0.16
Rel Fresh	0.97	0.74	0.72	0.59	0.38
Expert Mart	0.97	0.75	0.73	0.60	0.39
Logic Stores	0.97	0.75	0.71	0.60	0.39
Expression Stores	0.98	0.76	0.70	0.61	0.38
Viveks Stores	0.98	0.76	0.71	0.60	0.39
Atlas Stores	0.98	0.76	0.72	0.60	0.40
Chiptec Stores	0.98	0.75	0.72	0.60	0.39
Propel Mart	0.98	0.76	0.74	0.60	0.41

customer_name	Sum of order_qty	Average of On Time Delivery	Average of In Full Delivery	Average of On Time in Full
Vijay Stores	1176293	0.72	0.45	0.28
Lotus Mart	1157117	0.28	0.53	0.16
Rel Fresh	1155598	0.72	0.59	0.38
Propel Mart	1143763	0.74	0.60	0.41
Acclaimed Stores	1120090	0.29	0.52	0.15
Expert Mart	789698	0.73	0.60	0.39
Coolblue	776624	0.29	0.45	0.14
Elite Mart	772140	0.72	0.38	0.24
Expression Stores	768746	0.70	0.61	0.38
Info Stores	767833	0.71	0.41	0.26
Sorefoz Mart	765536	0.73	0.39	0.26
Atlas Stores	760711	0.72	0.60	0.40
Viveks Stores	760300	0.71	0.60	0.39
Chiptec Stores	756652	0.72	0.60	0.39
Logic Stores	755835	0.71	0.60	0.39



Total Order Lines

13.43M

Total Quantity Shipped

12.97M

# Filters



Quarter

All

Month

All

Customer

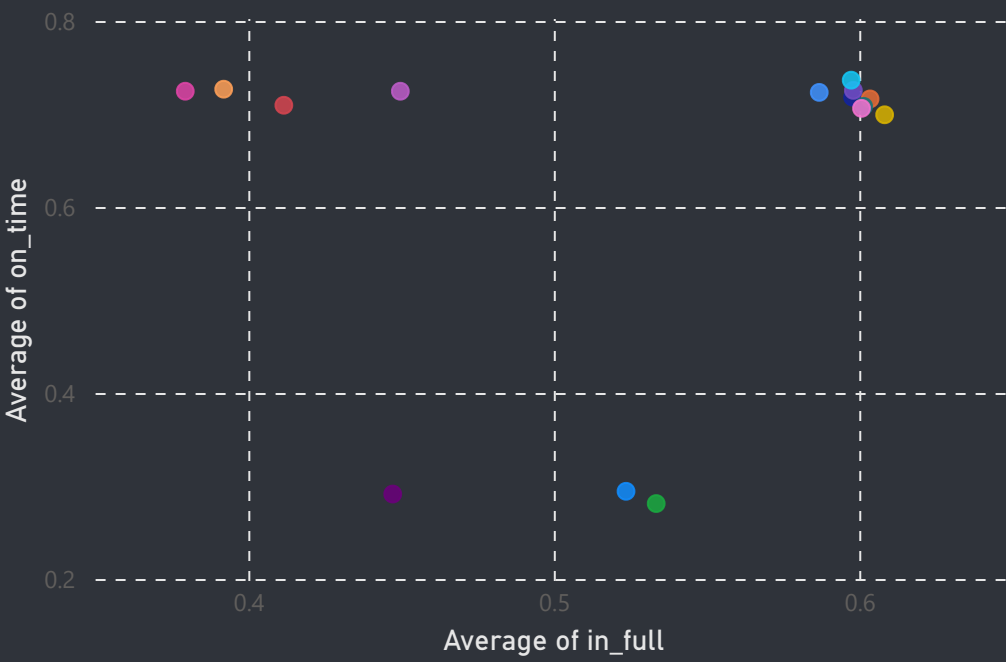
All

Products

All

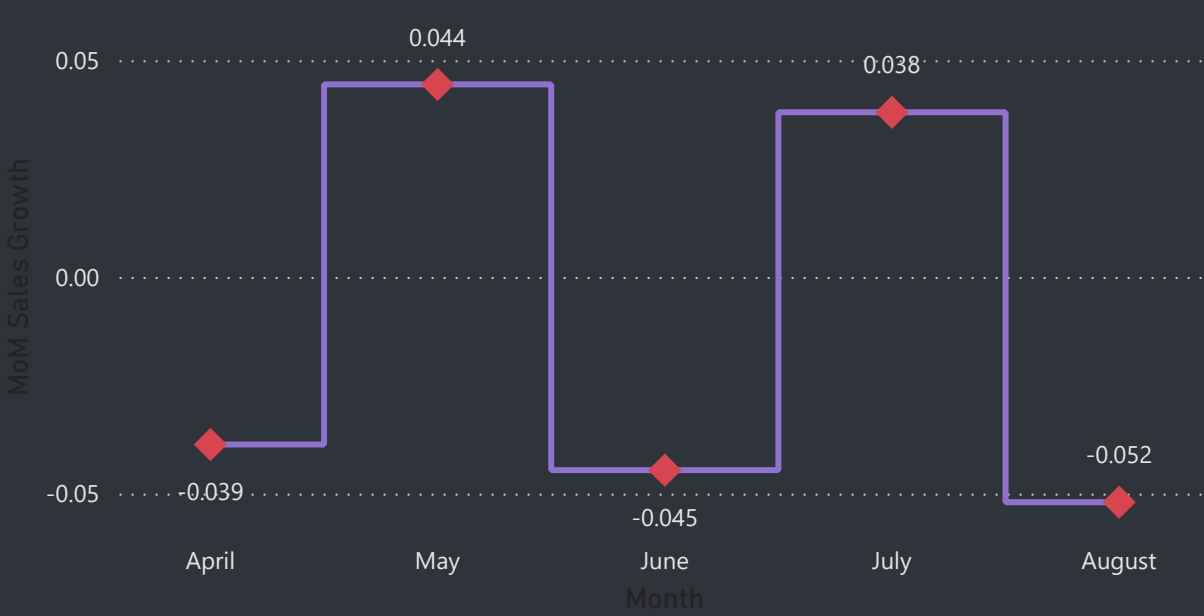
Clear all slicers

Customer Segmentation BY OT and IF %

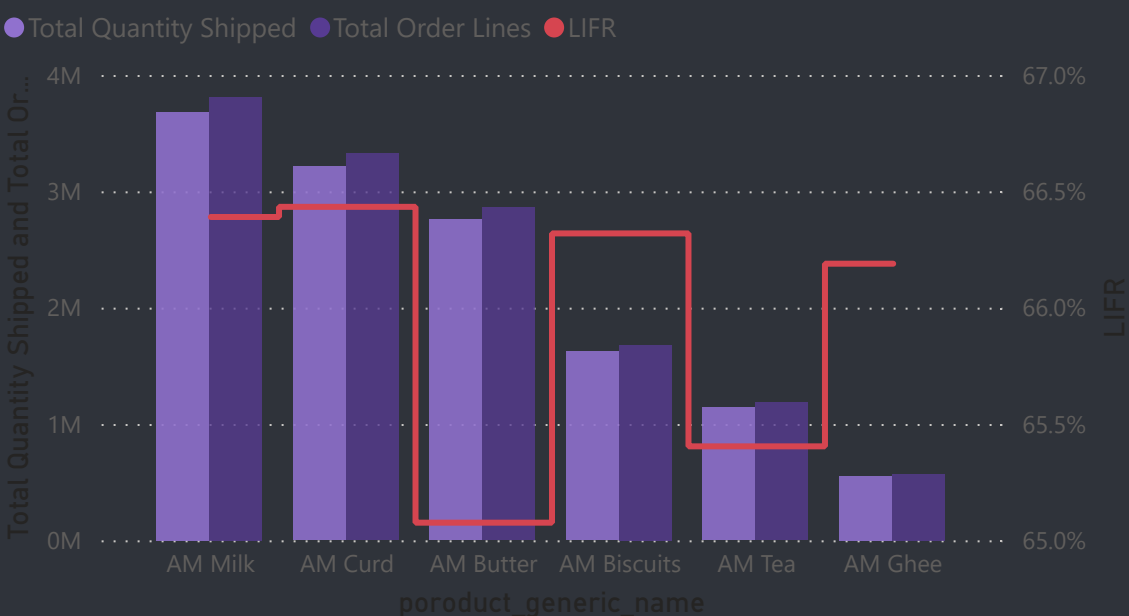


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MoM Sales Growth



Product Analysis



# Product Analysis



Quarter

All

Month

All

Category

All

Volume

All

Clear all slicers

product_name	Average of LIFR	Average of VOFR	MoM LIFR Growth by Month	MoM VOFR Growth by Month
AM Biscuits 250	0.66	0.97		
AM Biscuits 500	0.66	0.97		
AM Biscuits 750	0.66	0.97		
AM Butter 100	0.66	0.97		
AM Butter 250	0.66	0.97		
AM Butter 500	0.66	0.97		
AM Curd 100	0.66	0.97		
AM Curd 250	0.66	0.97		
AM Curd 50	0.66	0.97		
AM Ghee 100	0.66	0.97		
AM Ghee 150	0.66	0.97		
AM Ghee 250	0.66	0.97		
AM Milk 100	0.66	0.97		
AM Milk 250	0.66	0.97		
AM Milk 500	0.66	0.97		

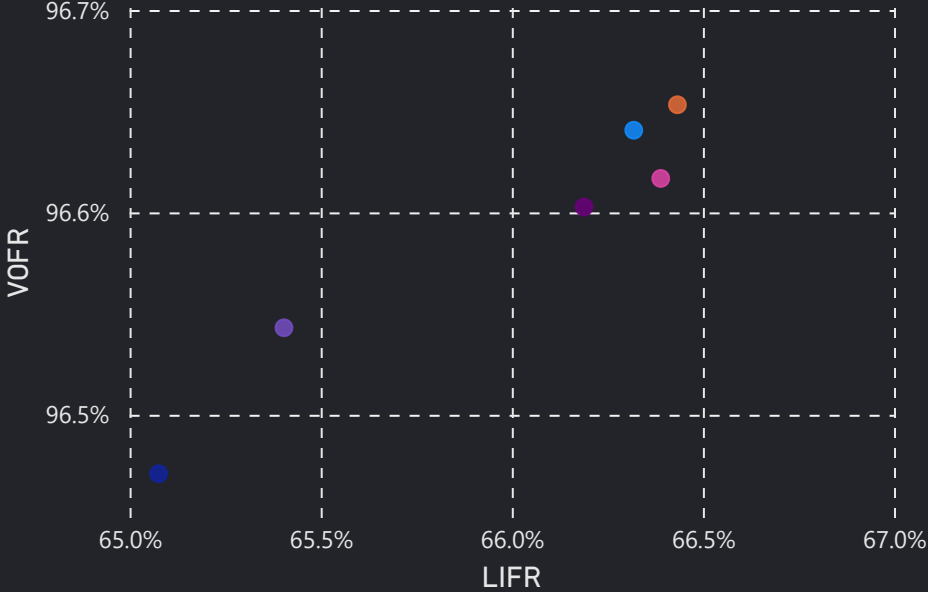
LIFR

66.02%

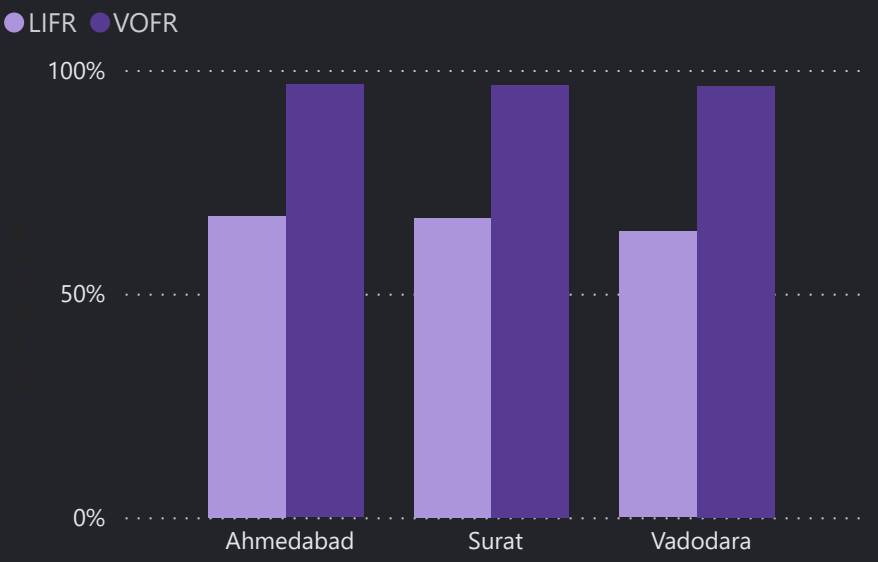
VOFR

96.59%

Performance Matrix



Performance by City





# Orders Analysis

