DATA ANALYSIS SUMMARY

- Two additional KPIs were added for the supply chain analysis:
  - o Order Cycle Time
    The average time taken to ship out an order from the time it was placed, excluding the actual shipping time
  - o Delay Time
    The number of time units an order is delayed compared to the expected or promised lead time

- From the analysis based on the KPIs, these are clearly some of the key reasons why customers choose to not continue using our service:
  - o The data shows that our company's delivery service has poor performance, with the level of OTIF, OT, and IF metrics are all falling below the set target
  - o The LIFR shows a poor level under 70% which shows our company's inability to provide lines with full order

- The following customers are most likely not to continue using our company service:
  - o Coolblue, Acclaimed Stores, and Lotus Mart are the customers with the lowest OTIF and OT levels
  - o Elite Mart, Sorefoz Mart, Info Stores, Coolblue, and Vijay Stores are the customers with the lowest IF level (<50%)

- From all the products ordered by the companies with the:
  - o Lowest IF level <50% mentioned previously
    - The AM Butter 250, AM Tea 100, and AM Tea 250 are the bottom three products with "fully filled order lines". Increasing the stock of these product can improve the IF and LIFR level.
  - o OT level <50% mentioned previously
    - The AM Ghee 250, AM Butter 500, AM Ghee 150, and AM Milk 500 are the bottom four products with the highest number of delayed deliveries. Increasing the stock of these products can possibly improve the OT, OCT, and Delay Time levels, assuming that the delay in delivery is caused by the shortage in inventory.

- There is no clear relation between the customers' location (delivery distance) and the on-time (OT) performance of the delivery, as no single city that consistently has the worst OT delivery performance over an extended period.