

Mart Performance Analysis Report

Performance Gap with Targets

There is a significant gap between the actual performance and the target metrics for On-time Delivery (OT%), In-full Delivery (IF%), and On Time In Full (OTIF%). This highlights the need for improving operational efficiency and strengthening order fulfillment processes.

Focus on Line Fill Rate (LIFR)

The Line Fill Rate (LIFR) stands at 66%, reflecting opportunities for improvement in product availability and inventory management. Mart should optimize inventory levels and ensure sufficient stock to consistently meet customer demand.

Improvements in OTIF%

The OTIF% metric shows a shortfall of nearly 30% compared to the target. Mart should focus on streamlining logistics and fulfillment processes to ensure timely and complete deliveries for higher customer satisfaction.

Addressing Late Deliveries

Around 40% of orders are delivered late, with an average delay of 2 days. Mart must identify the root causes of these delays and take corrective measures, such as route optimization, better scheduling, and stronger supplier coordination.

Category-wise Analysis

Dairy products account for the majority of orders, reflecting high demand in this category. Mart could leverage this trend by expanding product variety, ensuring consistent supply, and launching targeted promotions to boost sales.

Customer and Product Performance

Customers like Lotus Mart, Coolblue, and Acclaimed stores place the highest number of orders but also face delivery challenges. Mart should collaborate closely with these partners to resolve inefficiencies or consider alternative suppliers if needed. Products like Butter, Milk, and Ghee are frequently delayed, signaling supply chain or inventory issues that must be prioritized to improve service levels.

Continuous Improvement

Despite valuable insights, there have been no noticeable improvements in performance metrics over recent months. Mart should embed a culture of continuous improvement, with regular metric reviews, issue diagnosis, and corrective actions to drive sustained progress.