



# Supply Chain Analytics

Optimization with Data Visualization Techniques

Overview

KPI Analysis

Product  
Analysis

Customer  
Analysis

City Based  
Recommendations

Product Based  
Recommendations



COCT

2.6

(Days per Order)



OTIF %

29.0%

OTIF % Target: 65.9%  
(-36.9%)



OTD %

59.0%

OTD % Target: 86.1%  
(-27.1%)



IFD %

52.8%

IDF % Target: 76.5%  
(-23.7%)



LIFR %

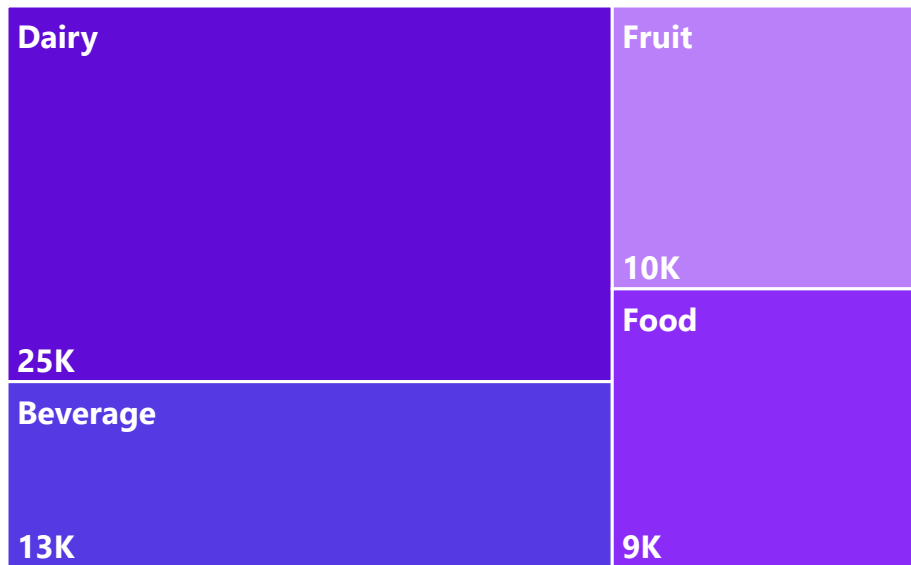
66.0%



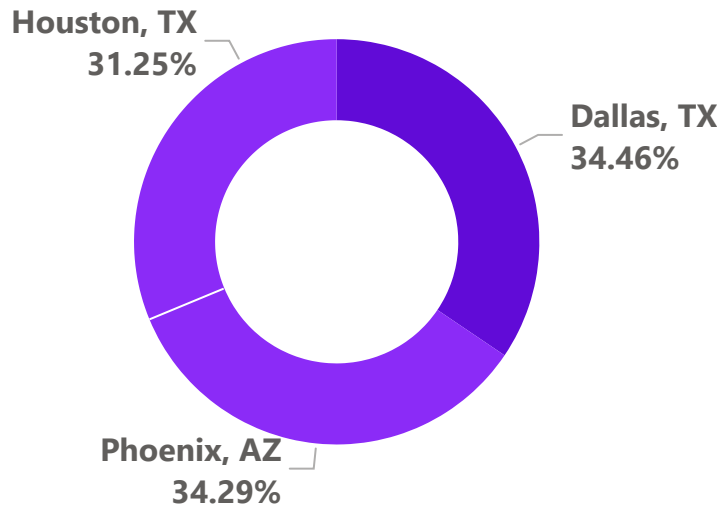
VFR %

96.6%

## Breakdown of Total Orders by Categories

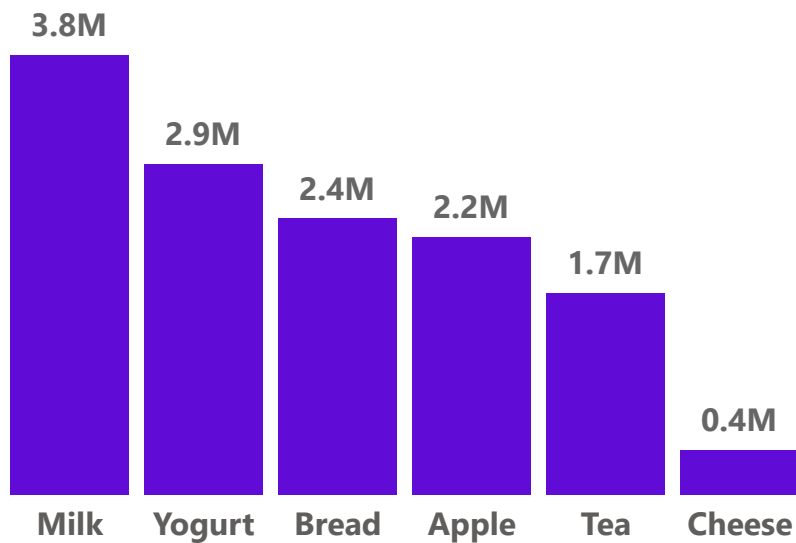


## Breakdown of Total Orders by Cities



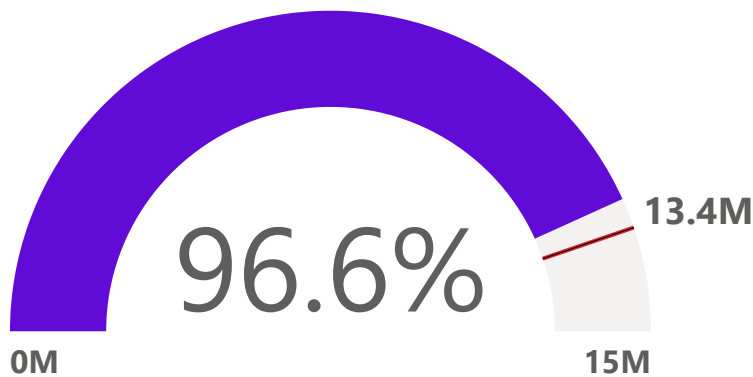
City		Dallas, TX					Houston, TX					Phoenix, AZ				
Product	TO	COCT	OTD %	IFD %	OTIF %	TO	COCT	OTD %	IFD %	OTIF %	TO	COCT	OTD %	IFD %	OTIF %	
Apple	2,948	2.5	68.2%	45.5%	28.2%	2,753	2.3	73.8%	45.6%	31.0%	2,991	2.4	69.3%	43.9%	27.5%	
Bread	3,049	2.4	68.9%	46.8%	29.1%	2,665	2.4	70.4%	44.4%	29.2%	2,925	2.4	68.5%	45.0%	28.0%	
Cheese	2,083	2.5	67.2%	46.5%	28.4%	1,922	2.4	71.7%	44.1%	29.4%	2,098	2.4	67.9%	44.6%	28.2%	
Milk	2,998	2.4	69.1%	46.0%	29.1%	2,730	2.4	71.5%	46.7%	31.2%	2,969	2.4	67.7%	43.8%	27.1%	
Tea	3,842	2.5	67.2%	46.3%	28.2%	3,394	2.3	71.6%	45.1%	29.2%	3,802	2.5	67.6%	44.4%	27.2%	
Yogurt	2,988	2.4	68.7%	46.8%	29.6%	2,713	2.3	71.5%	45.2%	29.9%	2,995	2.4	67.6%	43.7%	27.0%	

## Quantities ordered by product

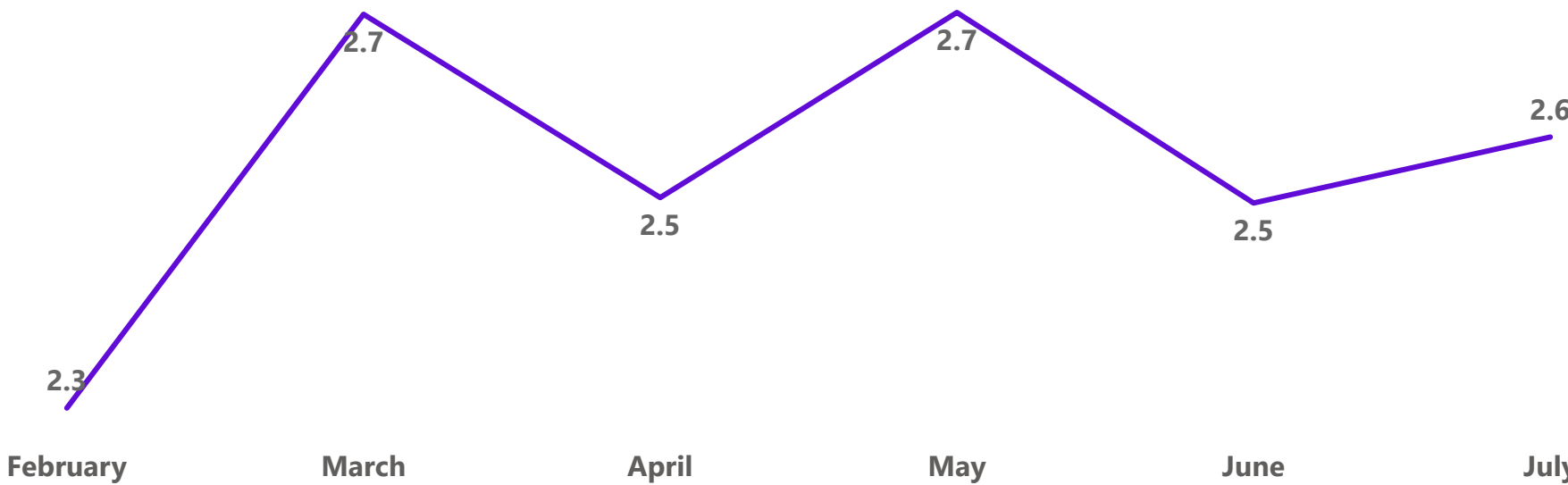



## Delivery Performance Rate

Quantities delivered vs quantities ordered



## COCT by Month






OTIF %

29.0%


OTIF % Target: 65.9%  
(-36.9%)



OTD %

59.0%

OTD % Target: 86.1%  
(-27.1%)



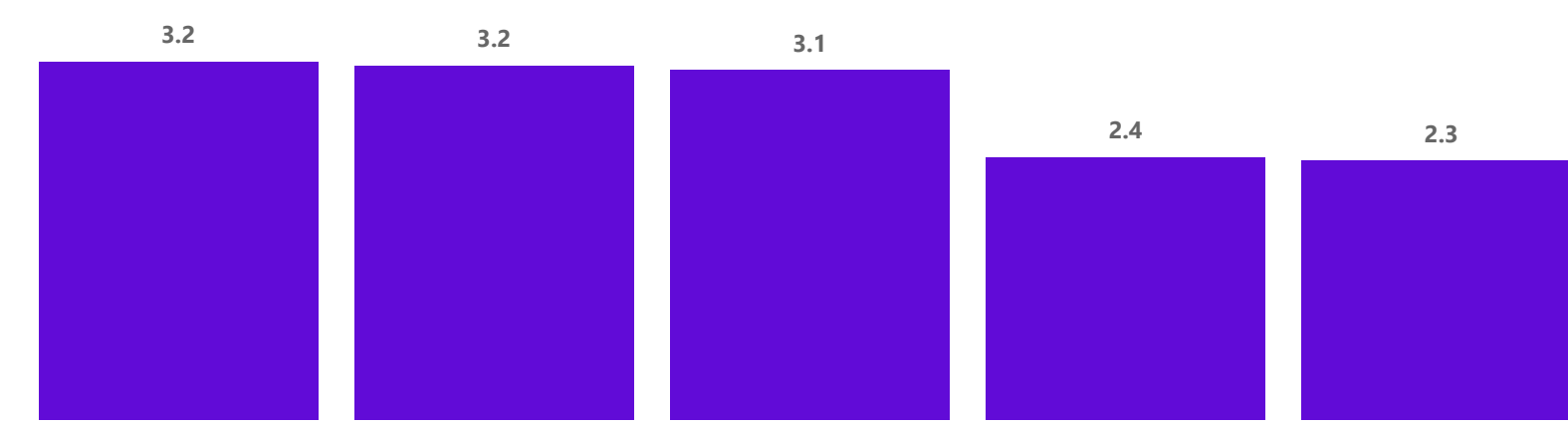
IFD %

52.8%

IDF % Target: 76.5%  
(-23.7%)

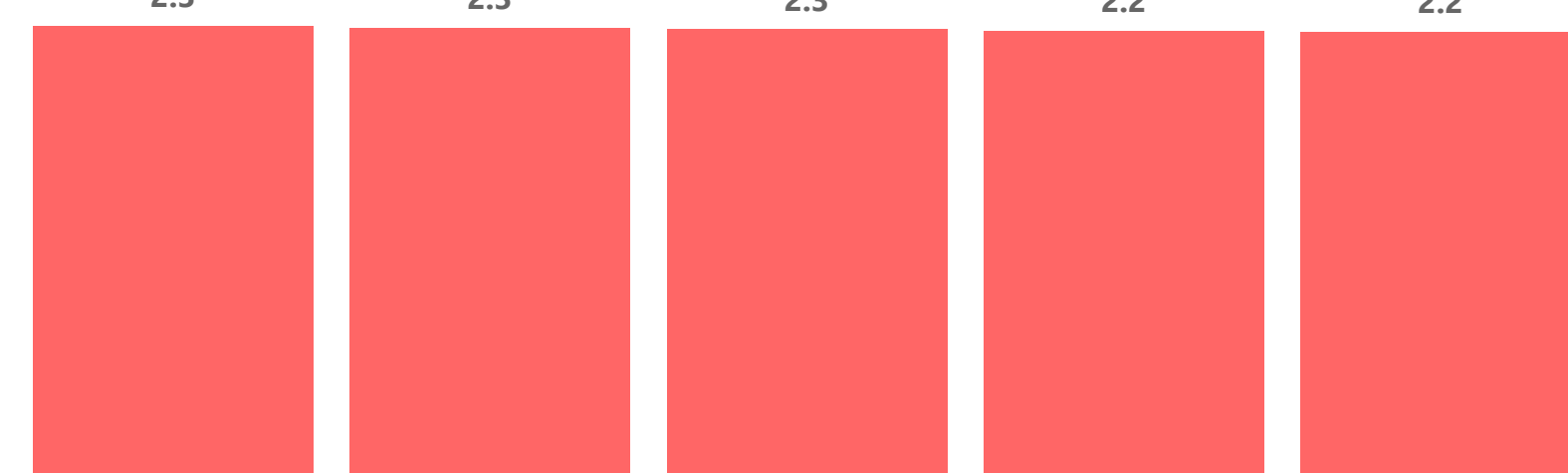
City	DID	COCT	OTIF %	OTIF % Target	OTD %	IFD %	OTT % Target	IFD %	IFD % Target
Dallas, TX	2.58	2.6	29.3%	66.5%	58.2%	54.2%	85.8%	54.2%	77.3%
Houston, TX	2.63	2.5	30.1%	66.4%	61.2%	52.5%	86.3%	52.5%	76.9%
Phoenix, AZ	2.63	2.6	27.8%	64.9%	58.0%	51.6%	86.2%	51.6%	75.3%
Total	2.61	2.6	29.0%	65.9%	59.0%	52.8%	86.1%	52.8%	76.5%

COCT by Top 5 Customers



Customer	COCT
Texan Treasures	3.2
Valley Fresh	3.2
Prairie Provisions	3.1
Desert Delights	2.4
Big D Foods	2.3

COCT by Bottom 5 Customers



Customer	COCT
Sunnydale Grocers	2.3
Coast Goods	2.3
Cactus Foods	2.3
H-Town Groceries	2.2
Metro Market	2.2

COCT

OTIF %

OTD %

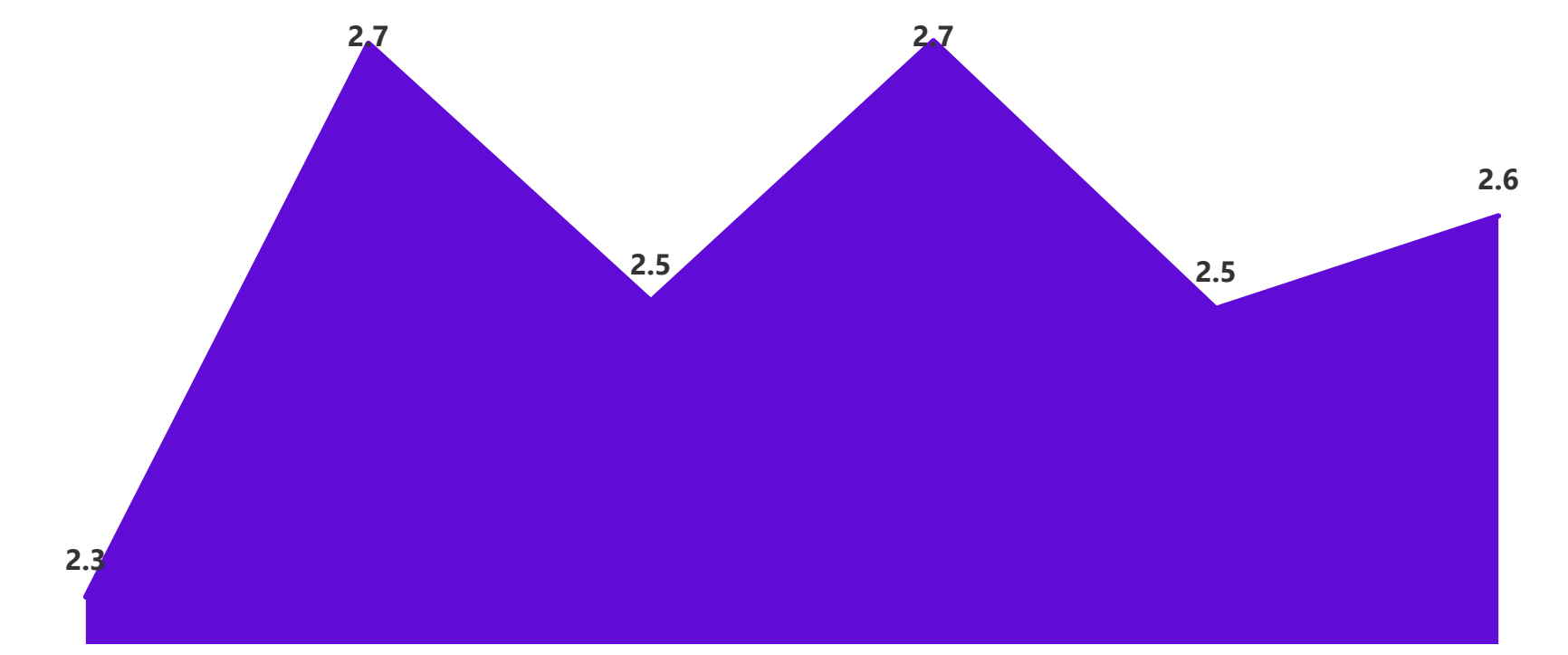
IFD %

LIFR %

VFR %

DID

COCT by Month



Month	COCT
February	2.3
March	2.7
April	2.5
May	2.7
June	2.5
July	2.6



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Qty Ordered

13.4M



Qty Undelivered

458K



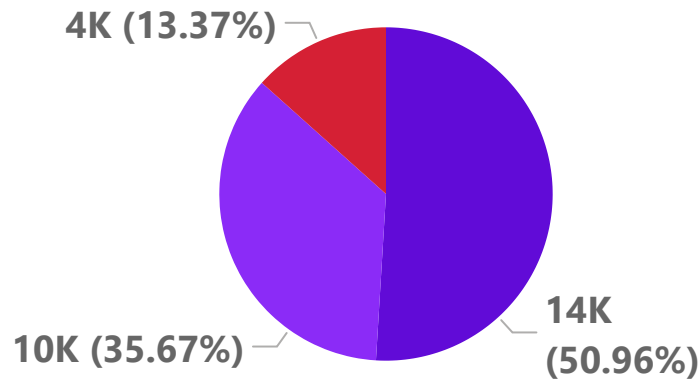
OTIF %

29.0%

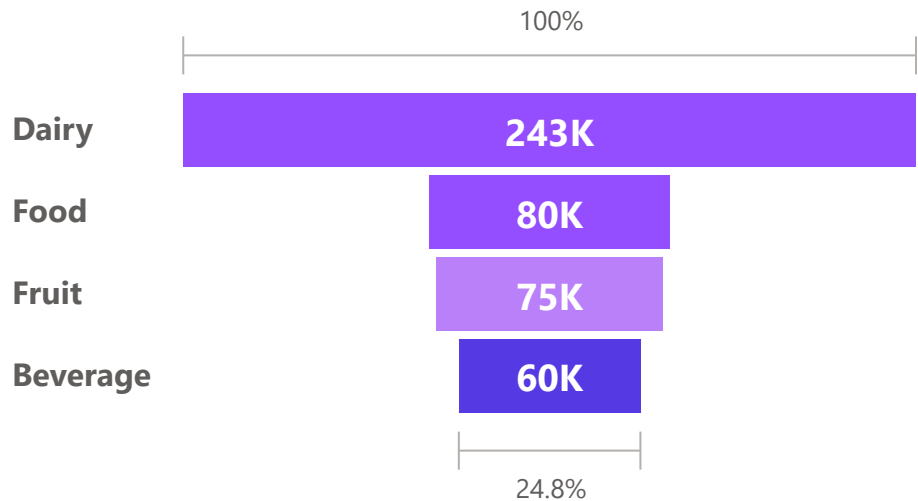
OTIF % Target: 65.9%  
(-36.9%)

## Total Orders with Delivery Delay in Days

● 1-24 hours delay ● 1-3 days delay ● Over 3 days delay

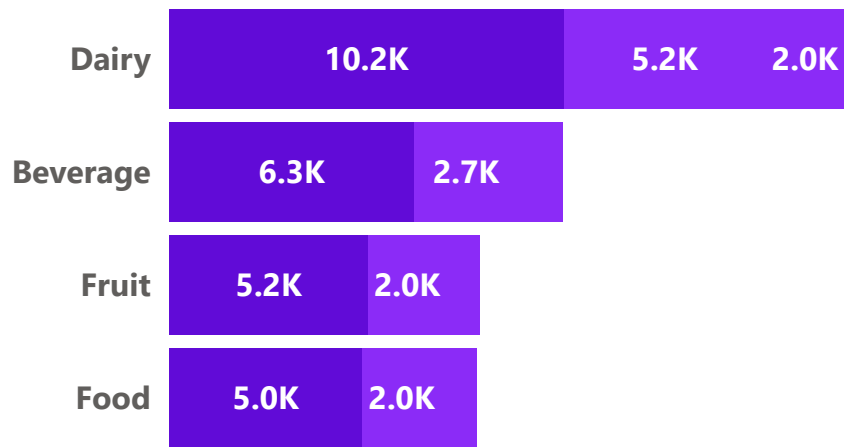


## Undelivered Quantities by Product Type



## Delivery Delay by Product Type

● 1-24 hours delay ● 1-3 days delay ● Over 3 days delay



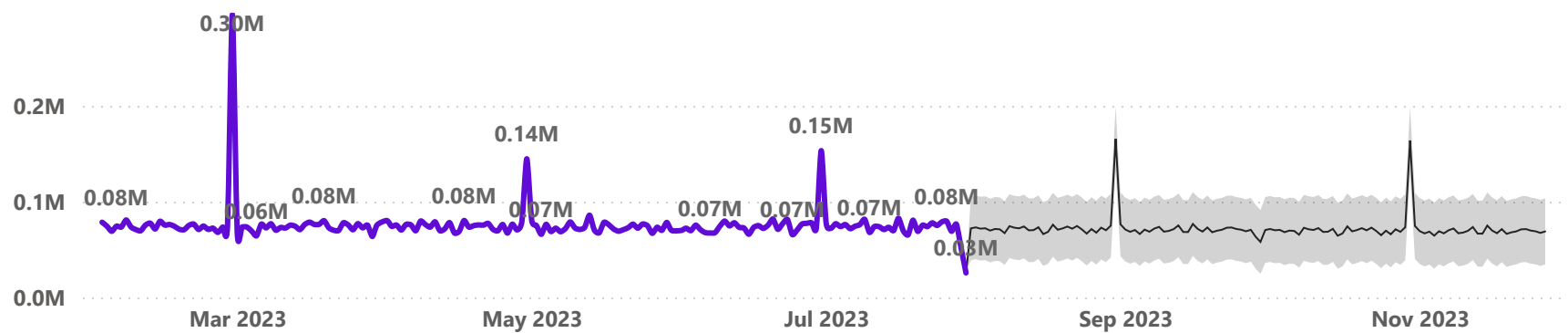
## Top 10 Products with Delivery Delays



## Products with Orders, LIFR %, VFR %, Monthly LIFR %, and Monthly VFR %

Product	Orders	LIFR %	VFR %	LIFR % by Month	VFR % by Month
Skim Milk	3,139	67.5%	96.7%		
Whole Milk	3,197	65.9%	96.6%		
Chocolate Milk	3,184	65.5%	96.5%		
Low-Fat Yogurt	3,170	66.7%	96.6%		
Almond Yogurt	3,125	63.5%	96.4%		
Greek Yogurt	3,272	65.2%	96.5%		
American Cheese	3,200	65.3%	96.5%		
Aiago Cheese	3,209	66.7%	96.7%		
Corn Bread	3,098	65.8%	96.6%		
Pita Bread	3,138	67.0%	96.7%		
White Bread	3,177	66.7%	96.6%		
Red Apple	3,187	65.5%	96.6%		
Green Apple	3,158	68.0%	96.9%		
Golden Apple	3,195	66.1%	96.5%		
Black Tea	3,186	65.2%	96.6%		
Green Tea	3,184	66.1%	96.5%		
Chaga Tea	3,143	65.2%	96.5%		
Matcha Tea	3,134	65.3%	96.6%		
Total	31,729	66.0%	96.6%		

## Ordered Quantity (Feb-August) and Forecasted Quantity (Sep-Dec)





Average DID

2.61

(Days per Order)



Average COCT

2.55

(Days per Order)



Total Orders

32K

Top 5 Customers with high Qty of Order



Customer	Quantity (K)
Texan Treasures	1,157K
Prairie Provisions	1,120K
Valley Fresh	777K
Desert Delights	769K
Big D Foods	760K

Top 5 Customers with high Undelivered Items



Customer	Quantity (K)
Prairie Provisions	47K
Texan Treasures	46K
Valley Fresh	38K
Desert Delights	19K
Phoenix Provisions	18K

Customer wise Orders, COCT, DID, OTIF %, IFD %, LIFR % and VFR %								
Customer Name	Orders	COCT	DID	OTIF %	OTD %	IFD %	LIFR %	VFR %
Desert Delights	1,662	2.4	2.55	38.4%	69.9%	60.8%	75.3%	97.5%
Lone Grocers	1,642	2.3	2.29	38.7%	71.6%	60.4%	75.6%	97.6%
Houston Harvest	1,676	2.3	2.30	38.8%	70.8%	60.1%	74.4%	97.5%
Big D Foods	1,633	2.3	2.25	39.4%	70.6%	60.1%	75.1%	97.6%
Space Mart	1,657	2.3	2.36	39.1%	72.5%	59.8%	75.5%	97.4%
Phoenix Provisions	1,646	2.3	2.45	39.6%	71.8%	59.8%	75.5%	97.6%
Metro Market	2,424	2.2	2.35	40.9%	73.6%	59.7%	75.6%	97.7%
Sunnydale Grocers	2,457	2.3	2.32	38.2%	72.3%	58.7%	74.5%	97.4%
Texan Treasures	3,550	3.2	3.21	16.3%	28.1%	53.4%	60.1%	96.0%
Prairie Provisions	3,510	3.1	3.31	15.5%	29.4%	52.4%	58.9%	95.8%
Cactus Foods	2,468	2.3	2.37	28.3%	72.4%	45.0%	59.2%	95.9%
Valley Fresh	2,437	3.2	3.11	13.7%	29.1%	44.7%	51.5%	95.1%
Bayou Grocers	1,669	2.3	2.35	25.5%	70.9%	41.2%	53.1%	95.2%
Coast Goods	1,661	2.3	2.34	25.9%	72.7%	39.2%	53.4%	95.3%
H-Town Groceries	1,637	2.2	2.24	24.4%	72.4%	37.9%	52.7%	95.3%
Total	31,729	2.6	2.61	29.0%	59.0%	52.8%	66.0%	96.6%

Deselect all

Dallas, TX

Houston, TX

Phoenix, AZ

● Quantity Delivered ● Quantities undelivered

Total Quantity Delivered vs Quantities Ordered



Product	Quantity (K)
Whole Milk	1,236K
Chocolate Milk	1,232K
Greek Yogurt	948K
American Cheese	185K
Aiago Cheese	187K
White Bread	1,068K
Green Apple	539K
Golden Apple	539K
Black Tea	544K
Green Tea	383K



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Product Analysis

Customer  
Analysis

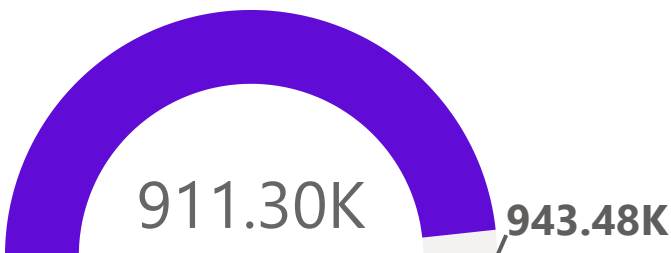
City Based  
Recommendation

Product Based  
Recommendation

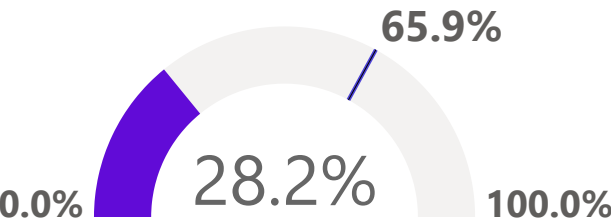
Product Name

Low-Fat Yogurt

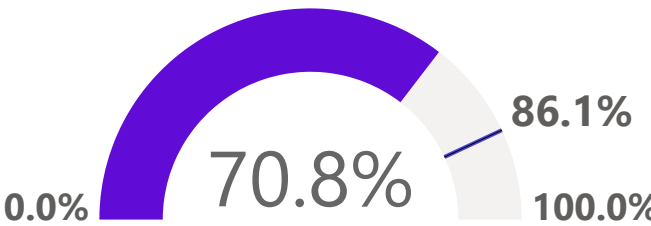
Qty Delivered vs Qty Ordered



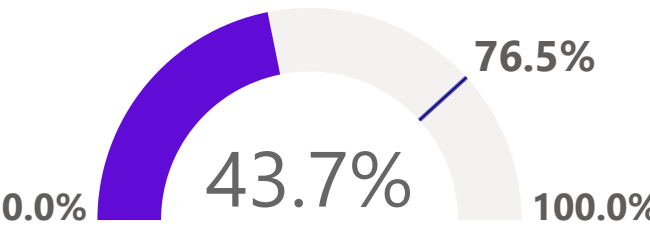
OTIF% vs OTIF Target



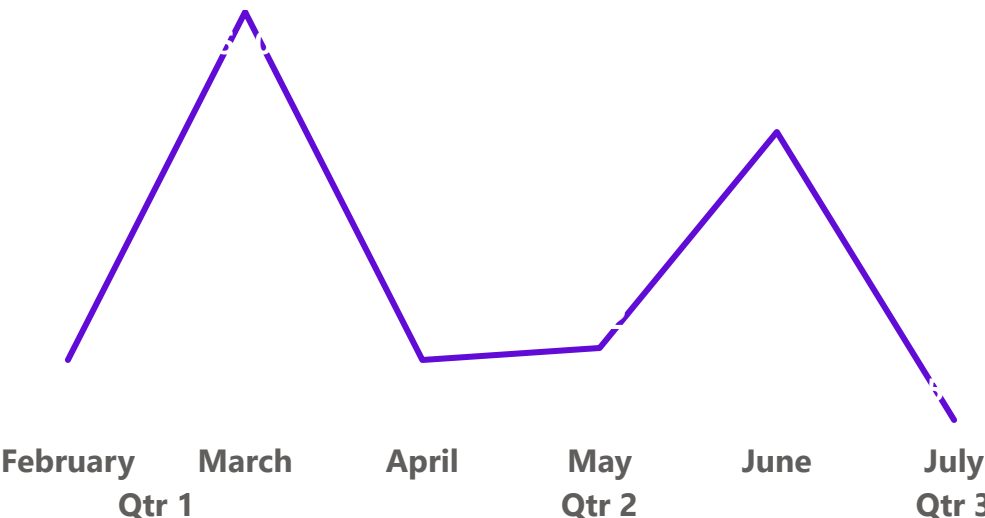
OTD% vs OTD Target



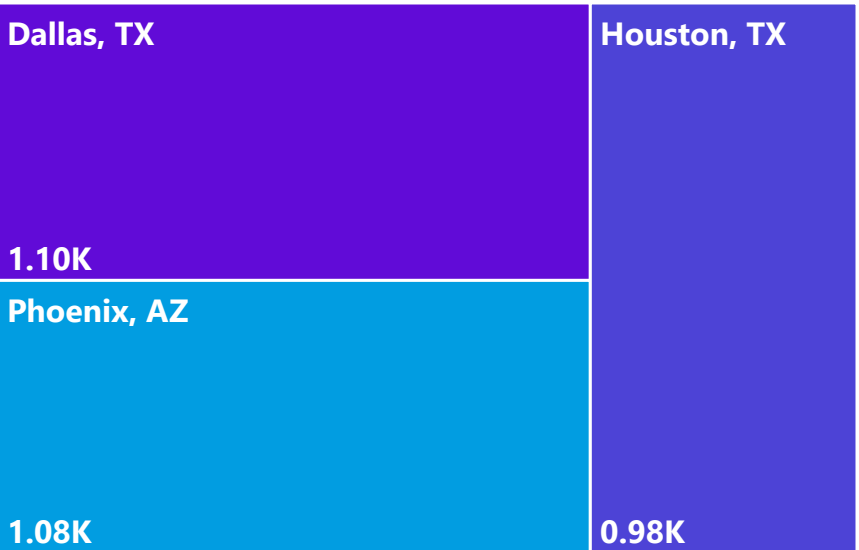
IFD% vs IFD Target



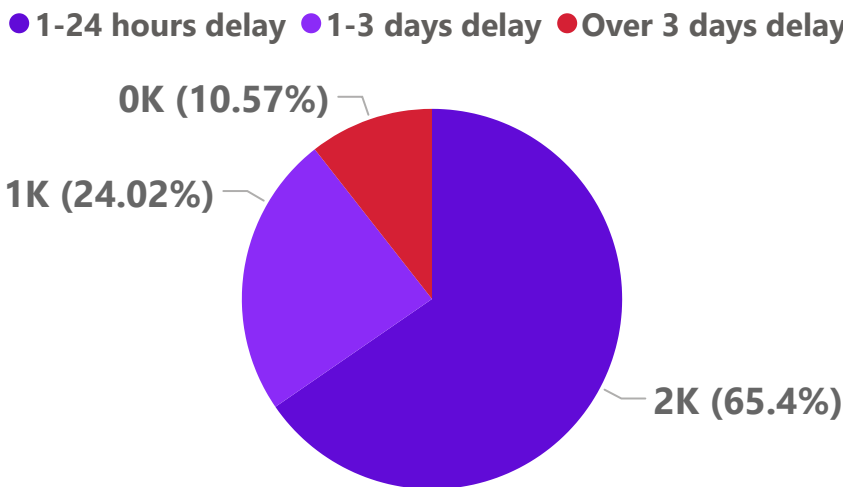
Total No. of Orders by Month



Total Orders by City and Customer



Total Orders with Delivery Delay in Days



LIFR %

66.7%

VFR %

96.6%

COCT

2.4

DID

2.23

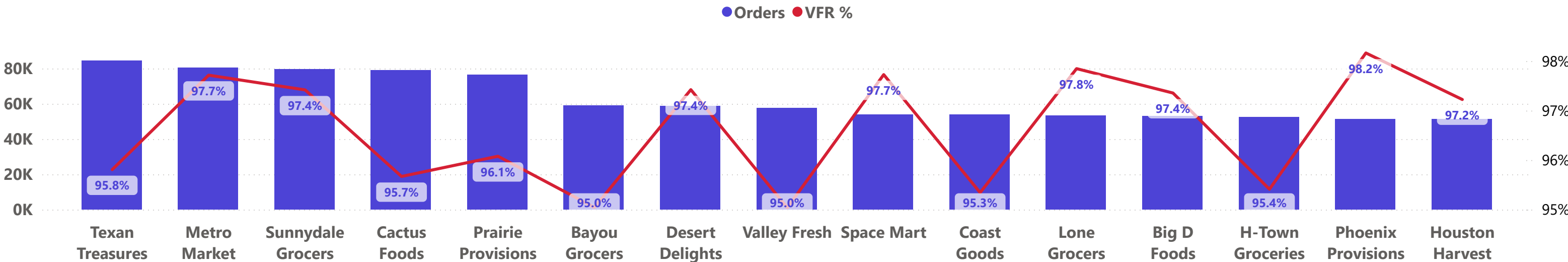
Orders Received

3K

Quantities Sold

943K

Total Orders Placed vs Order Fulfilment (VFR%) by Customer





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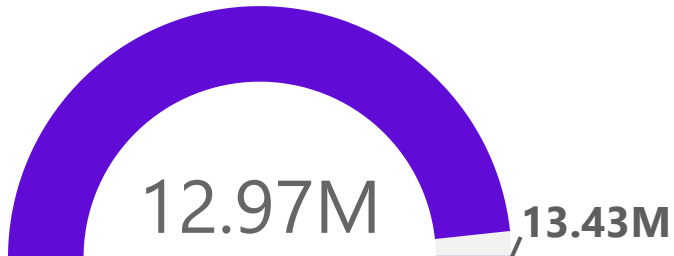
City Based  
Recommendation

Product Based  
Recommendation

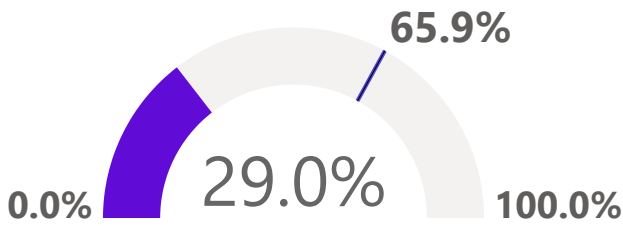
Product Type

Beverage

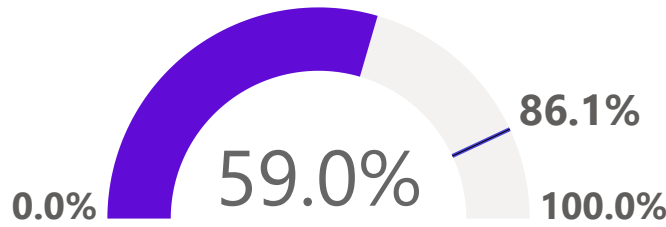
Qty Delivered vs Qty Ordered



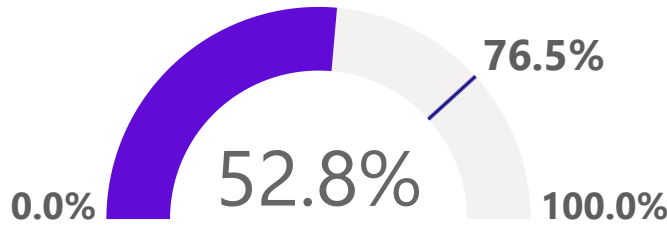
OTIF% vs OTIF Target



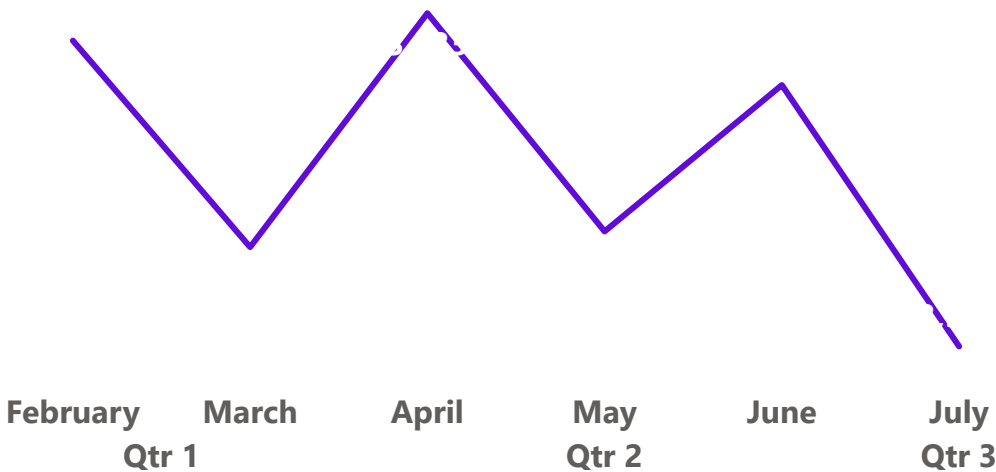
OTD% vs OTD Target



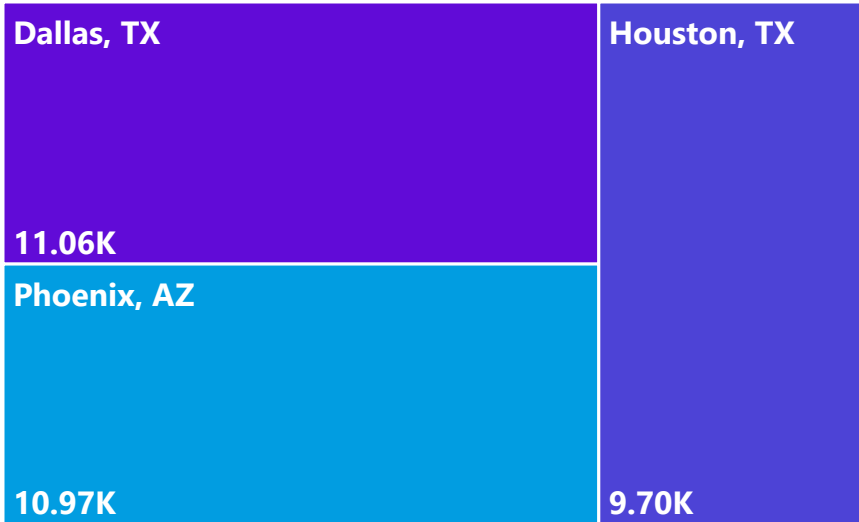
IFD% vs IFD Target



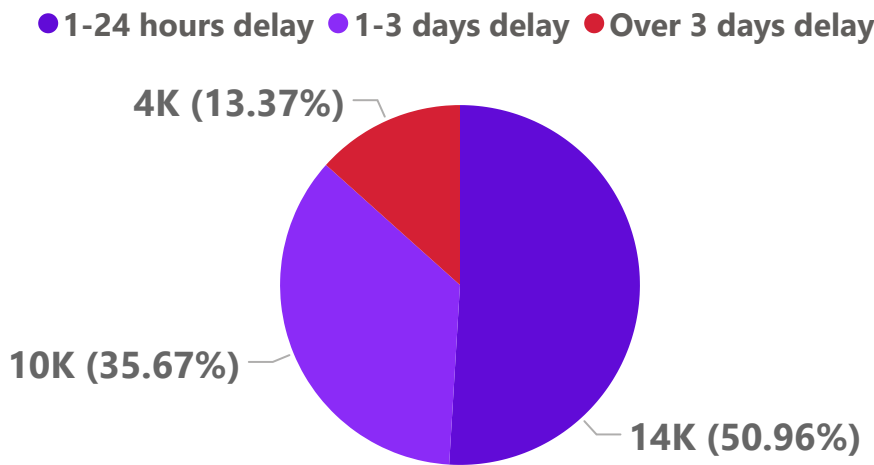
Total No. of Orders by Month



Total Orders by City and Customer



Total Orders with Delivery Delay in Days



LIFR %

66.0%

VFR %

96.6%

COCT

2.6

DID

2.61

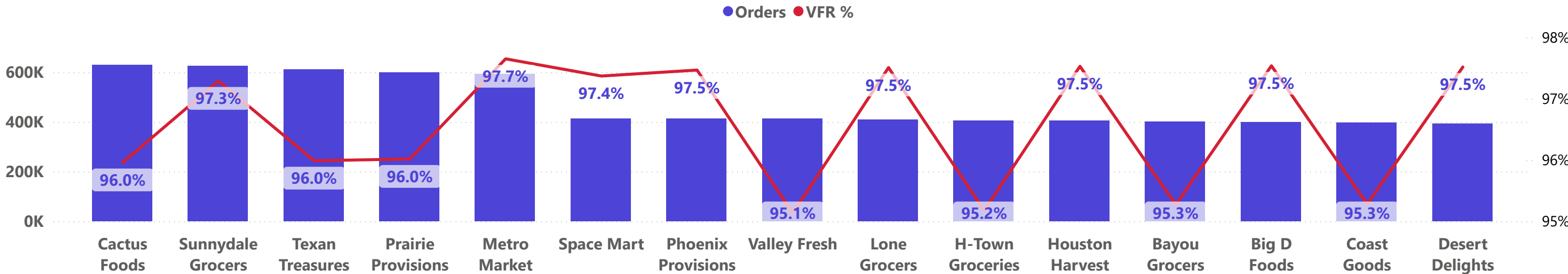
Orders Received

32K

Quantities Sold

13M

Total Orders Placed vs Order Fulfilment (VFR%) by Customer







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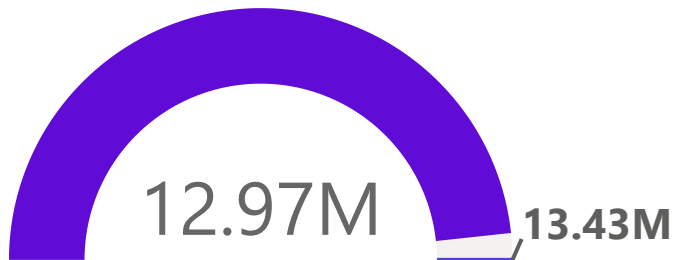
City Based  
Recommendation

Product Based  
Recommendation

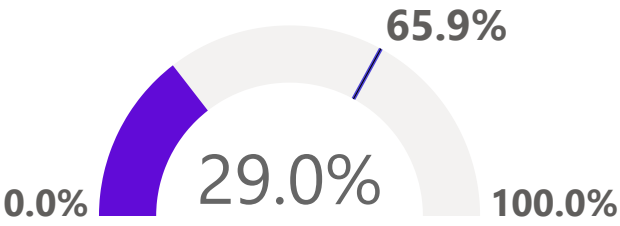
City Name

Dallas, TX

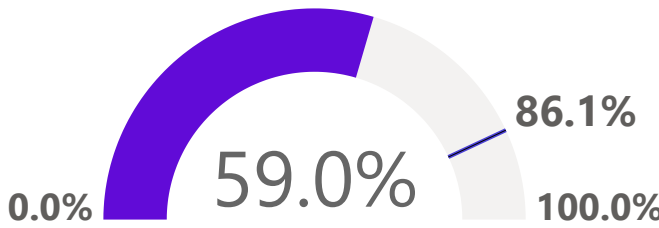
Qty Delivered vs Qty Ordered



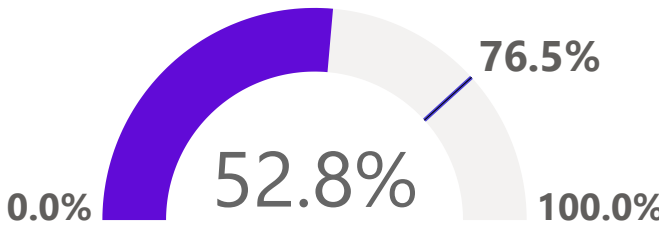
OTIF% vs OTIF Target



OTD% vs OTD Target



IFD% vs IFD Target



Product Performance and Monthly Trend by Orders places, Qty Ordered, Undelivered Qty, LIFT %, and VFR%.

Product	No. of Orders	No. of Orders	Qty Ordered	Qty Ordered	Qty Undelivered	Qty Undelivered	LIFR %	VFR %
		FebruaryAprilJune		FebruaryAprilJune		FebruaryAprilJune		
Apple	8,692.0		2,234,371		74,949		67%	97%
Bread	8,639.0		2,390,923		79,771		67%	97%
Cheese	6,103.0		385,018		13,048		66%	97%
Milk	8,697.0		3,809,744		128,892		66%	97%
Tea	11,038.0		1,747,110		60,195		65%	97%
Yogurt	8,696.0		2,859,770		100,924		65%	96%

Customer Performance and Monthly Trend by Orders places, Qty Ordered, Undelivered Qty, LIFT %, and VFR%.

Customer	No. of Orders	No. of Orders	Qty Ordered	Qty Ordered	Qty Undelivered	Qty Undelivered	LIFR %	VFR %
		FebruaryAprilJune		FebruaryAprilJune		FebruaryAprilJune		
Valley Fresh	2,437.0		776,624		38,222		52%	95%
Bayou Grocers	1,669.0		767,833		36,571		53%	95%
H-Town Groceries	1,637.0		772,140		36,366		53%	95%
Coast Goods	1,661.0		765,536		35,779		53%	95%
Prarie Provisions	2,510.0		1,120,000		40,500		50%	96%



	Dallas, TX	Houston, TX	Phoenix, AZ
OTIF %	29.3%	30.1%	27.8%
OTD %	58.2%	61.2%	58.%
IFD %	54.2%	52.5%	51.6%
LIFR	67.6%	66.7%	63.7%
VFR	96.8%	96.6%	96.4%
Avg DID	2.58 day	2.63 day	2.63 day
Avg COCT	2.57 day	2.51 day	2.57 day
Total Orders	11.1K	9.7K	11.K
Ordered Quantities	4,612.3K	4,190.5K	4,624.2K
Delivered Quantities	4,463.K	4,050.1K	4,456.1K
Undelivered Quantities	149.3K	140.4K	168.1K
Highly Affected Customers	FMR39702502	FJUL724320401	FMR330103602

**OTIF** is a critical metric from the customer's perspective, but we are struggling to meet customer demand in terms of both quantity and timely delivery across all cities. We are currently lagging with an average performance of 29.03% in all locations, which is undermining customer trust and reliability. Additionally, it shows that we were able to deliver orders in full or on time just above 50% of the time, which is another concern that requires further investigation.

**VOFR** is performing well compared to LIFR in all cities, indicating that we are unable to fulfill all customer product requests. Therefore, we need to ensure we have sufficient inventory, especially during peak demand seasons.

**'Delay in Delivery'** has been a significant issue across all cities. We need to deliver the orders on or before the agreed delivery date. Many orders were not delivered 'On Time', with delays ranging from 1 to more than 3 days.

**A considerable** number of items or orders are not being delivered, highlighting a major issue in our supply system and logistics efficiency. On average, 450 thousand ordered quantities remain undelivered, either due to unavailability at the time of delivery or because they are broken or damaged during transit.



	Apple	Bread	Cheese	Milk	Tea	Yogurt
LIFR	66.6%	66.5%	66.%	66.3%	65.4%	65.1%
VFR	96.6%	96.7%	96.6%	96.6%	96.6%	96.5%
Avg DID	2.32 day	2.41 day	2.2 day	2.35 day	2.43 day	2.32 day
Avg COCT	2.39 day	2.41 day	2.4 day	2.41 day	2.42 day	2.4 day
Total Orders	8.7K	8.6K	6.1K	8.7K	11.K	8.7K
Ordered Quantities	2,234.4K	2,390.9K	385.K	3,809.7K	1,747.1K	2,859.8K
Delivered Quantities	2,159.4K	2,311.2K	372.K	3,680.9K	1,686.9K	2,758.8K
Undelivered Quantities	74.9K	79.8K	13.K	128.9K	60.2K	100.9K
Highly Affected Customers	FMY56903603 FJUL73903502 FJUL725221603 FMY511503601 FAP48501403	FJUL718601 601 FAUG86703 402	FJUN619102 302 FMR3137205 01	FJUL73103602	FMY528601603	FJUL728601403

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