



# ATLIQ MART SUPPLY CHAIN ANALYSIS



Over View



Customer Analysis



Product Analysis



Trend Analysis



Insights & Solutions

Last Refresh Date :  
25 March 2025 5:39 pm



Month

All

Quarter

All

customer\_name

All

product\_name

All

city

All

Delivery\_status

All

OT %

59.03%



OT % Target : 86.09%  
Lags Target :10.44% ↓

IF %

52.78%



IF % Target : 76.51%  
Lags Target :31.02% ↓

OTIF %

29.02%



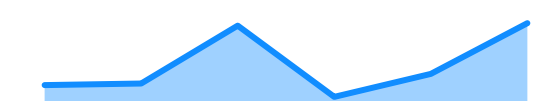
OTIF % Target : 65.91%  
Lags Target :55.97% ↓

LIFR %

65.96%



LIFR Trend

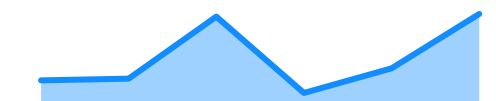


VOFR %

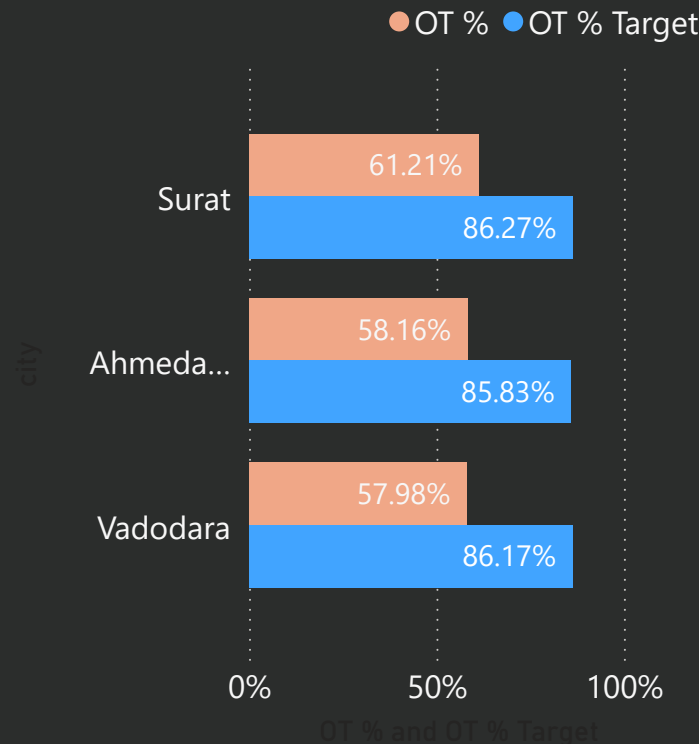
96.59%



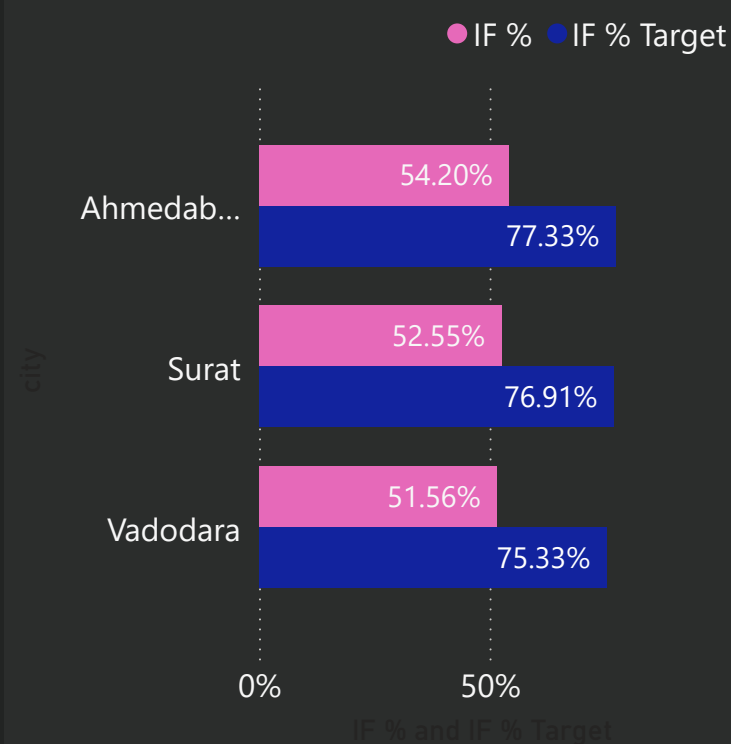
VOFR Trend



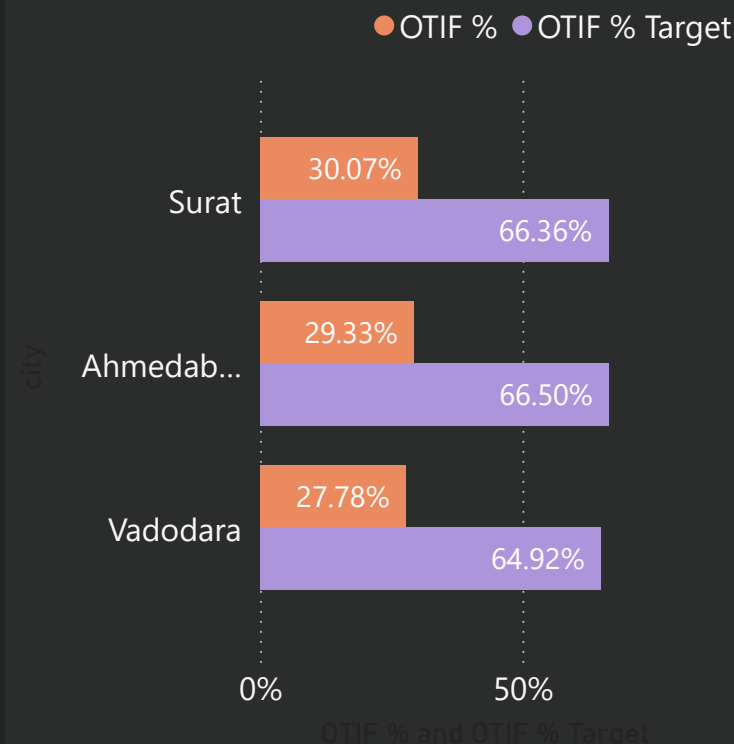
City Wise OT % Vs Target OT %



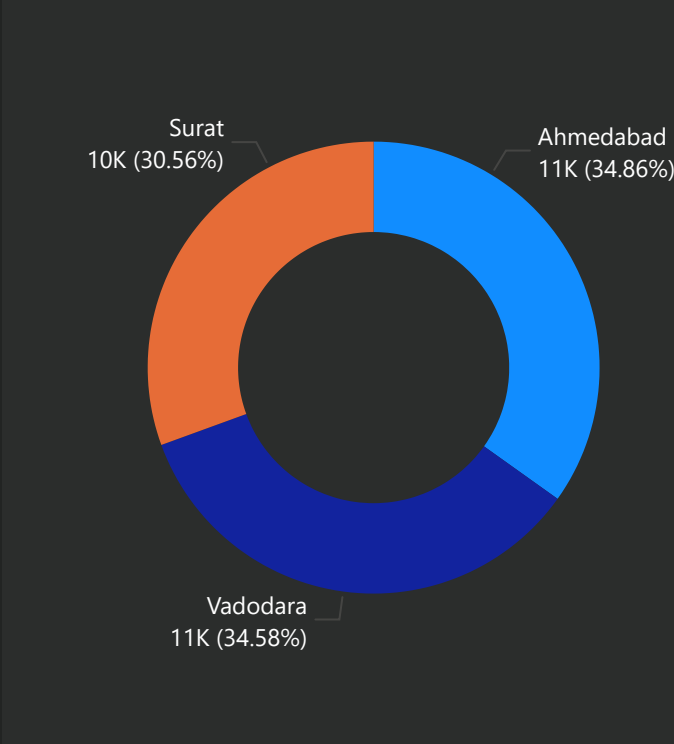
City Wise IF % Vs Target IF %



City Wise OTIF % Vs Target OTIF %



Total Orders by City



OT - On Time Delivery

IF - In Full Delivery

OTIF - On Time and In Full Delivery

LFR - Line Fill Rate

VORF - Volume Fill Rate



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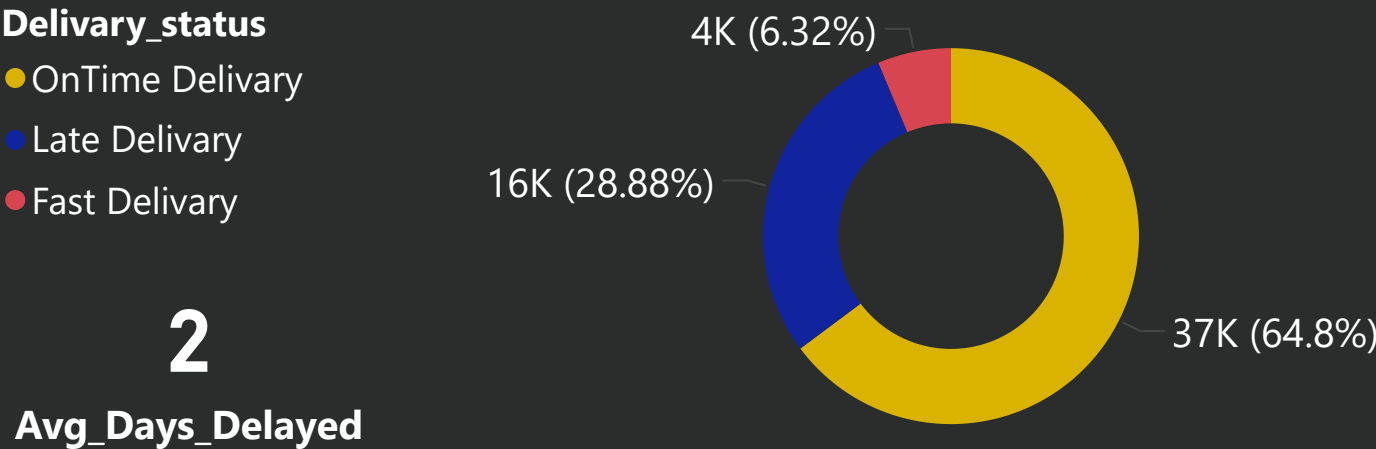
Delivery\_status

All

## Customer Wise Insights

customer_name	OT %	IF %	OTIF %	LIFR %	VOFR %
Acclaimed Stores	29.43%	52.36%	15.47%	58.93%	95.85%
Atlas Stores	71.81%	59.78%	39.55%	75.48%	97.58%
Chiptec Stores	71.62%	60.35%	38.73%	75.61%	97.58%
Coolblue	29.13%	44.73%	13.75%	51.53%	95.08%
Elite Mart	72.45%	37.94%	24.37%	52.74%	95.29%
Expert Mart	72.54%	59.81%	39.11%	75.48%	97.44%
Expression Stores	69.92%	60.83%	38.39%	75.28%	97.54%
Info Stores	70.94%	41.16%	25.52%	53.05%	95.24%
Logic Stores	70.82%	60.14%	38.78%	74.39%	97.45%
Lotus Mart	28.11%	53.35%	16.34%	60.08%	96.01%
Propel Mart	73.64%	59.74%	40.92%	75.62%	97.70%
Rel Fresh	72.32%	58.69%	38.18%	74.54%	97.43%
Sorefoz Mart	72.67%	39.19%	25.89%	53.40%	95.33%
Vijay Stores	72.45%	44.98%	28.28%	59.23%	95.87%
Viveks Stores	70.61%	60.07%	39.44%	75.06%	97.57%
Total	59.03%	52.78%	29.02%	65.96%	96.59%

## Orders by Delivery Status



## Order Delivery Timeliness Breakdown



OT - On Time Delivery    IF - In Full Delivery    OTIF - On Time and In Full Delivery    LFR - Line Fill Rate    VOFR - Volume Fill Rate



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Insights & Solutions

Month

All

Quarter

All

customer\_name

All

product\_name

All

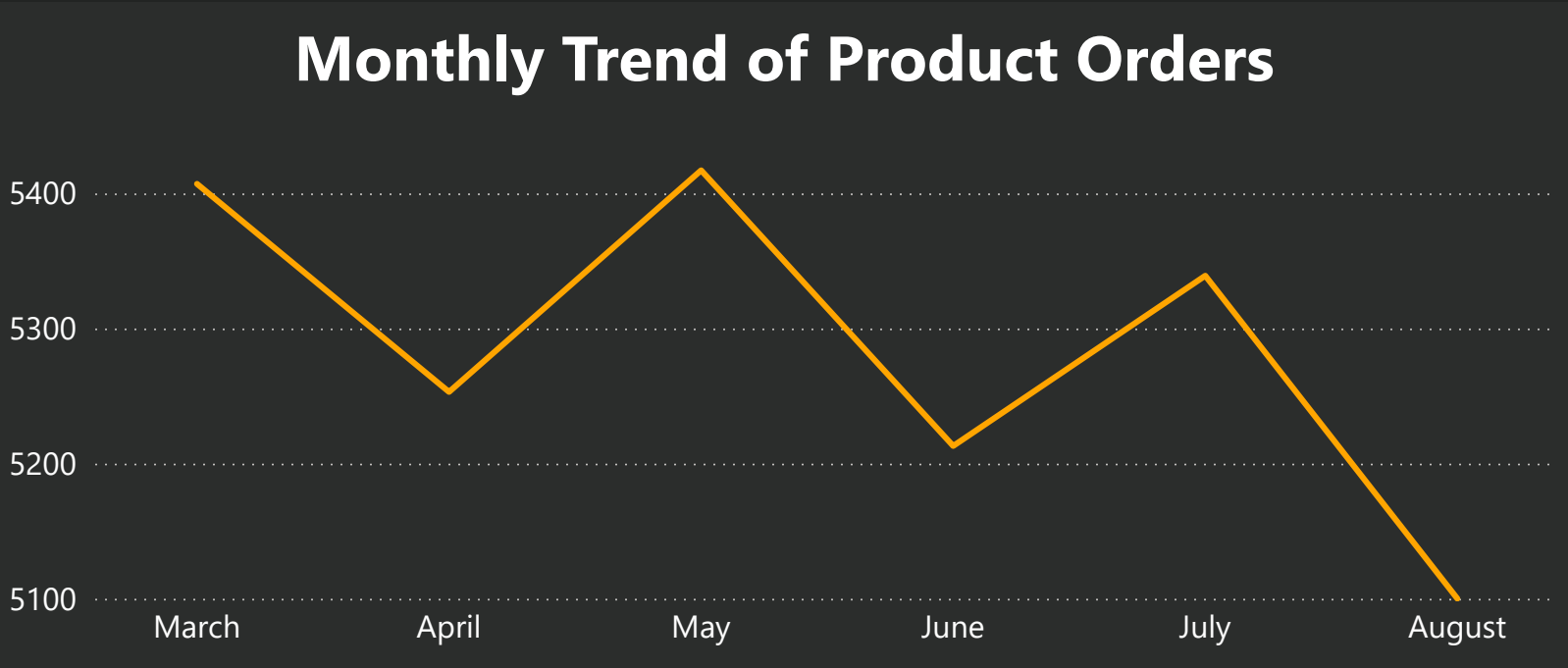
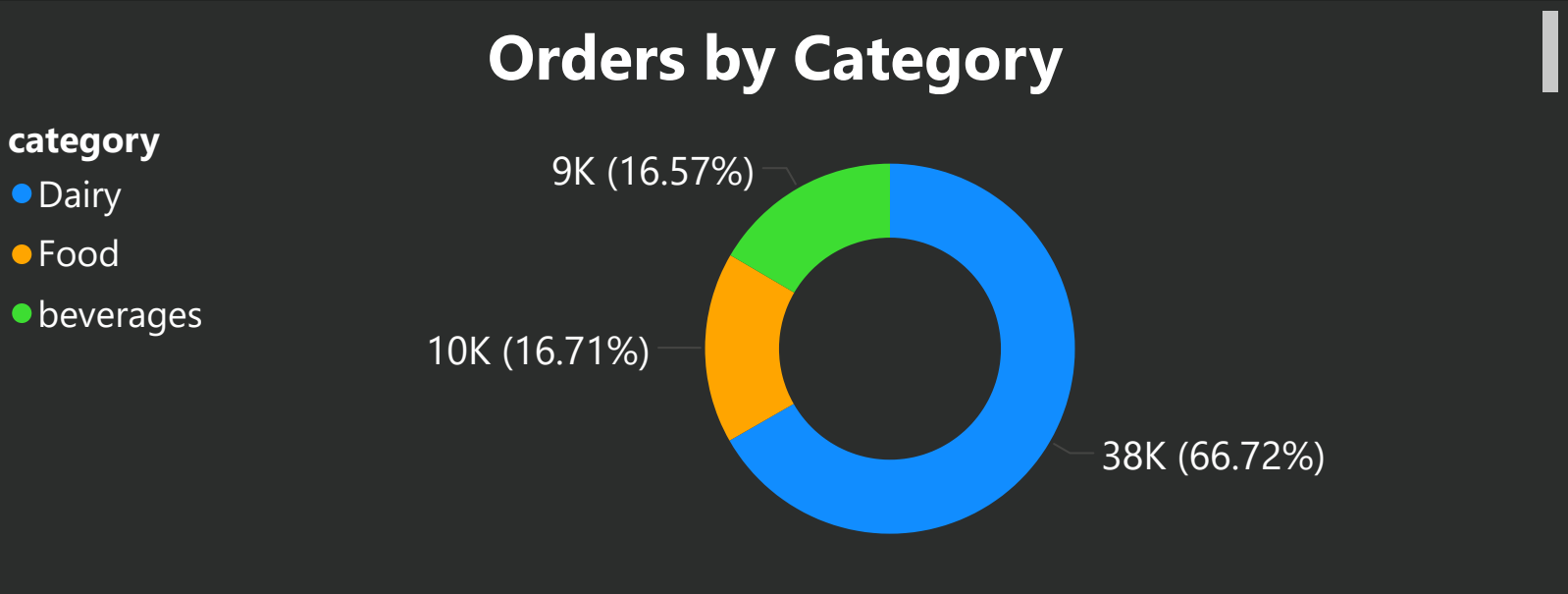
city

All

Delivery\_status

All

Product Wise Insights				
product_name	LIFR %	LIFR % by Months	VOFR %	VOFR % by Months
AM Biscuits 750	68.05%		96.85%	
AM Curd 250	67.05%		96.72%	
AM Milk 500	67.51%		96.71%	
AM Ghee 150	66.72%		96.69%	
AM Curd 100	66.73%		96.62%	
AM Curd 50	65.55%		96.62%	
AM Milk 250	65.91%		96.61%	
AM Butter 100	66.66%		96.59%	
AM Tea 100	65.32%		96.59%	
AM Ghee 100	65.75%		96.59%	
AM Biscuits 250	65.16%		96.58%	
AM Milk 100	65.55%		96.54%	
AM Ghee 250	65.25%		96.53%	
AM Tea 250	65.16%		96.52%	
Total	65.96%		96.59%	



OT - On Time Delivery   IF - In Full Delivery   OTIF - On Time and In Full Delivery   LFR - Line Fill Rate   VOFR - Volume Fill Rate



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All

Delivery\_status  
All

## OT % Performance Trend

IF %

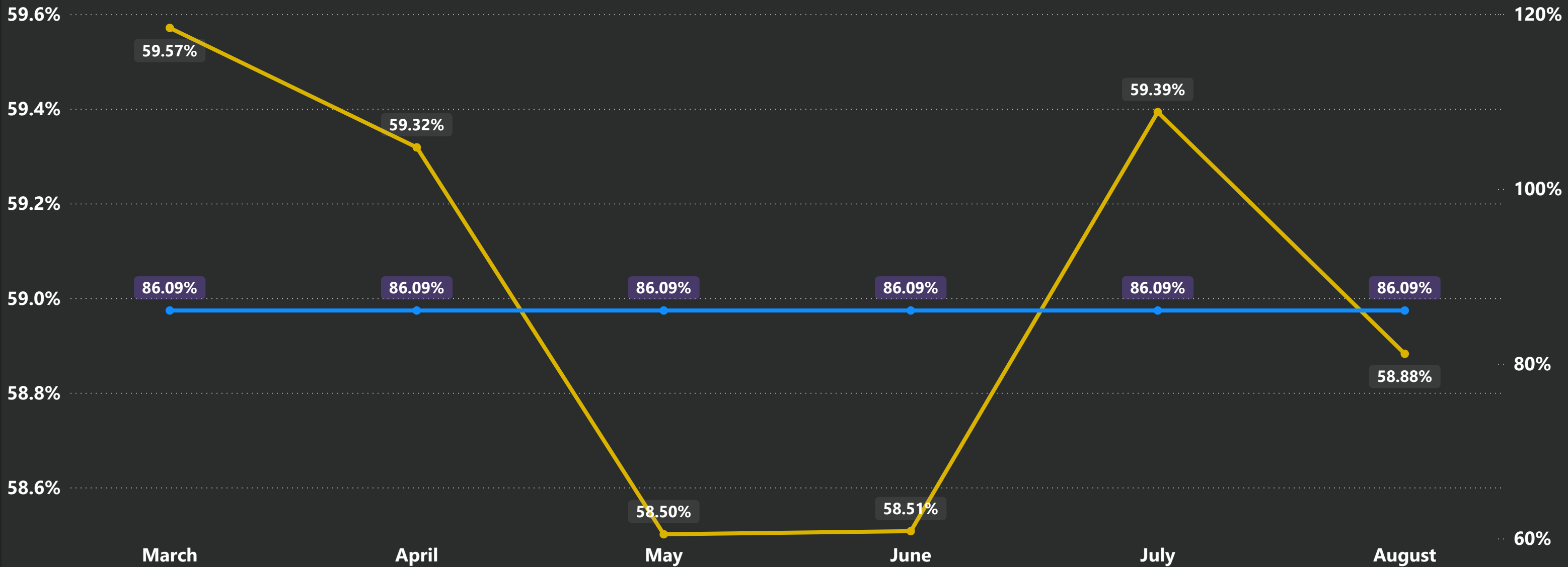
OTIF %

OT %

LIFR %

VOFR %

OT % and OT % Target GRAPH



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## INSIGHTS & SOLUTIONS



Over View



Customer  
Analysis



Product  
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Trend Analysis



Insights &  
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### 1. Performance Gaps in Key Metrics:

OT%, IF%, and OTIF% are below targets. Improving operations and fulfillment can help close these gaps.

### 2. Low Line Fill Rate (66%):

Better inventory management and product availability will enhance LIFR and meet customer needs.

### 3. OTIF% Improvement Opportunity (30% Gap):

Enhancing logistics and delivery processes will help achieve timely, complete deliveries.

### 4. Late Deliveries (29%) — Room for Reduction:

29% of orders are delayed by 2 days on average. Addressing root causes through better routing, scheduling, and supplier coordination can reduce delays.

### 5. Strong Dairy Category Demand:

Dairy leads in order volumes. Expanding product range and promotions can boost growth.

### 6. Key Customers & Products Need Focus:

Lotus Mart, Coolblue, and Acclaimed Stores show high volumes but face delays. Stronger collaboration or alternate suppliers can improve delivery.

Butter, Milk, and Ghee frequently face delays and need supply chain improvements.

### 7. Consistent Monitoring for Improvement:

Metrics have remained steady. Regular reviews and proactive actions will drive sustained progress.



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OTIF - On Time and In Full Delivery

LIFR - Line Fill Rate

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