



ATLIQ MART SUPPLY CHAIN ANALYSIS



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 metros/Tier 1 cities in the next 2 years.

AtliQ Mart is currently facing a problem where a few key customers did not extend their annual contracts 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 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 On Time in full (OTIF) %' of the customer orders daily basis against the target service level set for each customer.

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ATLIQ MART SUPPLY CHAIN ANALYSIS



All

All

OTIF%

Target

65.91

29.02% ▼



OT%

Target

86.09

59.03% ▼



IF%

Target

76.51

52.78% ▼



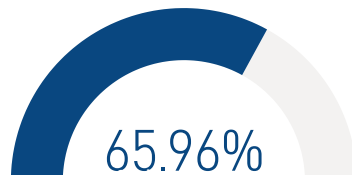
VFR%



96.59%



LFR%



65.96%



TARGET Vs METRICS

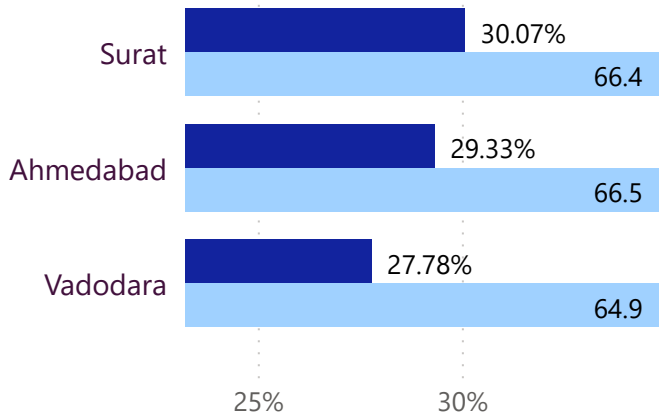
CITY-WISE METRICS

METRICS TREND

CUSTOMER-PRODUCT INSIGHTS

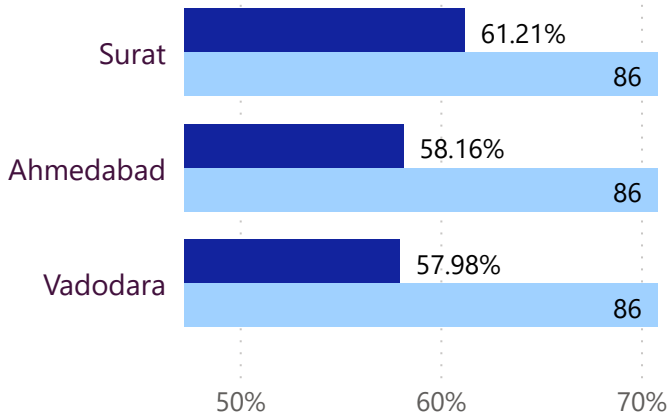
OTIF Target VS OTIF%

● OTIF % ● OTIF Target



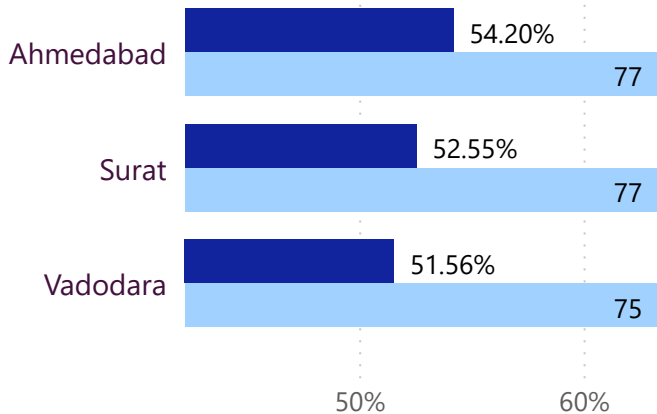
OT Target VS OT%

● OT% ● OT Target



IF Target VS IF%

● IF% ● IF Target



OT-Products that delivered ON-TIME ;IF-Products that delivered fully; OTIF -Products delivered both IN-FULL ON-TIME;LFR-Line Fill Rate; VFR-Volume Fill Rate



ATLIQ MART SUPPLY CHAIN ANALYSIS



All



All



Most Delayed Product

Coolblue -1.83

Most Delayed Category

Dairy -1.72

On-Time Delivered

37K

Delayed Products

16K

Customer Insights

Products Insights

Table View

OVERVIEW

● Total Order Lines ● ADDED

Average Days Of Delayed Delivery

-1.69

4K

2K

0K

AM Butter 500	AM Ghee 150	AM Ghee 250	AM Milk 250	AM Biscuits 500	AM Curd 50	AM Biscuits 250	AM Milk 100	AM Tea 500	AM Curd 100	AM Butter 100	AM Biscuits 750	AM Tea 250	AM Milk 500	AM Curd 250	AM Tea 100	AM Butter 250	AM Ghee 100
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-1.65

-1.70

of

Month OT%

March	59.57%
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April	59.32%
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May	58.50%
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June	58.51%
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July	59.39%
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August	58.88%
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Total	59.03%
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Month	OTIF %
March	28.87%
April	28.67%
May	29.13%
June	28.72%
July	29.35%
August	29.39%
Total	29.02%

Month IF%

March 52.34%

April 52.56%

May 53.66%

June 52.04%

July 52.48%

August 53.61%

Total 52.78%