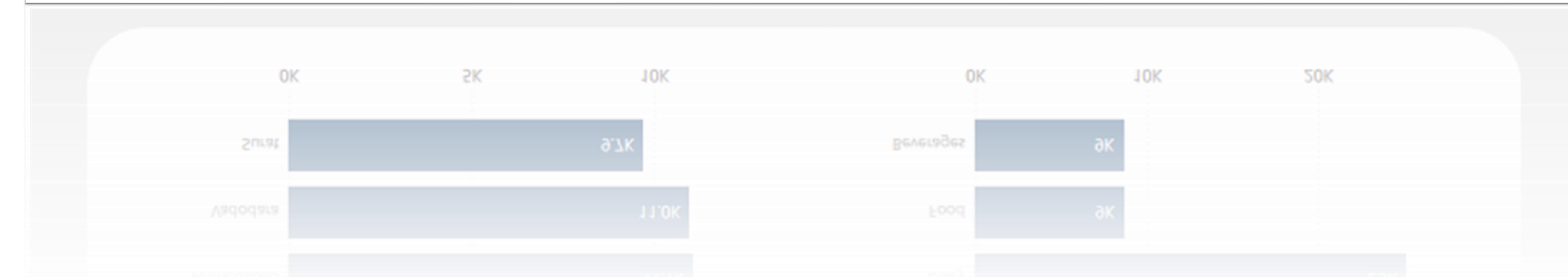
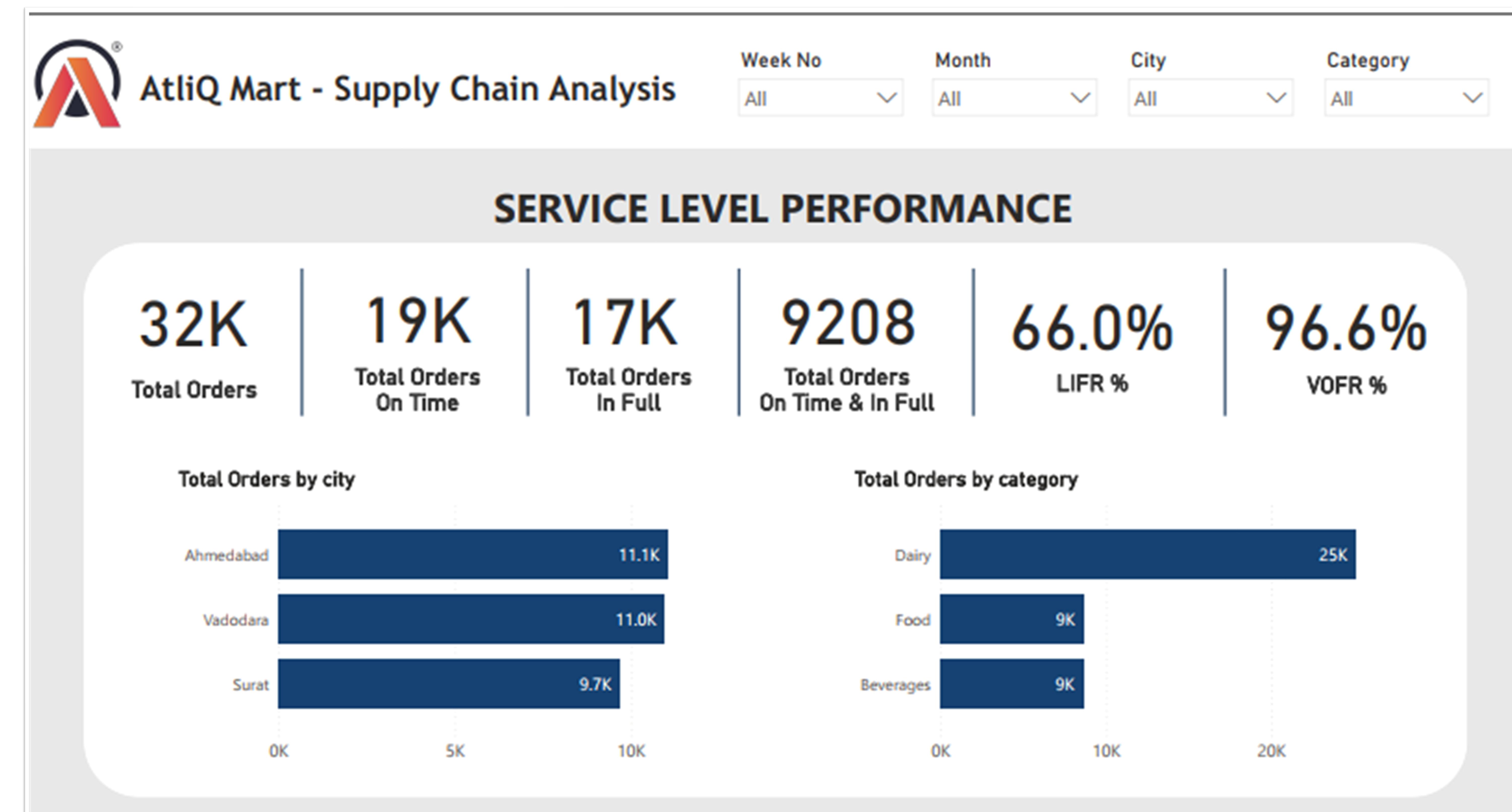


INSIGHTS & KEY FINDINGS

Created by:
Revian Arief Putra

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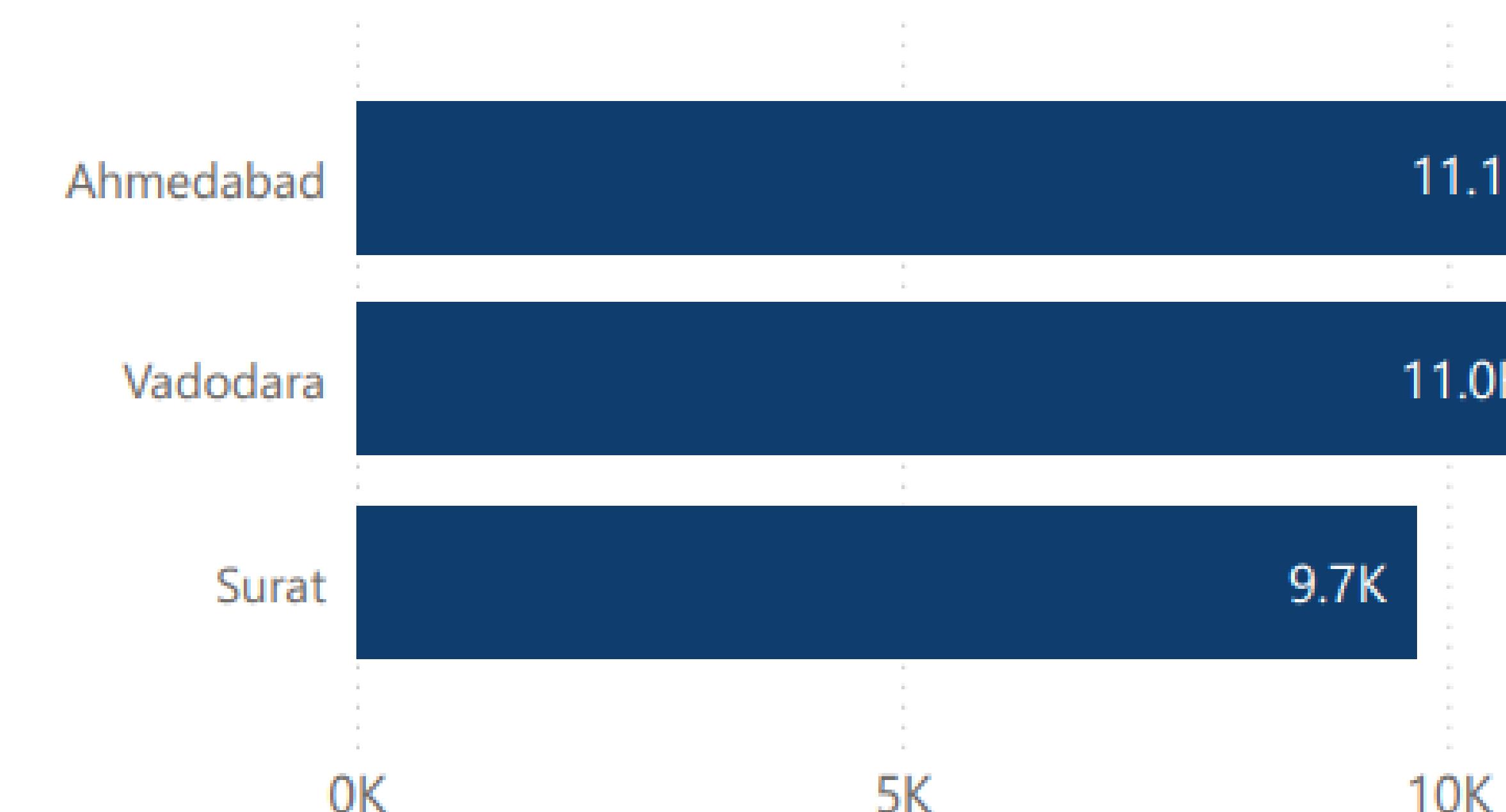


INSIGHTS & KEY FINDINGS

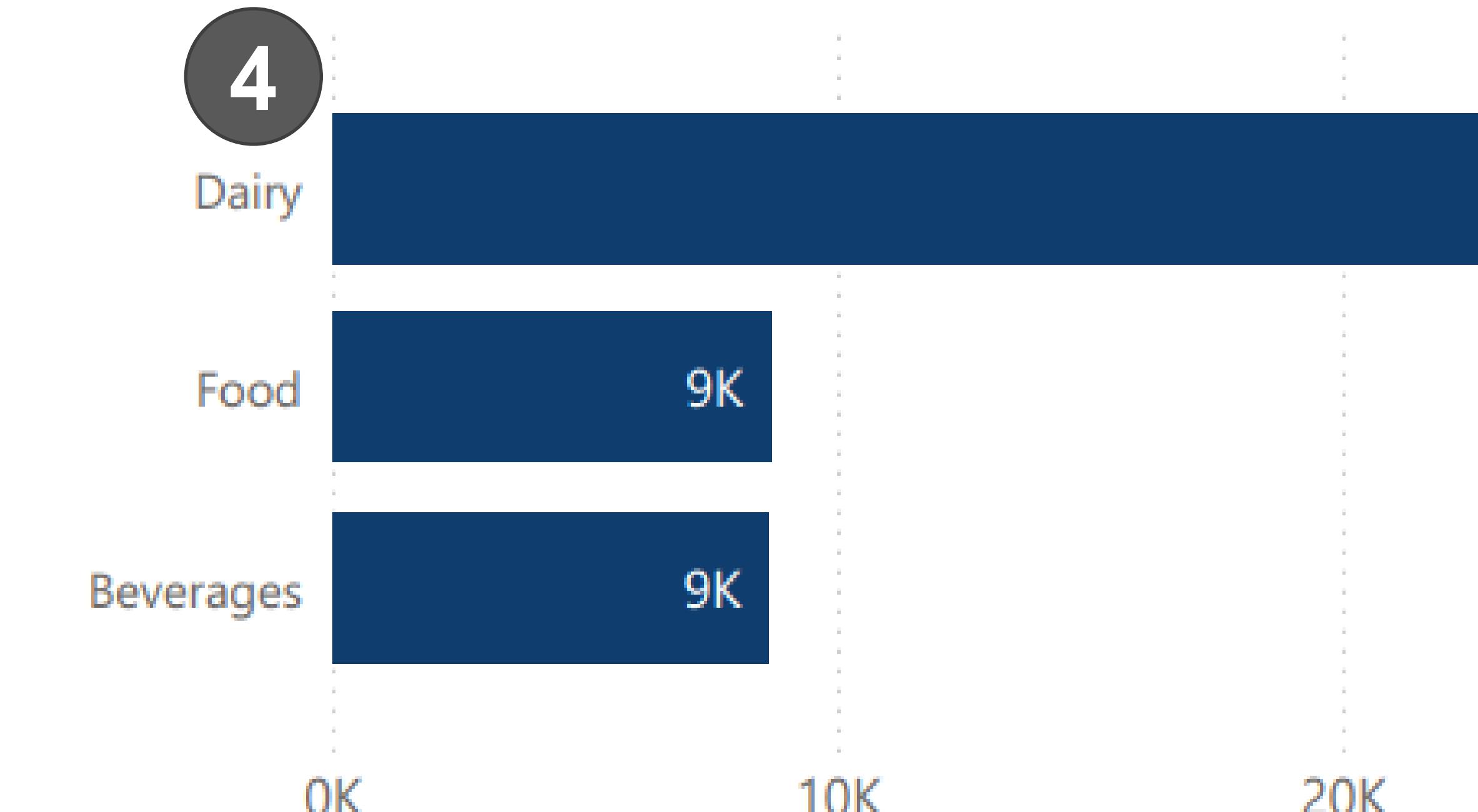
SERVICE LEVEL PERFORMANCE



Total Orders by city



Total Orders by category

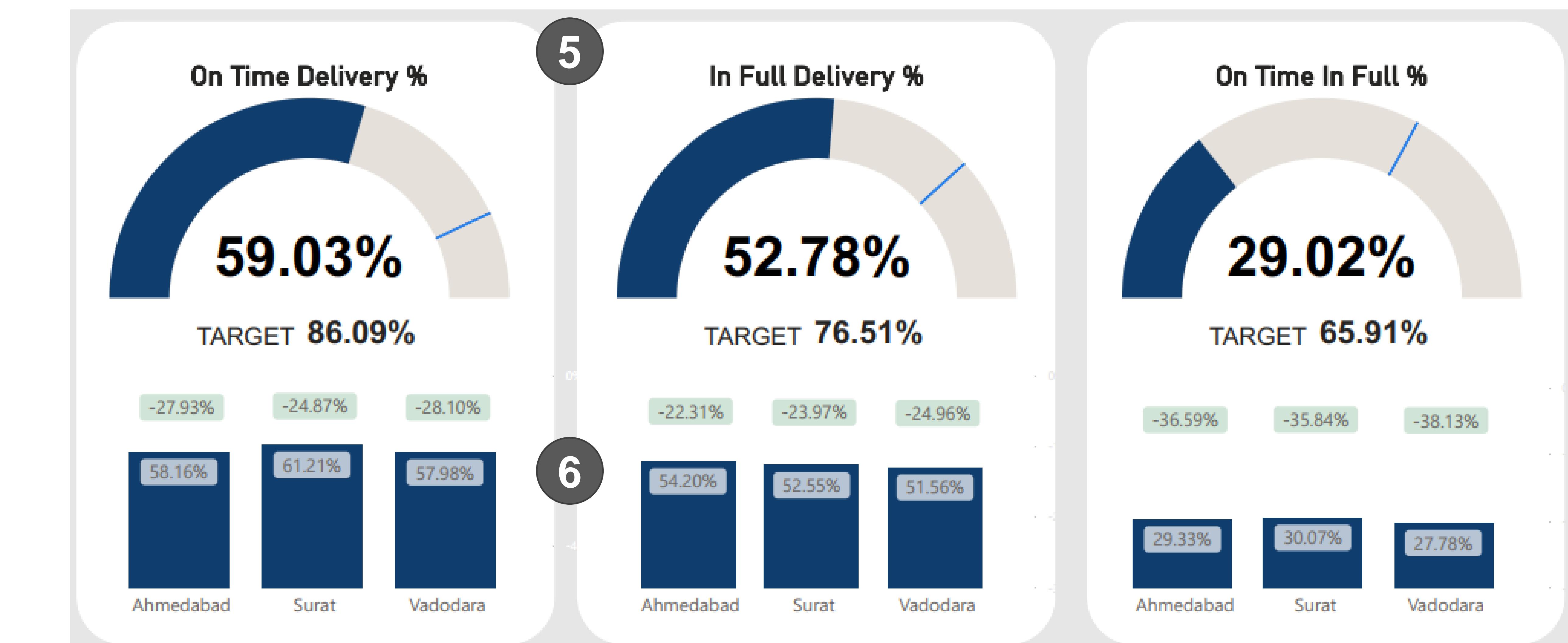


At a glance, it can be seen how bad AtliQ Mart's service

- 1 The number of on-time orders and in full orders is only **about half** of the total orders
- 2 **Very low reliability** of an order from customer's point of view
- 3 Many order lines have **incomplete** products quantities
- 4 Dairy is the **key product** that boost AtliQ Mart orders

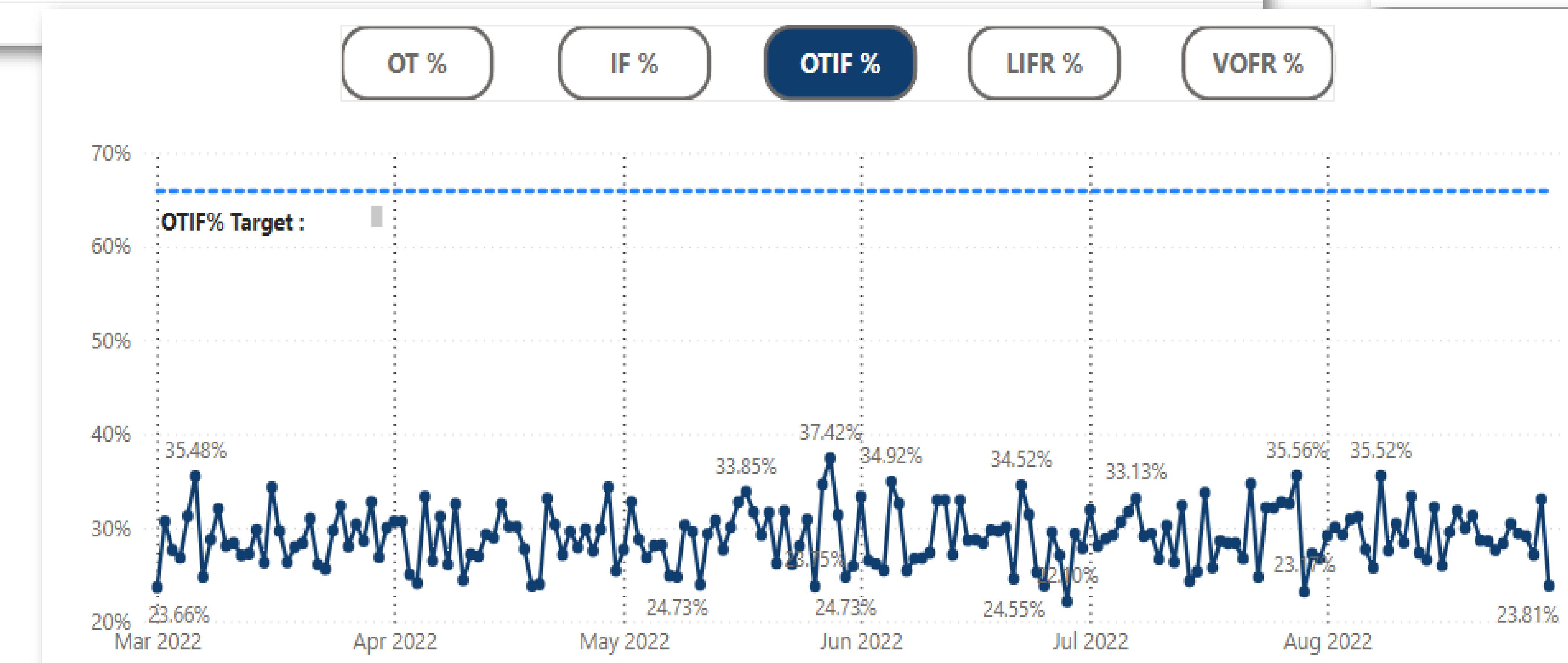
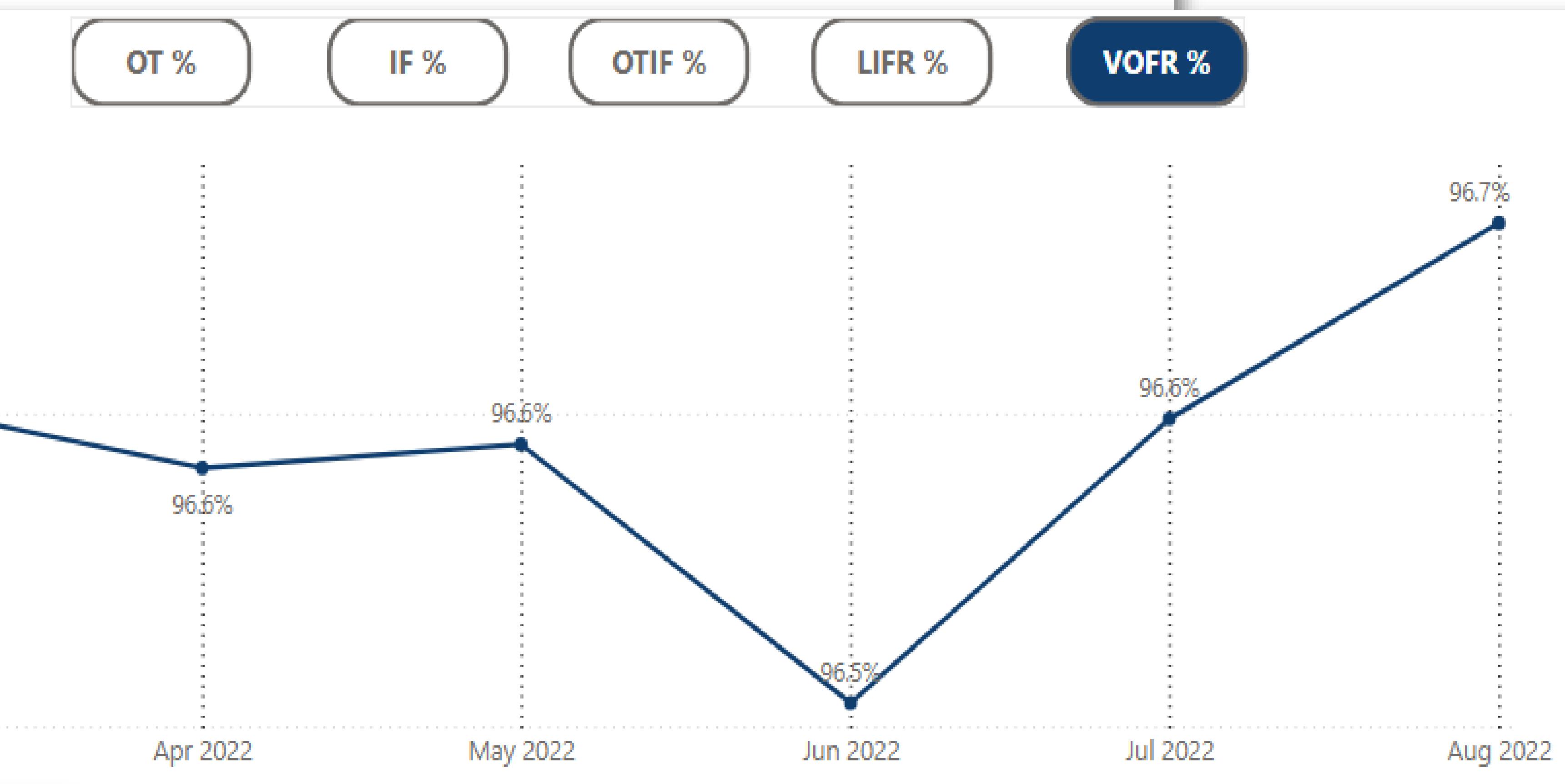
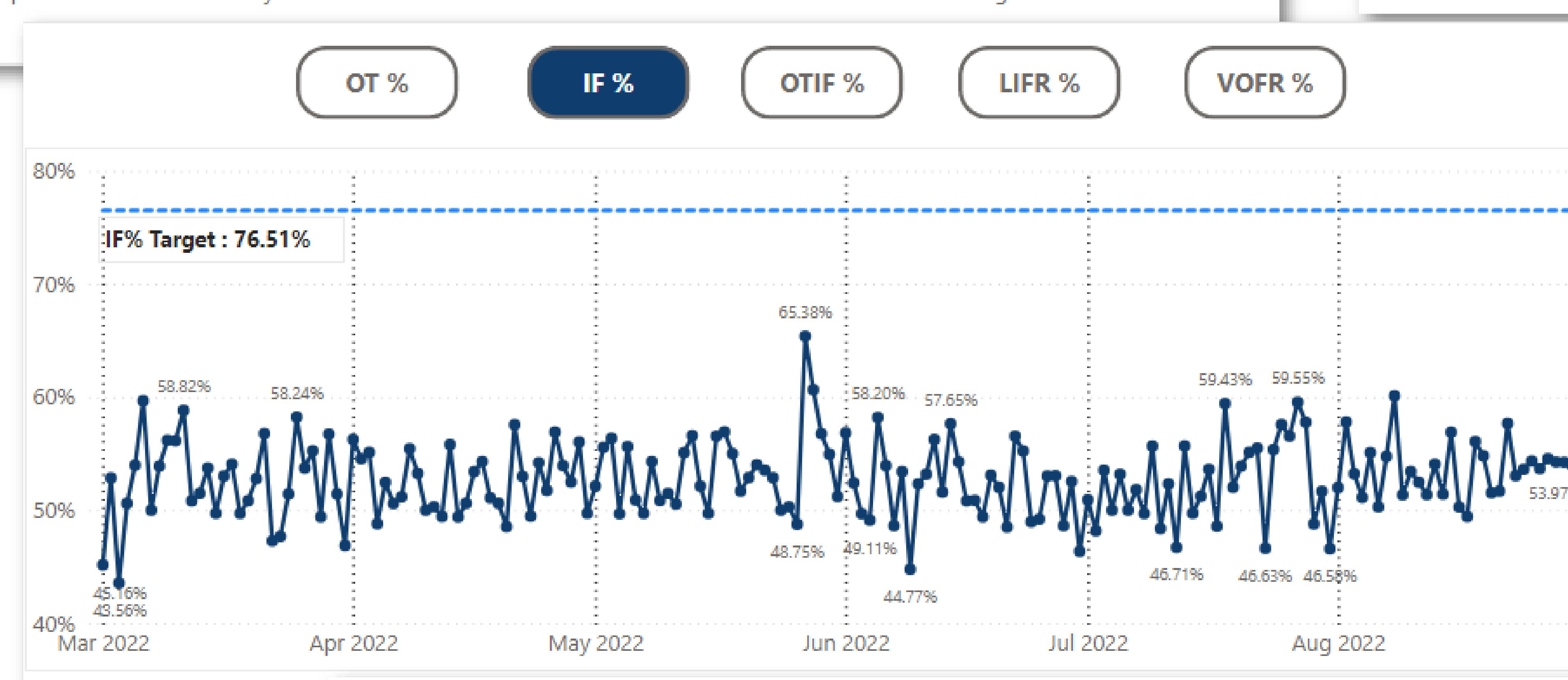
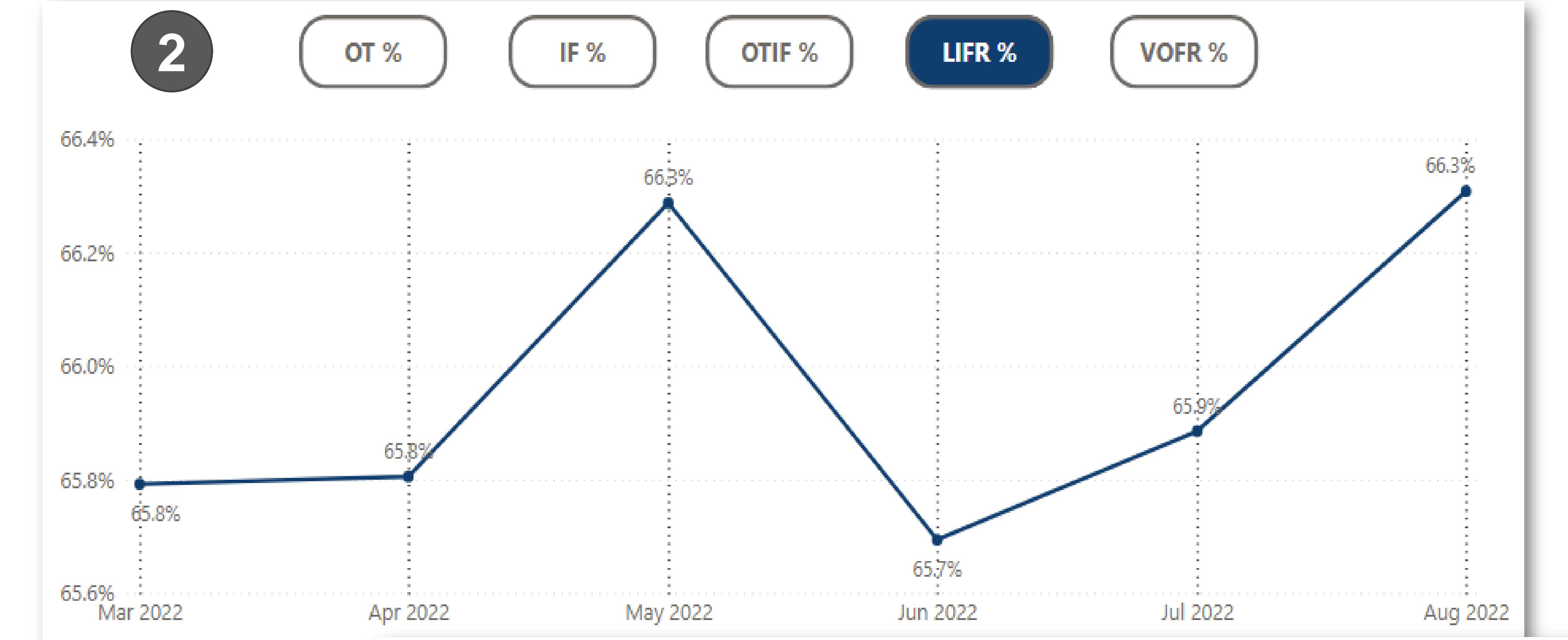
5 On average over 6 months, there is **a big gap** between realization and target, indicating that service performance tracking does not exist before

6 **Bad performance** in all coverage area is a sign that AtliQ Mart should **re-evaluate** their service team or vendor



INSIGHTS & KEY FINDINGS

KEY METRIC TRENDS

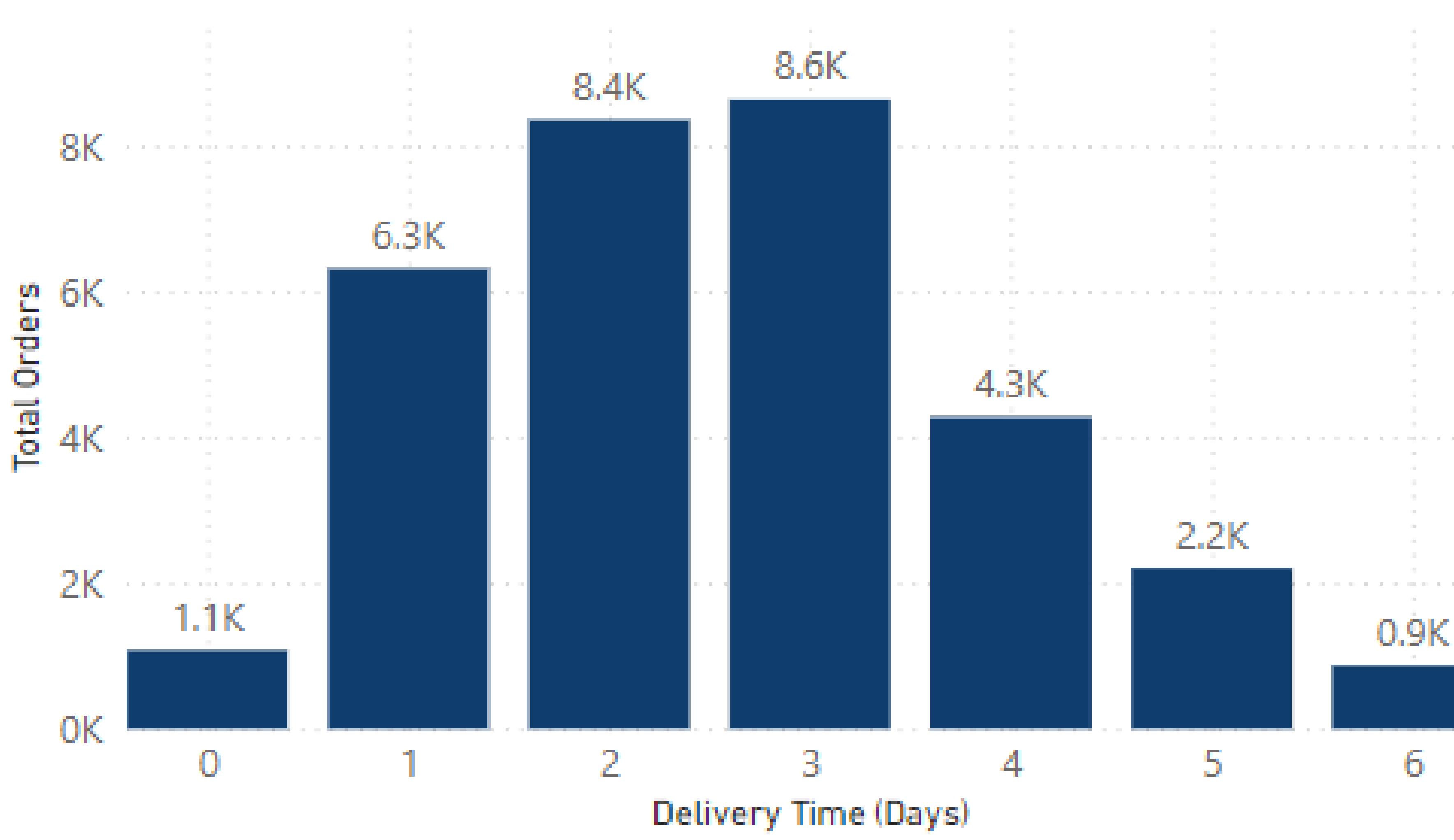


1 OT%, IF % and OTIF % have **never reached** target during past 6 month

2 LIFR% and VOFR% have **improved** in the last 3 months

INSIGHTS & KEY FINDINGS

Total Orders by Delivery Time (Days)



1 Current delivery SLA is in the range 1 – 3 Days depends on agreement with Customer

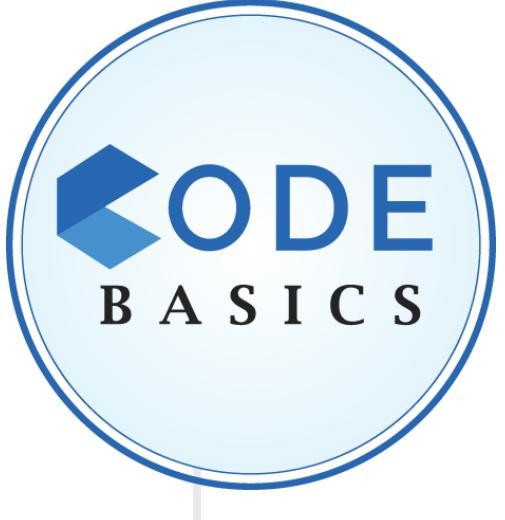
AtliQ Mart – Ahmedabab City : 75 Km

AtliQ Mart – Surat City : 200 Km

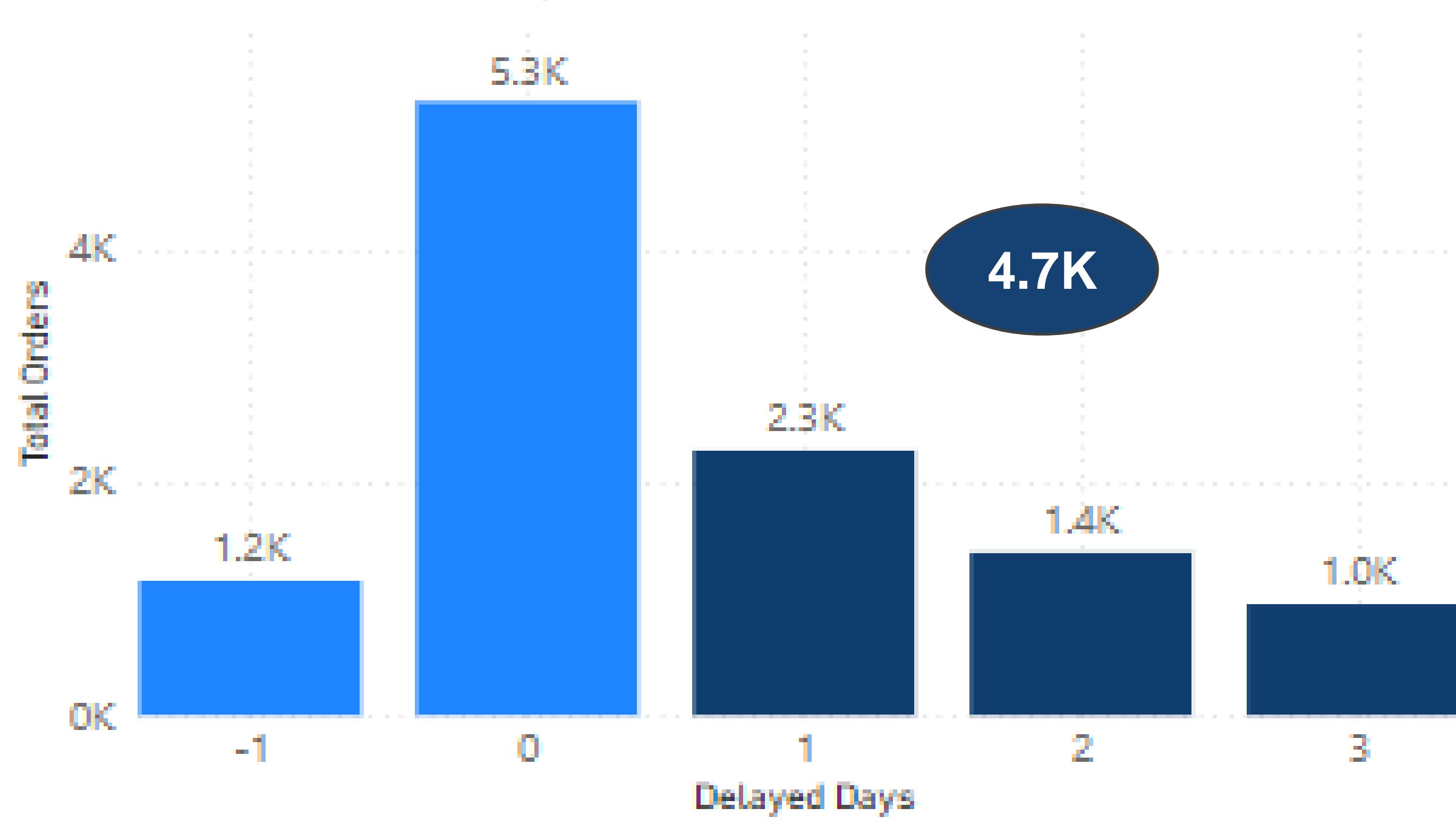
AtliQ Mart – Vadodara City : 45 Km

2 In the condition where Delivery SLA of 3 days, **at least 7.4k orders are late**, this is a problem considering that the customers are not individuals but shops that need ready-to-use stock

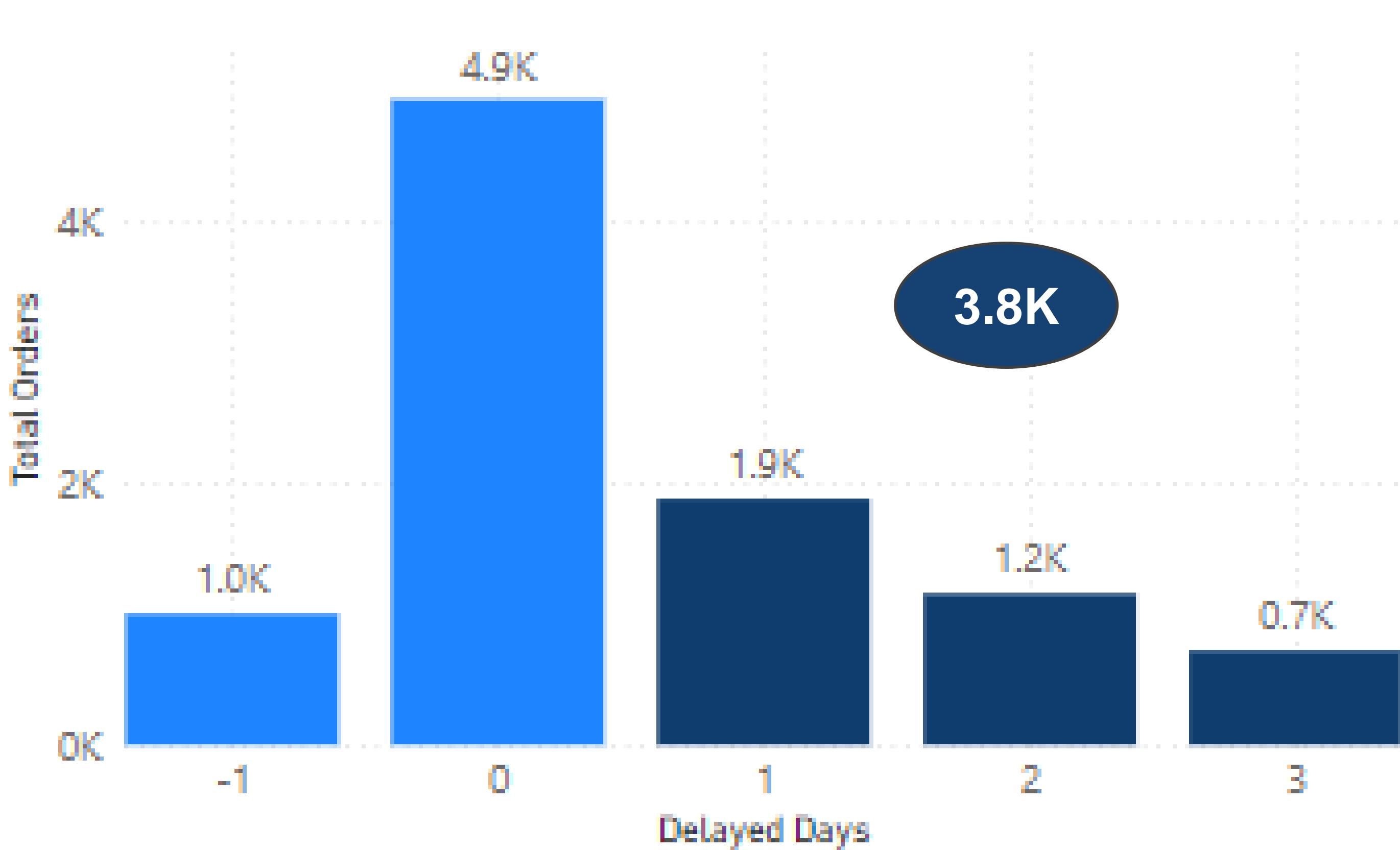
LEAD TIME ANALYSIS



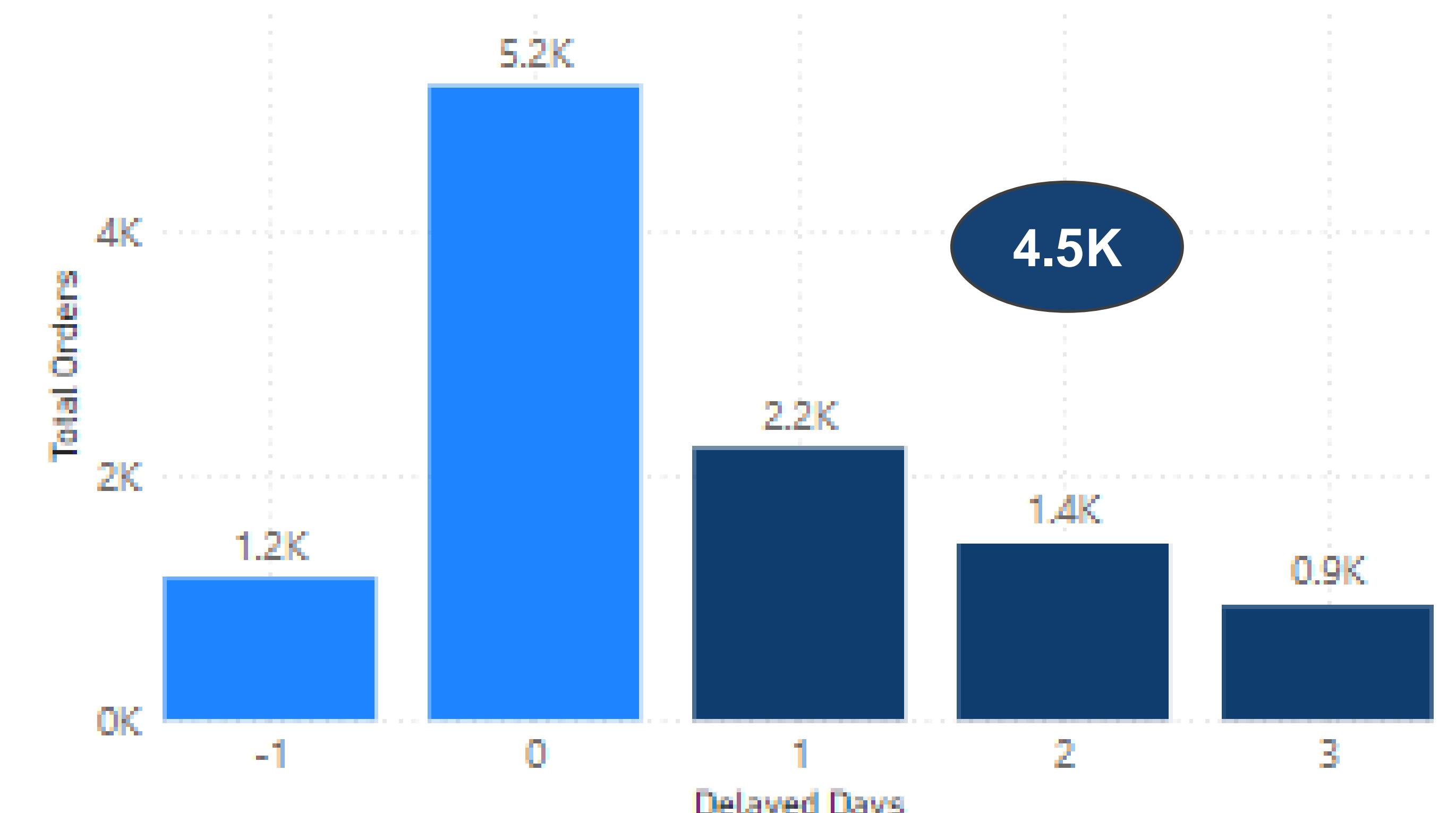
Ahmedabab City



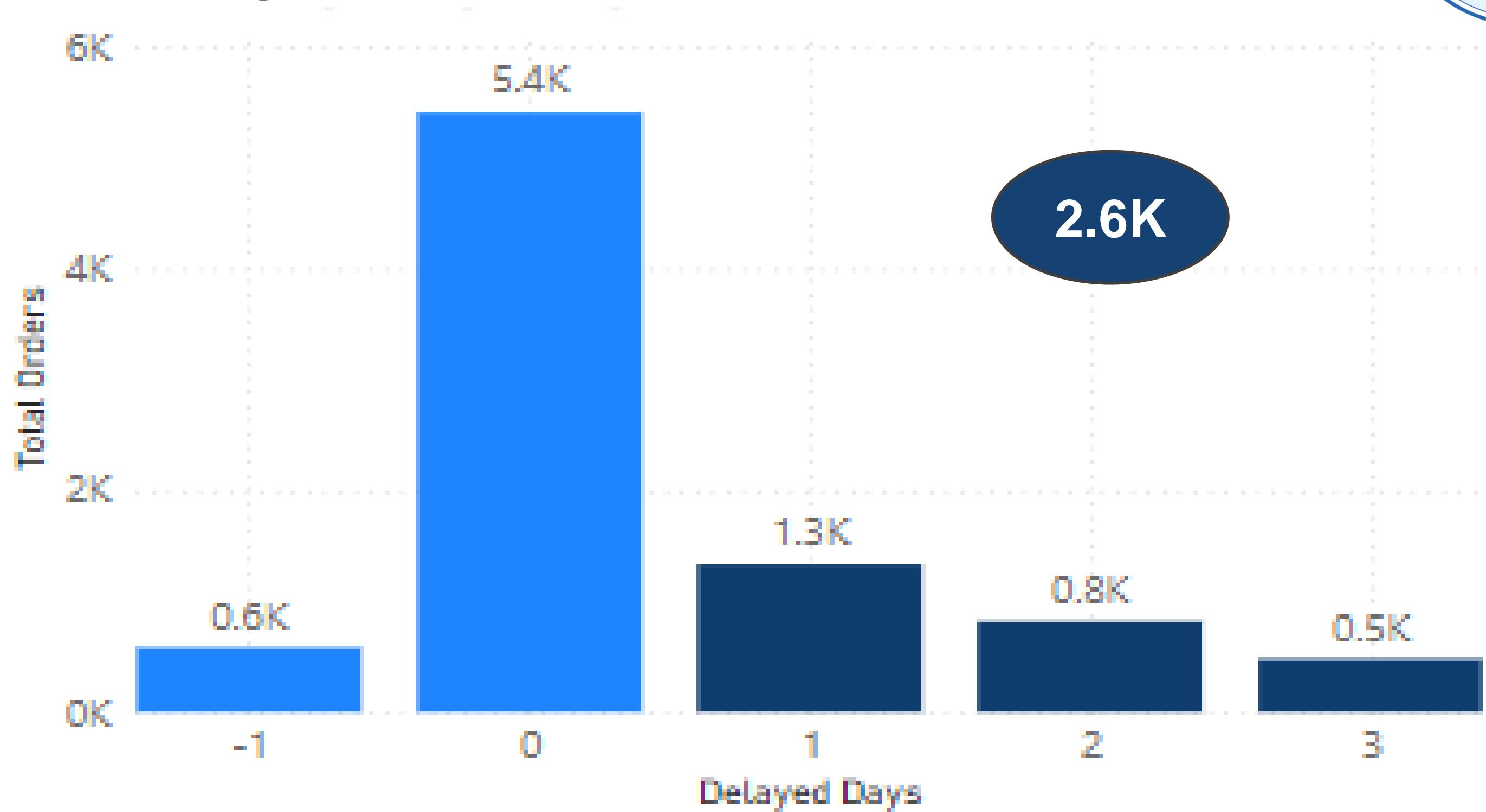
Surat City



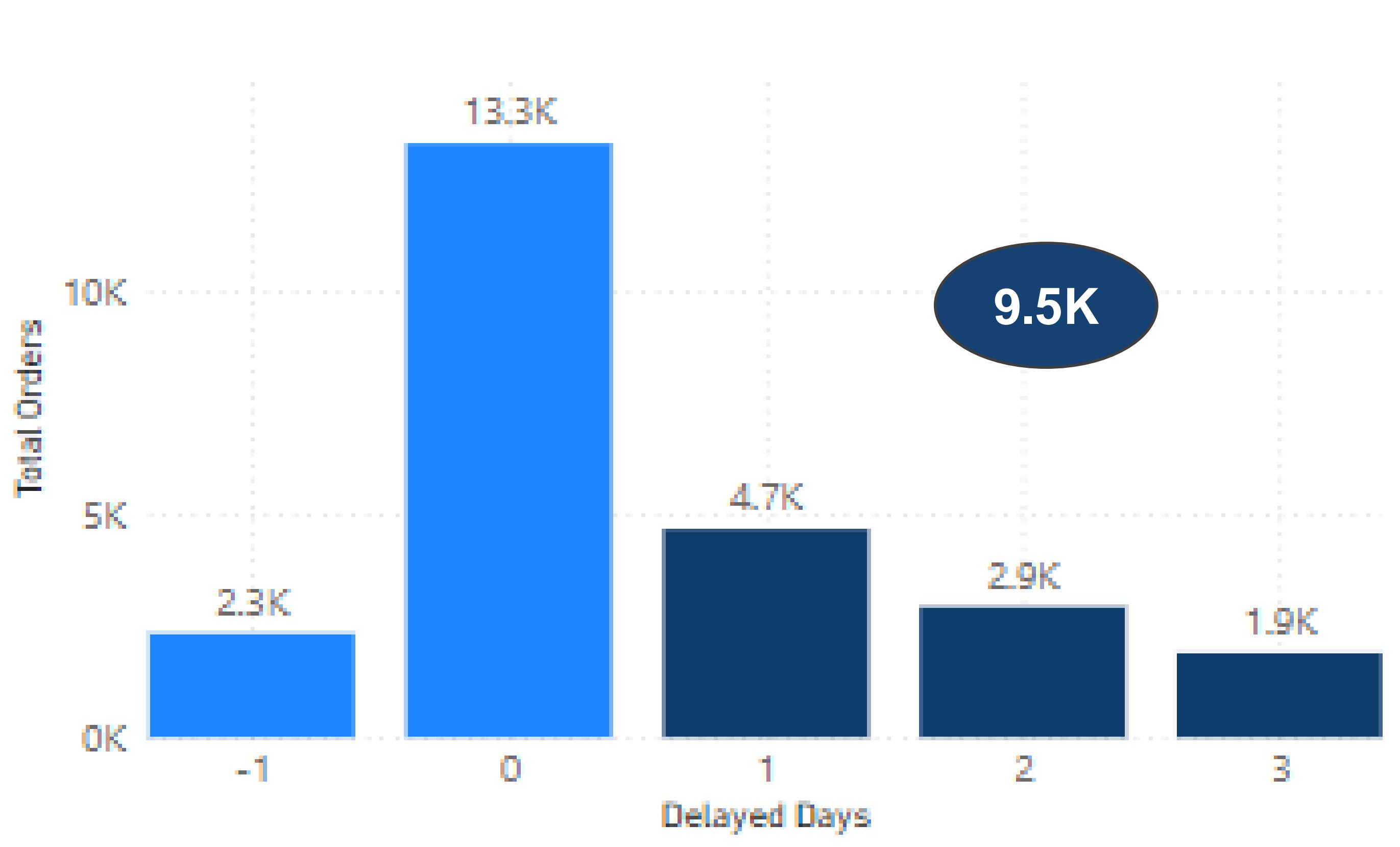
Vadodara City



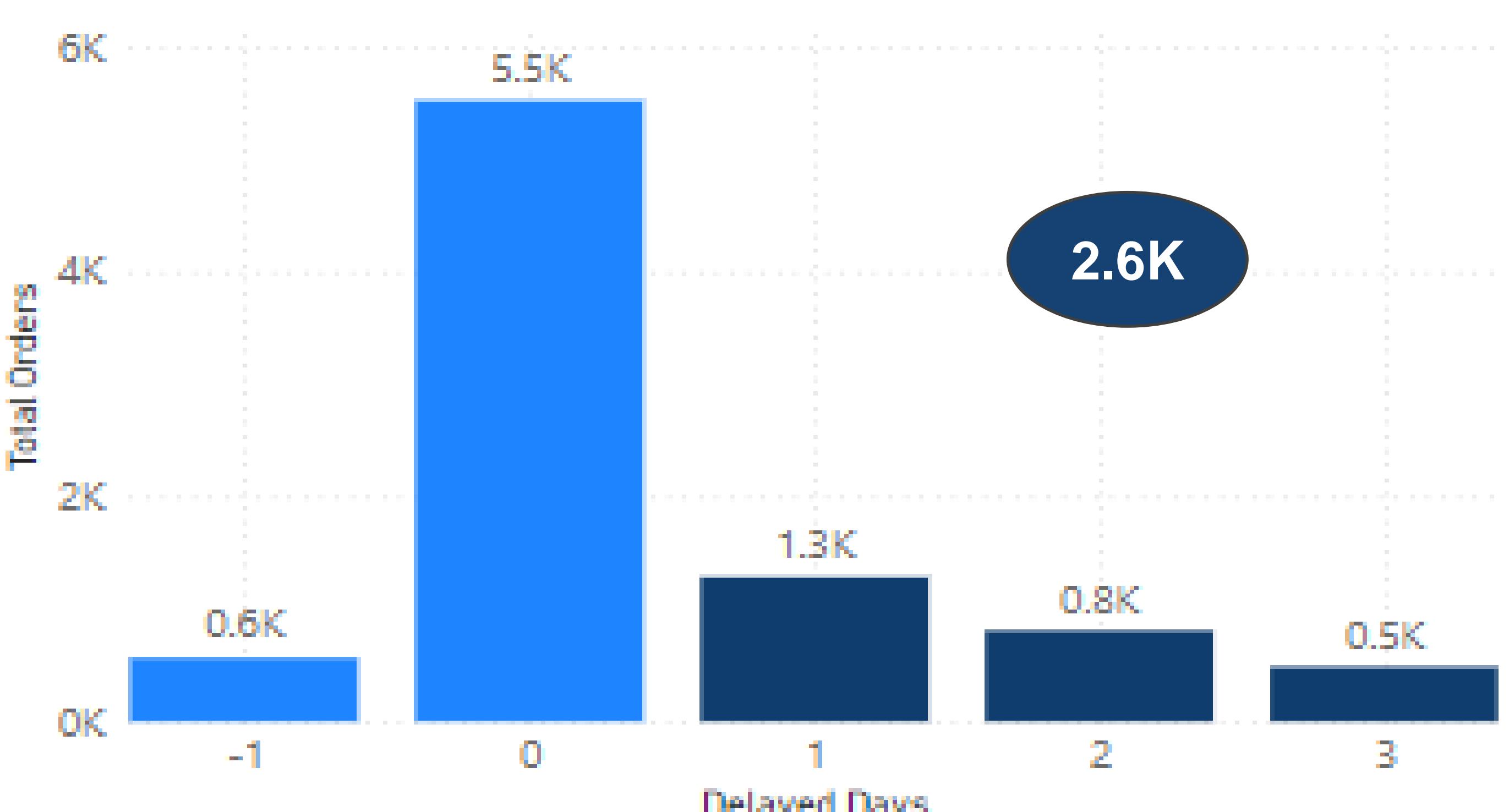
Beverage



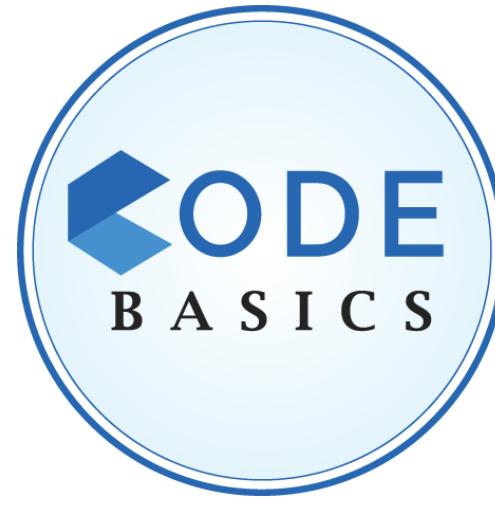
Dairy



Food



INSIGHTS & KEY FINDINGS



PRODUCT INSIGHTS

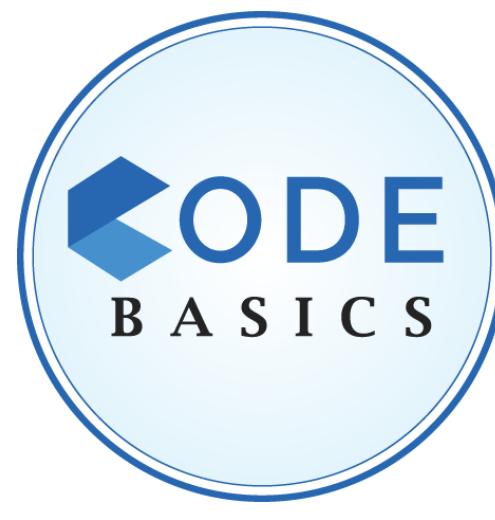
| category | Total Orders | LIFR % | LIFR% Trends | VOFR % | VOFR% Trends |
|-----------------|--------------|--------|--------------|--------|--------------|
| Dairy | 25160 | 65.9% | | 96.6% | |
| AM Butter 500 | 3272 | 65.2% | | 96.5% | |
| AM Ghee 150 | 3209 | 66.7% | | 96.7% | |
| AM Ghee 250 | 3200 | 65.3% | | 96.5% | |
| AM Milk 250 | 3197 | 65.9% | | 96.6% | |
| AM Curd 50 | 3187 | 65.5% | | 96.6% | |
| AM Milk 100 | 3184 | 65.5% | | 96.5% | |
| AM Curd 100 | 3177 | 66.7% | | 96.6% | |
| AM Butter 100 | 3170 | 66.7% | | 96.6% | |
| AM Milk 500 | 3139 | 67.5% | | 96.7% | |
| AM Curd 250 | 3138 | 67.0% | | 96.7% | |
| AM Butter 250 | 3125 | 63.5% | | 96.4% | |
| AM Ghee 100 | 3098 | 65.8% | | 96.6% | |
| Food | 8663 | 66.4% | | 96.6% | |
| AM Biscuits 500 | 3195 | 66.1% | | 96.5% | |
| AM Biscuits 250 | 3186 | 65.2% | | 96.6% | |
| AM Biscuits 750 | 3158 | 68.0% | | 96.9% | |
| Beverages | 8622 | 65.5% | | 96.5% | |
| AM Tea 500 | 3184 | 66.1% | | 96.5% | |
| AM Tea 250 | 3143 | 65.2% | | 96.5% | |
| AM Tea 100 | 3134 | 65.3% | | 96.6% | |
| Total | 31729 | 66.0% | | 96.6% | |

Very poor performance of Logistic & Warehouse Team

- 1 A third of orders **have incomplete** product quantities
- 2 Eventough VOFR % is quite good, it still cannot be hidden that **customers will be dissatisfied**
- 3 AtliQ Mart warehouse and logistics team **need to be evaluated** due to low LIFR% for all products

INSIGHTS & KEY FINDINGS

CUSTOMER INSIGHTS & CONCLUSION



| Customer | Total Orders | OT % | IF % | OTIF % | LIFR% | VOFR % |
|-------------------|--------------|---------------|---------------|---------------|--------------|--------------|
| Lotus Mart | 3550 | 28.11% | 53.35% | 16.34% | 60.1% | 96.0% |
| Acclaimed Stores | 3510 | 29.43% | 52.36% | 15.47% | 58.9% | 95.8% |
| Vijay Stores | 2468 | 72.45% | 44.98% | 28.28% | 59.2% | 95.9% |
| Rel Fresh | 2457 | 72.32% | 58.69% | 38.18% | 74.5% | 97.4% |
| Coolblue | 2437 | 29.13% | 44.73% | 13.75% | 51.5% | 95.1% |
| Propel Mart | 2424 | 73.64% | 59.74% | 40.92% | 75.6% | 97.7% |
| Logic Stores | 1676 | 70.82% | 60.14% | 38.78% | 74.4% | 97.5% |
| Info Stores | 1669 | 70.94% | 41.16% | 25.52% | 53.1% | 95.2% |
| Expression Stores | 1662 | 69.92% | 60.83% | 38.39% | 75.3% | 97.5% |
| Sorefroz Mart | 1661 | 72.67% | 39.19% | 25.89% | 53.4% | 95.3% |
| Expert Mart | 1657 | 72.54% | 59.81% | 39.11% | 75.5% | 97.4% |
| Atlas Stores | 1646 | 71.81% | 59.78% | 39.55% | 75.5% | 97.6% |
| Chiptec Stores | 1642 | 71.62% | 60.35% | 38.73% | 75.6% | 97.6% |
| Elite Mart | 1637 | 72.45% | 37.94% | 24.37% | 52.7% | 95.3% |
| Viveks Stores | 1633 | 70.61% | 60.07% | 39.44% | 75.1% | 97.6% |
| Total | 31729 | 59.03% | 52.78% | 29.02% | 66.0% | 96.6% |



Yes, AtliQ Mart has been terrible for the last 6 months

The 3 customers who are most likely to **not renew** their contracts are Lotus Mart, Acclaimed Stores and Coolblue because of terrible service