

INSIGHTS & KEY FINDINGS

Created by:
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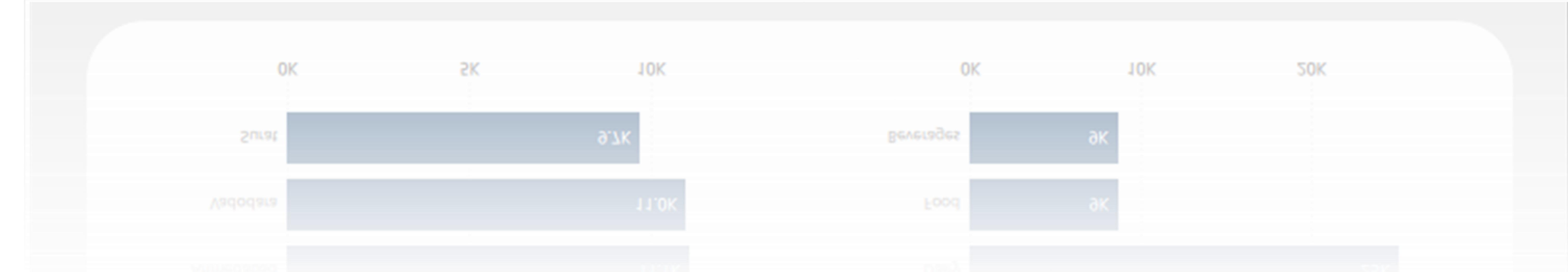
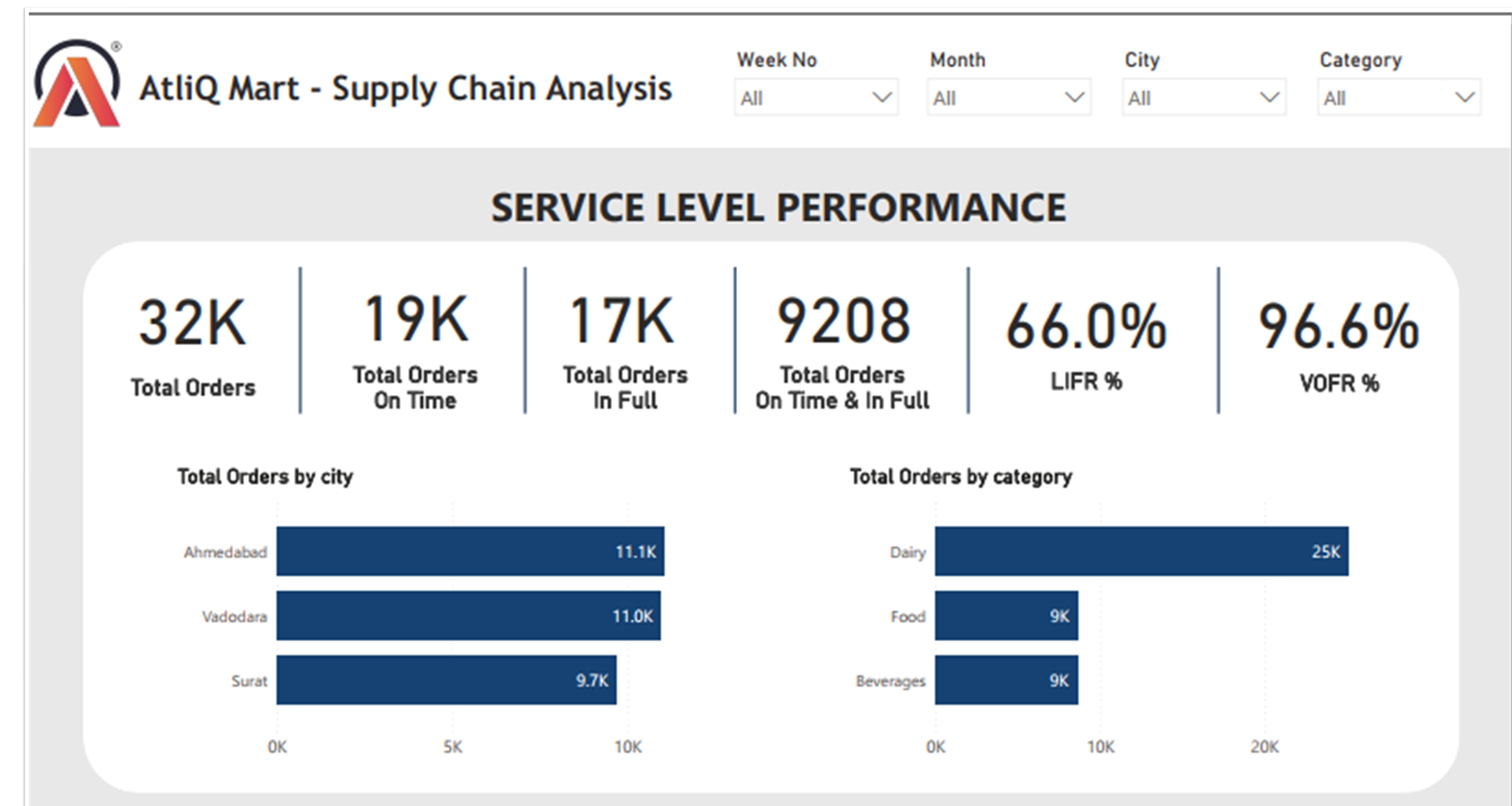
[Power BI Dashboard](#)



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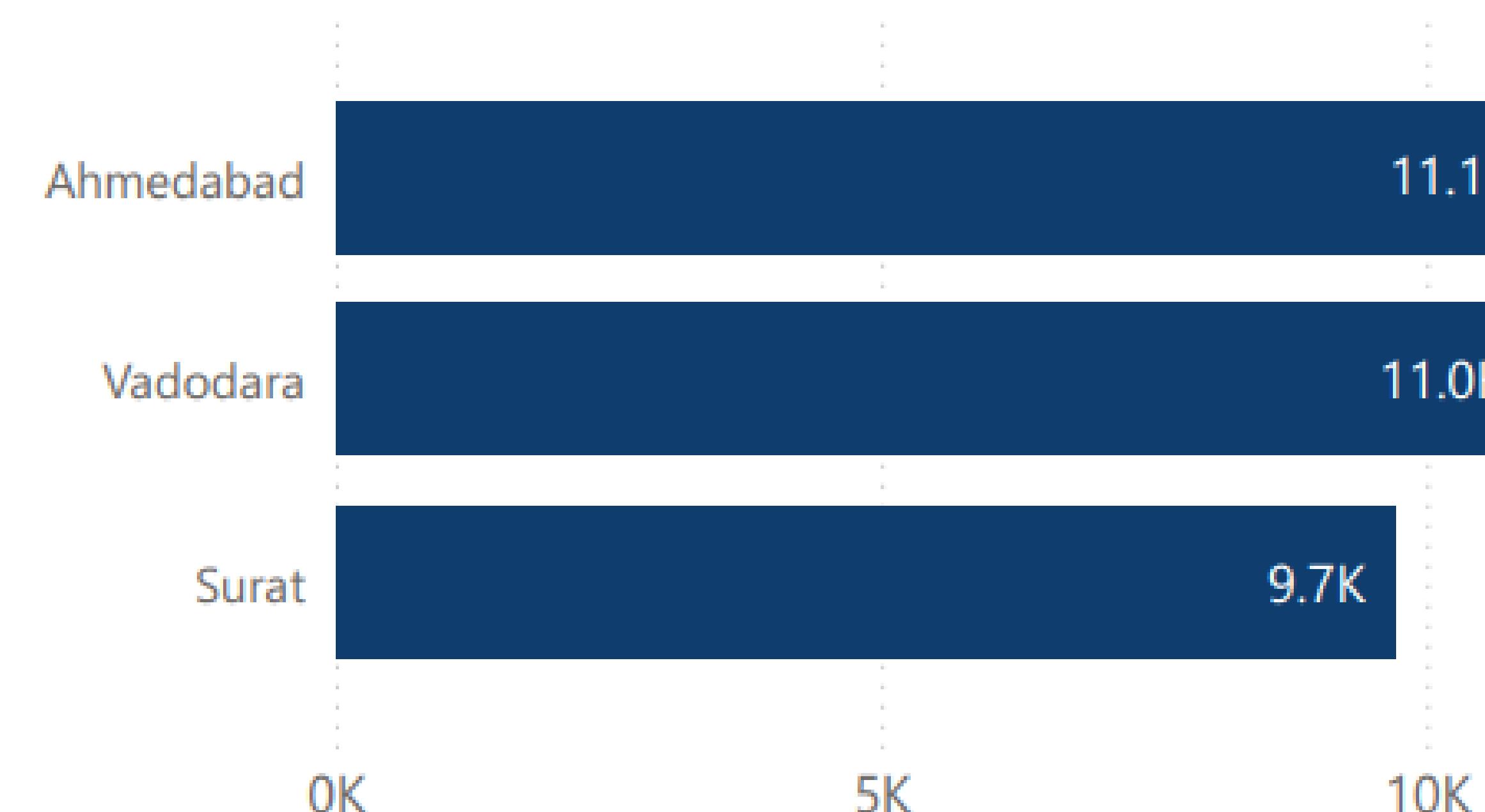


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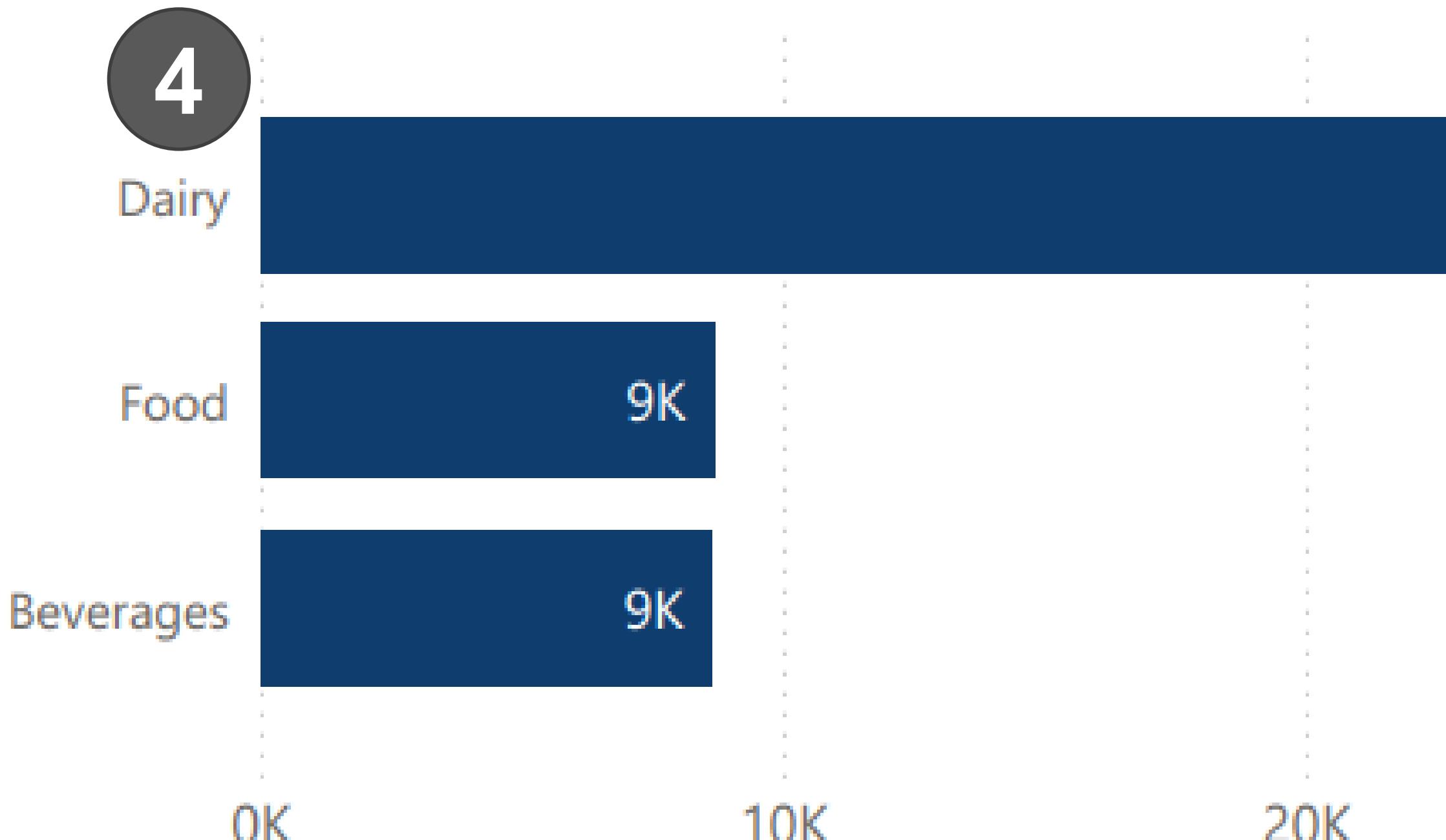
SERVICE LEVEL PERFORMANCE



Total Orders by city



Total Orders by category

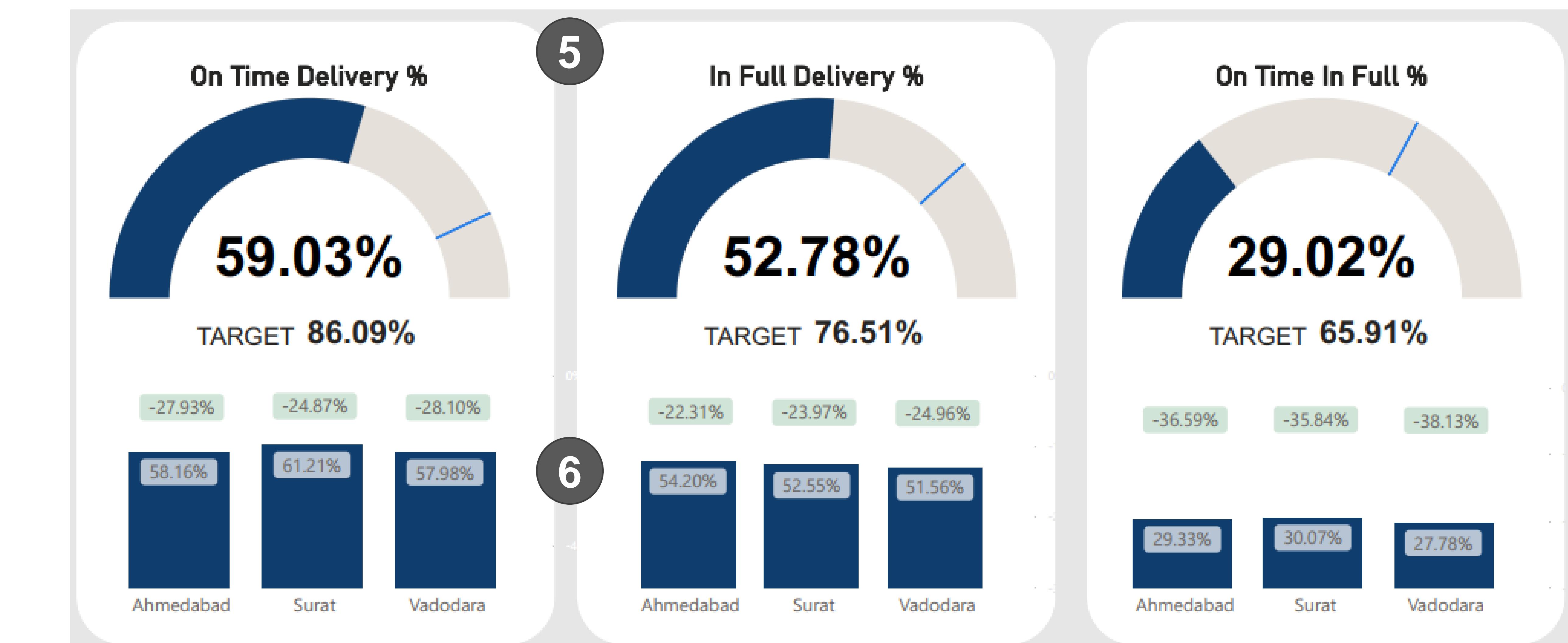


At a glance, it can be seen how bad AtliQ Mart's service

- 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

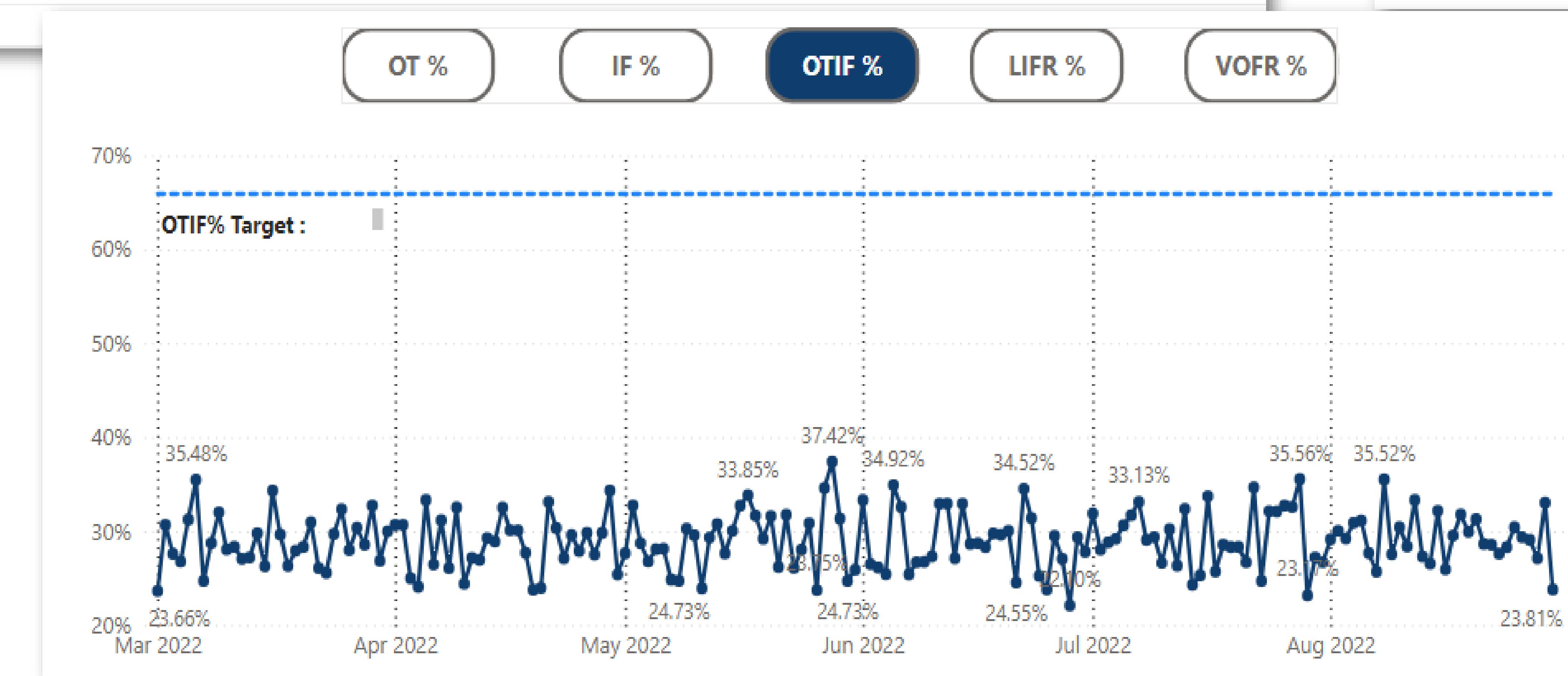
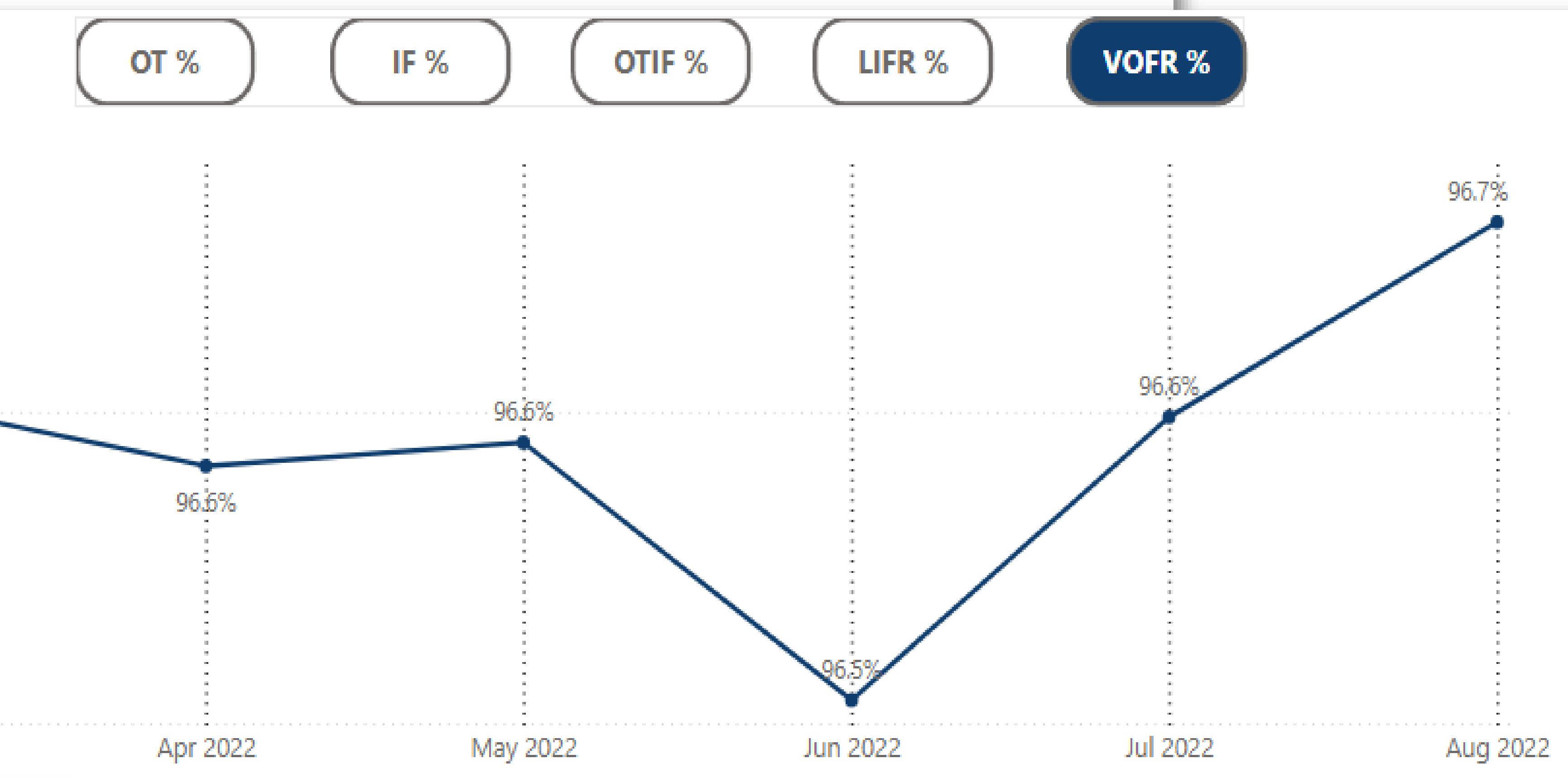
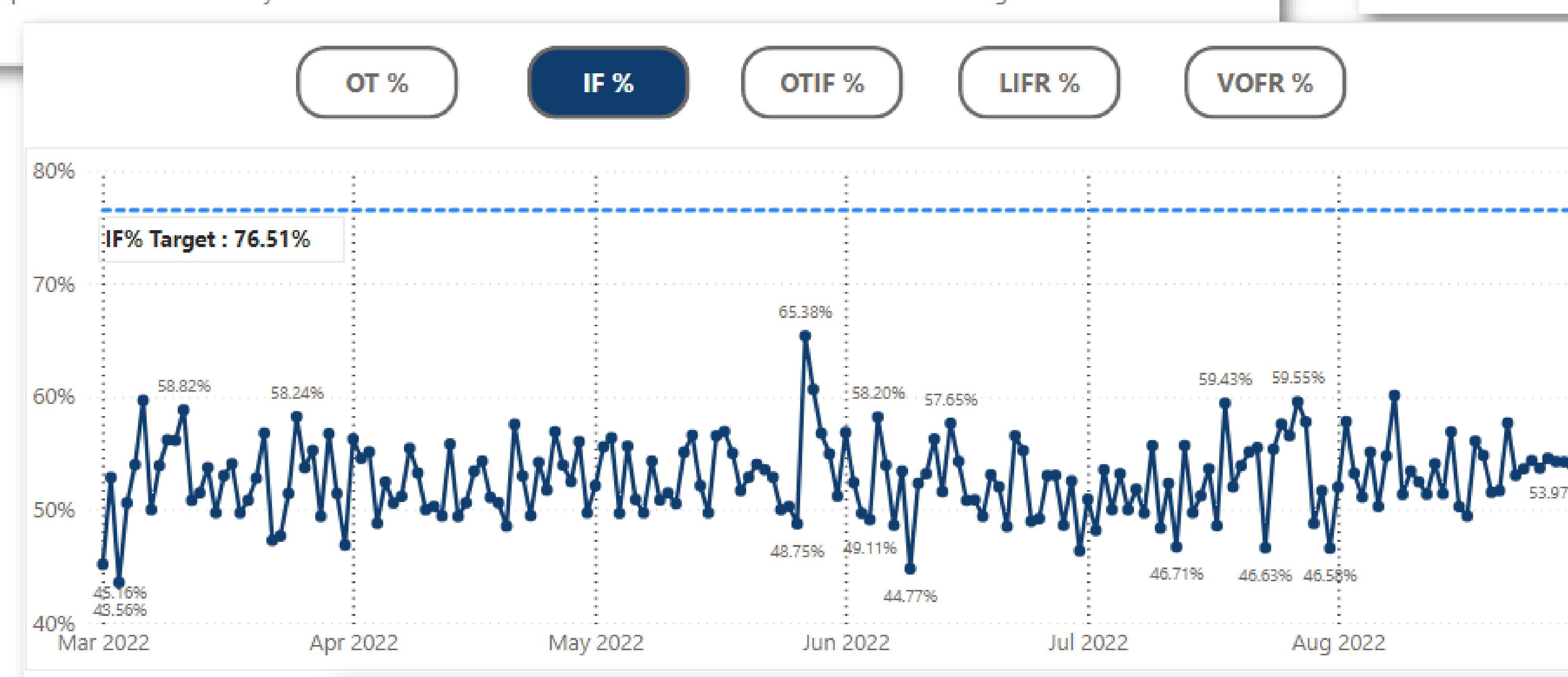
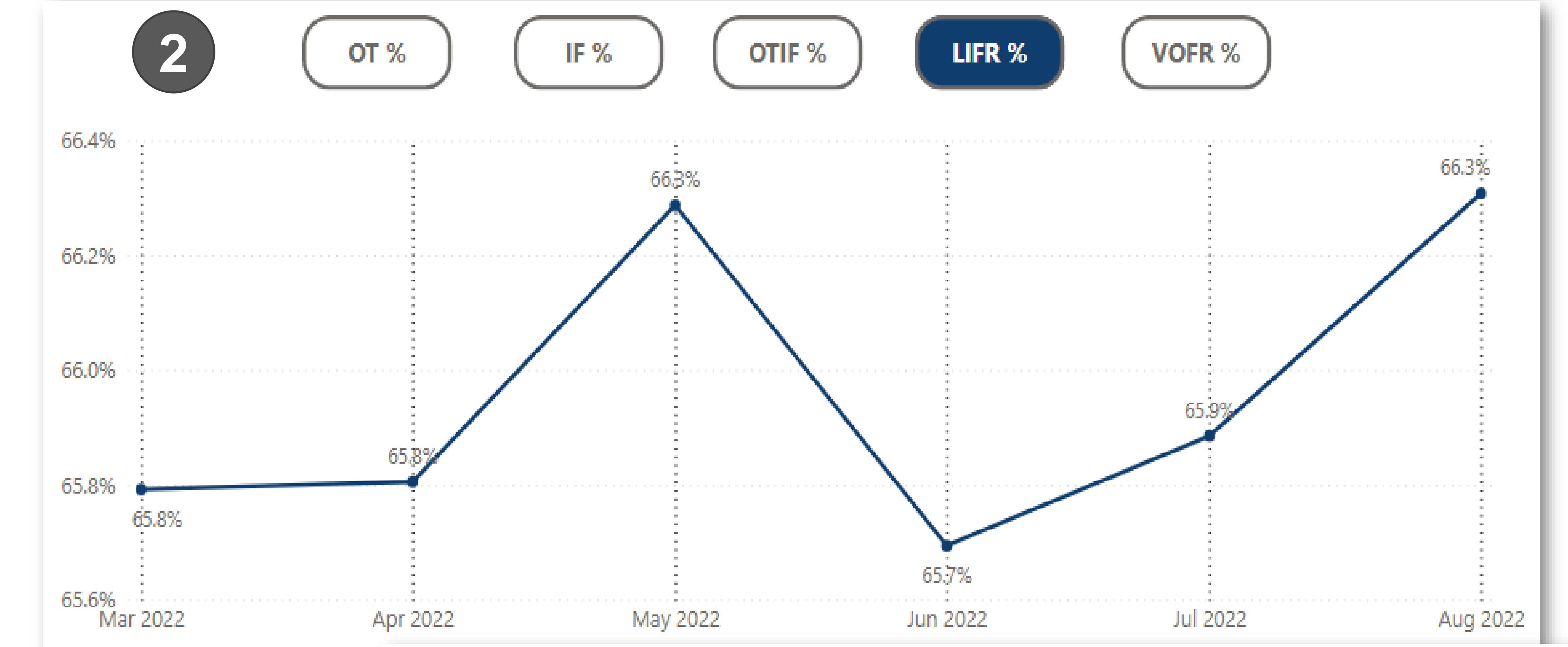
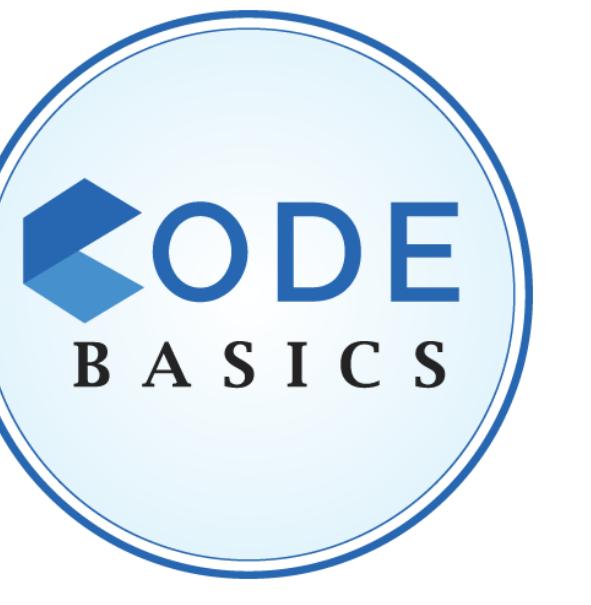
5 On average over 6 months, there is **a big gap** between realization and target, indicating that service performance tracking does not exist before

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

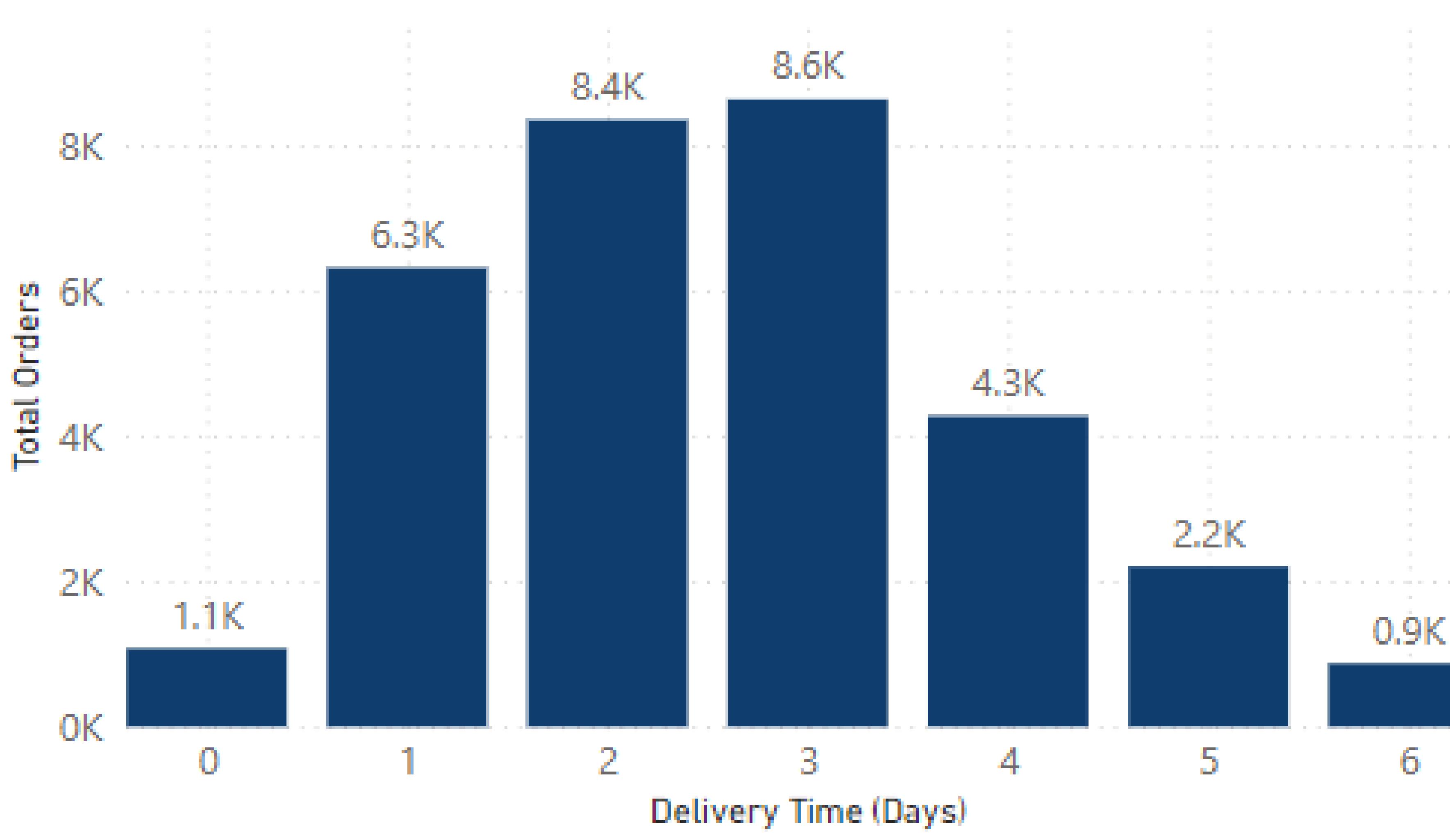


1 OT%, IF % and OTIF % have **never reached** target during past 6 month

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

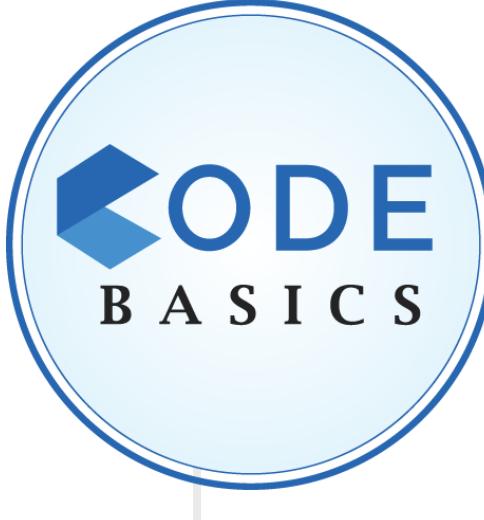
AtliQ Mart – Ahmedabab City : 75 Km

AtliQ Mart – Surat City : 200 Km

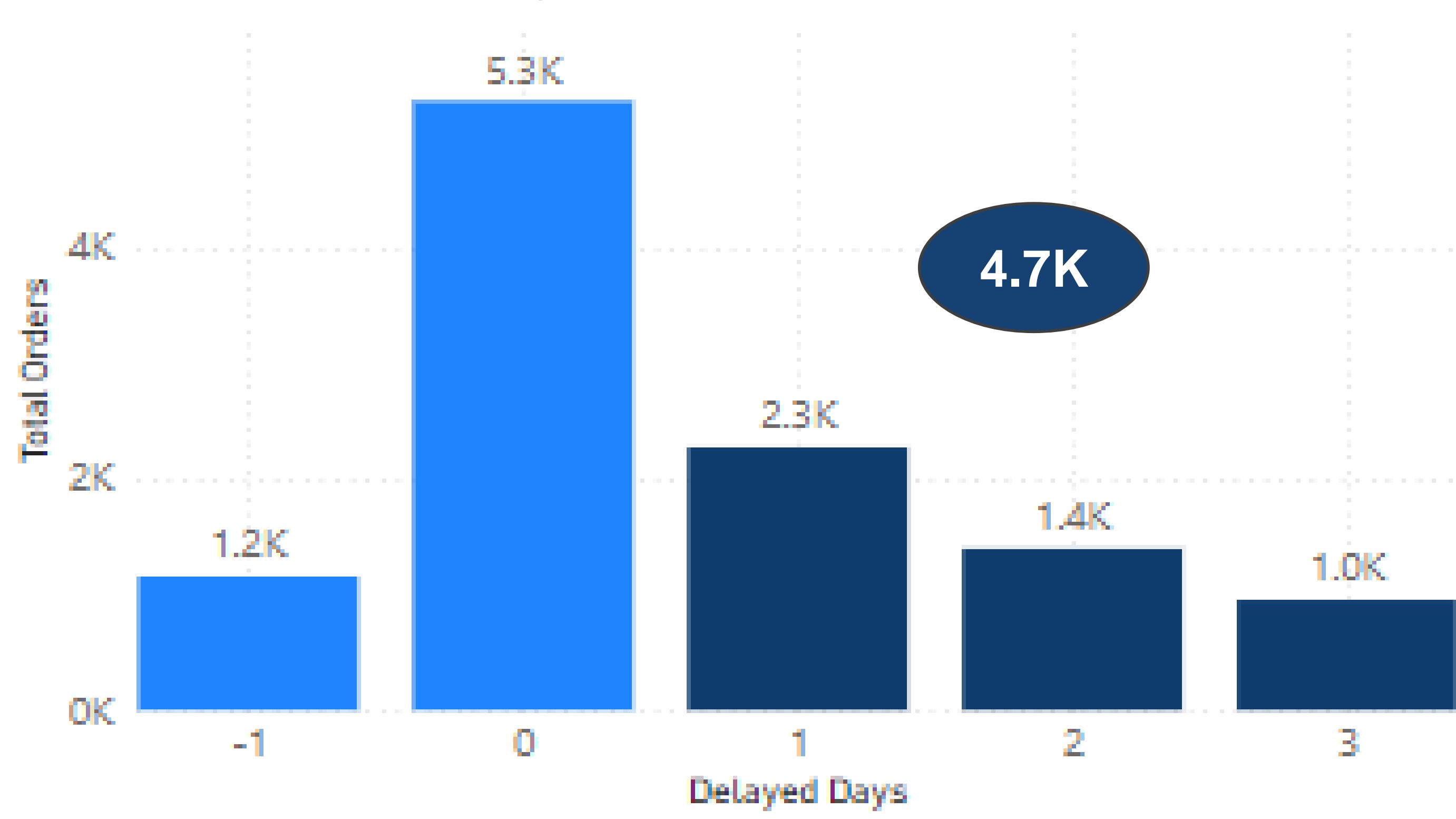
AtliQ Mart – Vadodara City : 45 Km

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

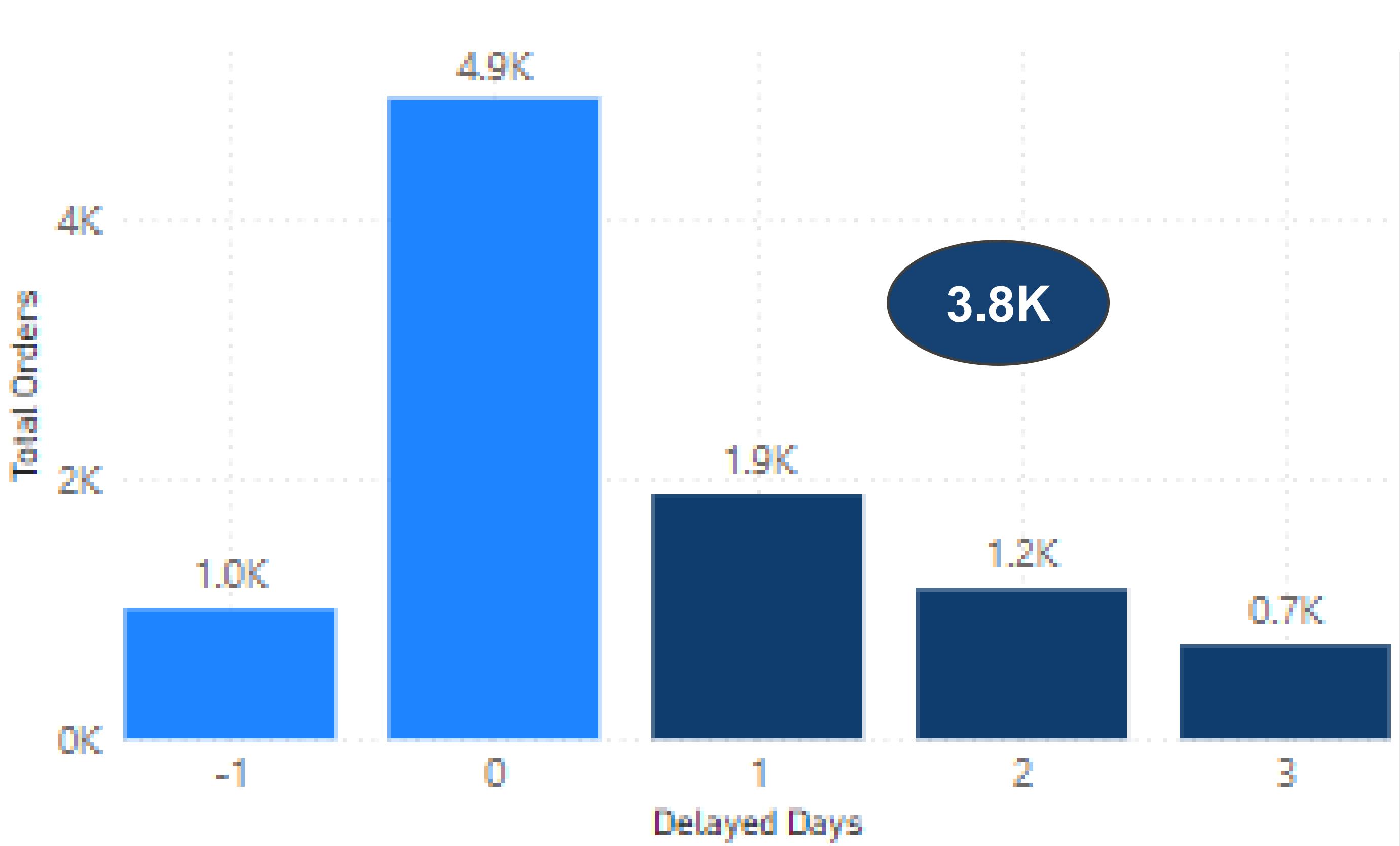
LEAD TIME ANALYSIS



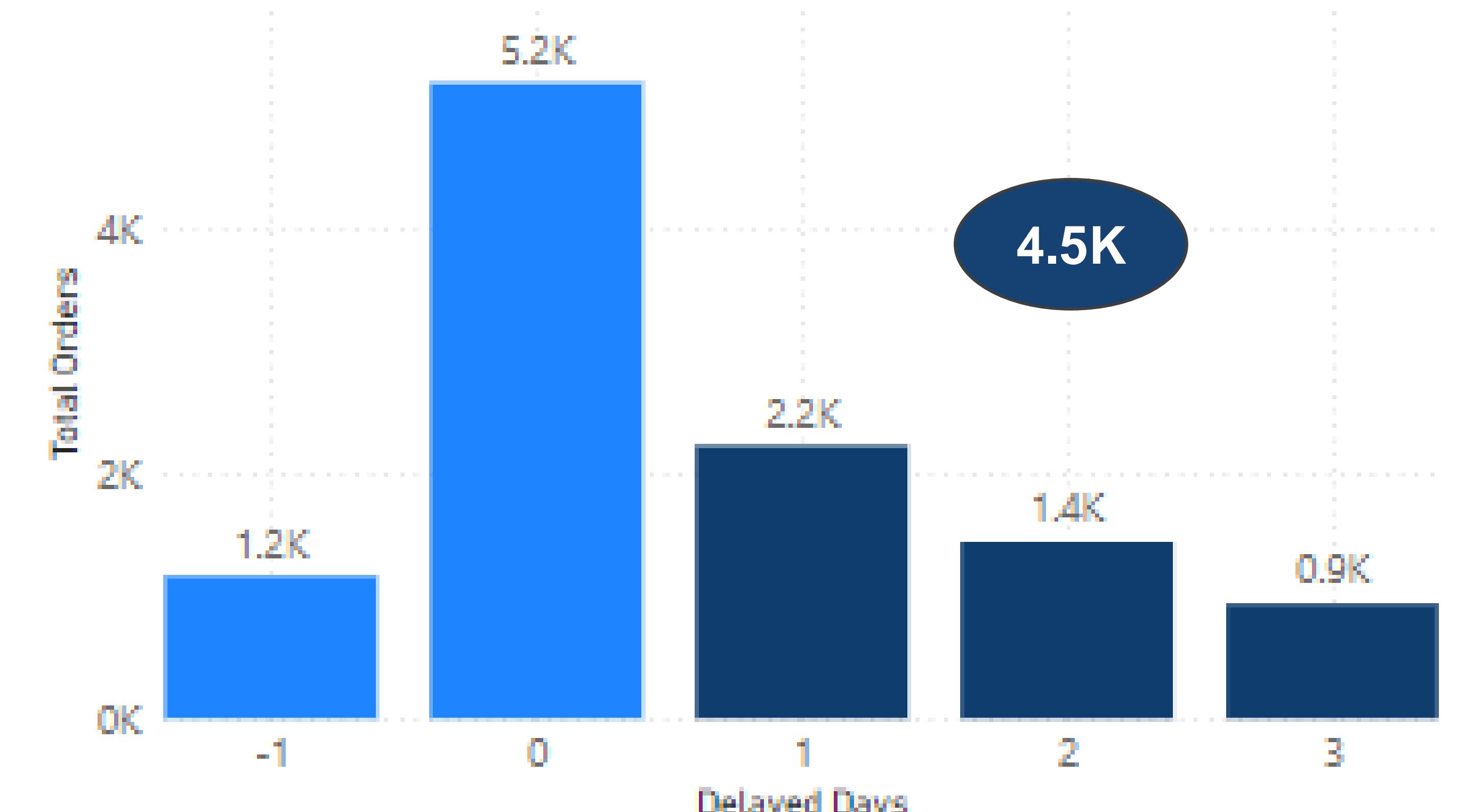
Ahmedabab City



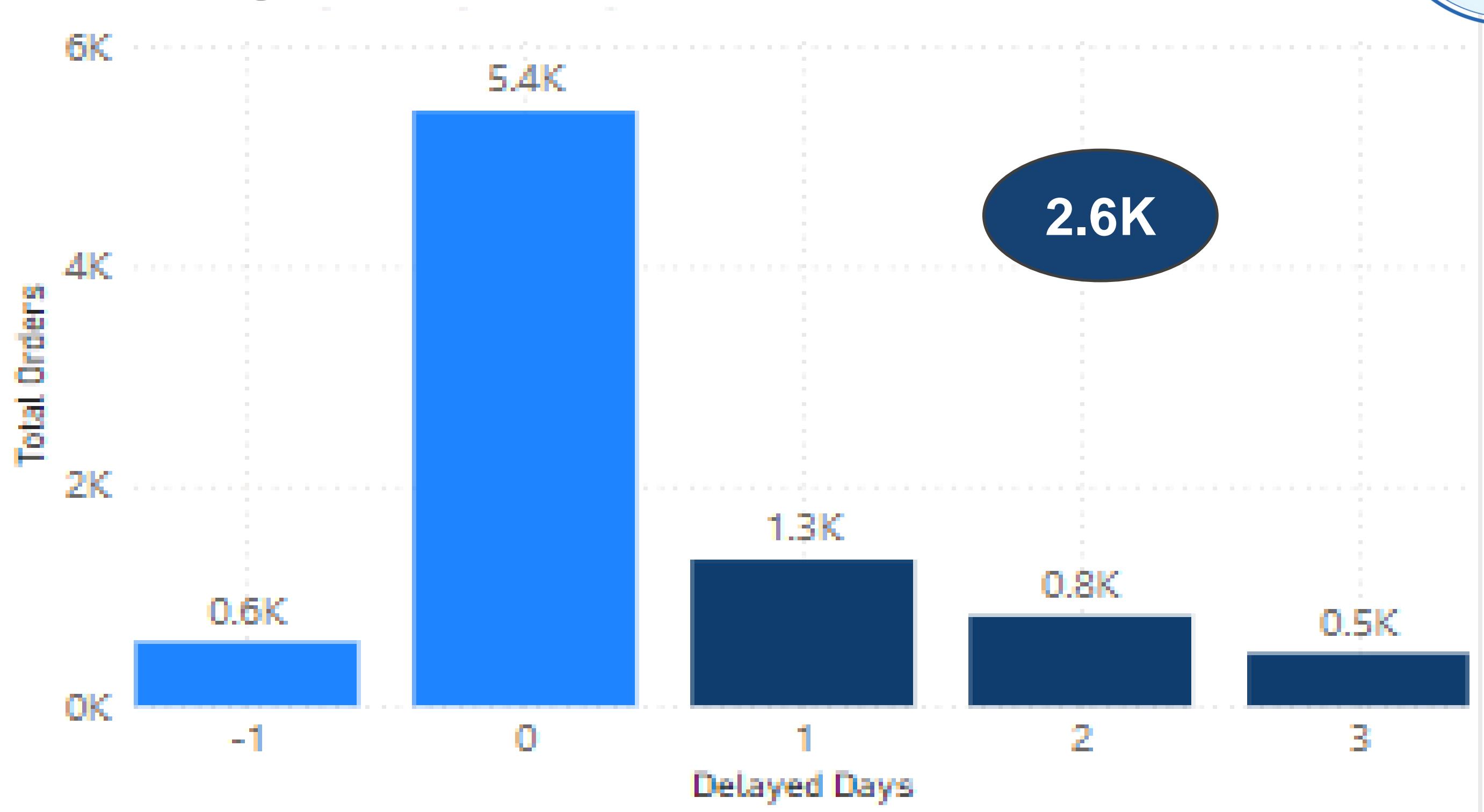
Surat City



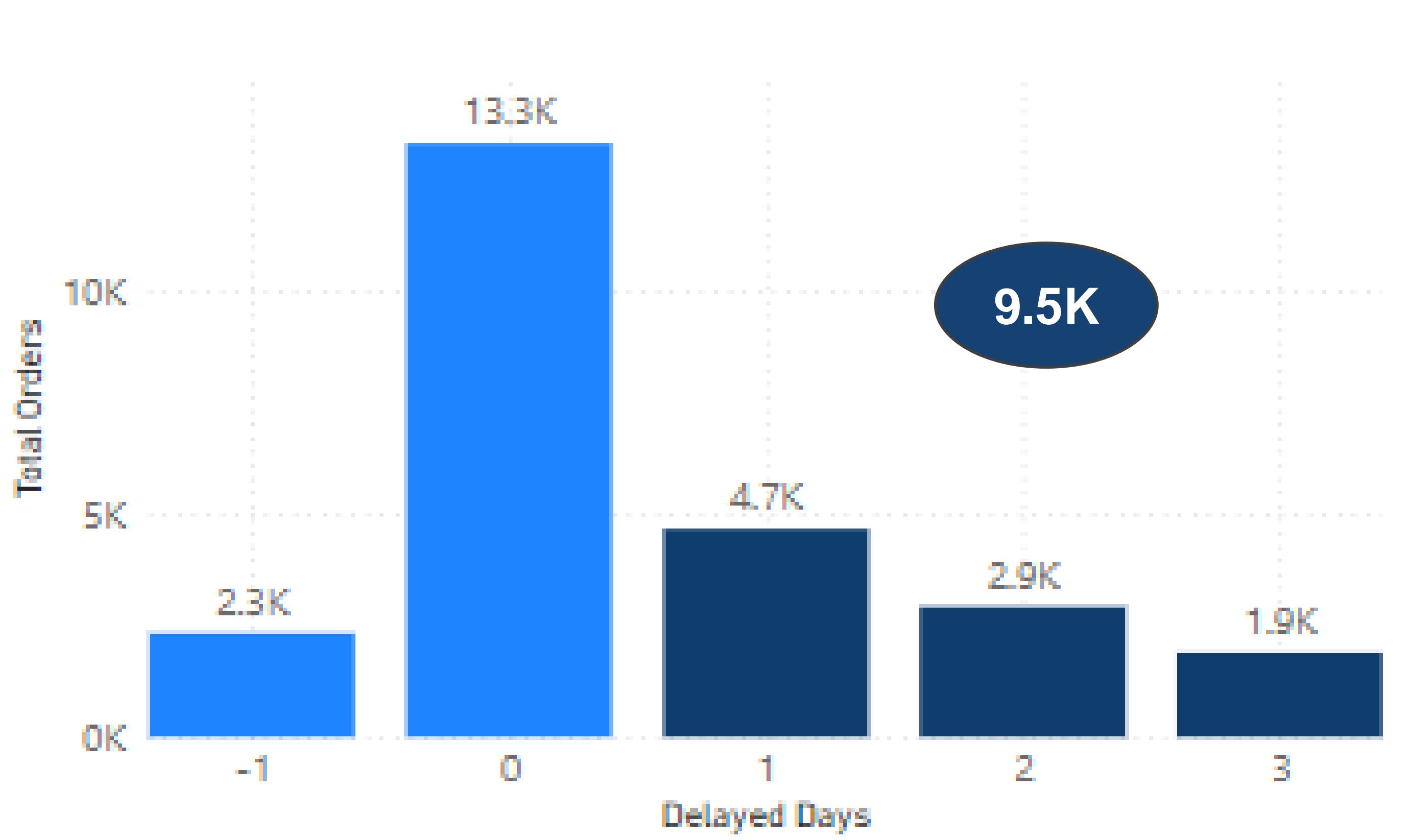
Vadodara City



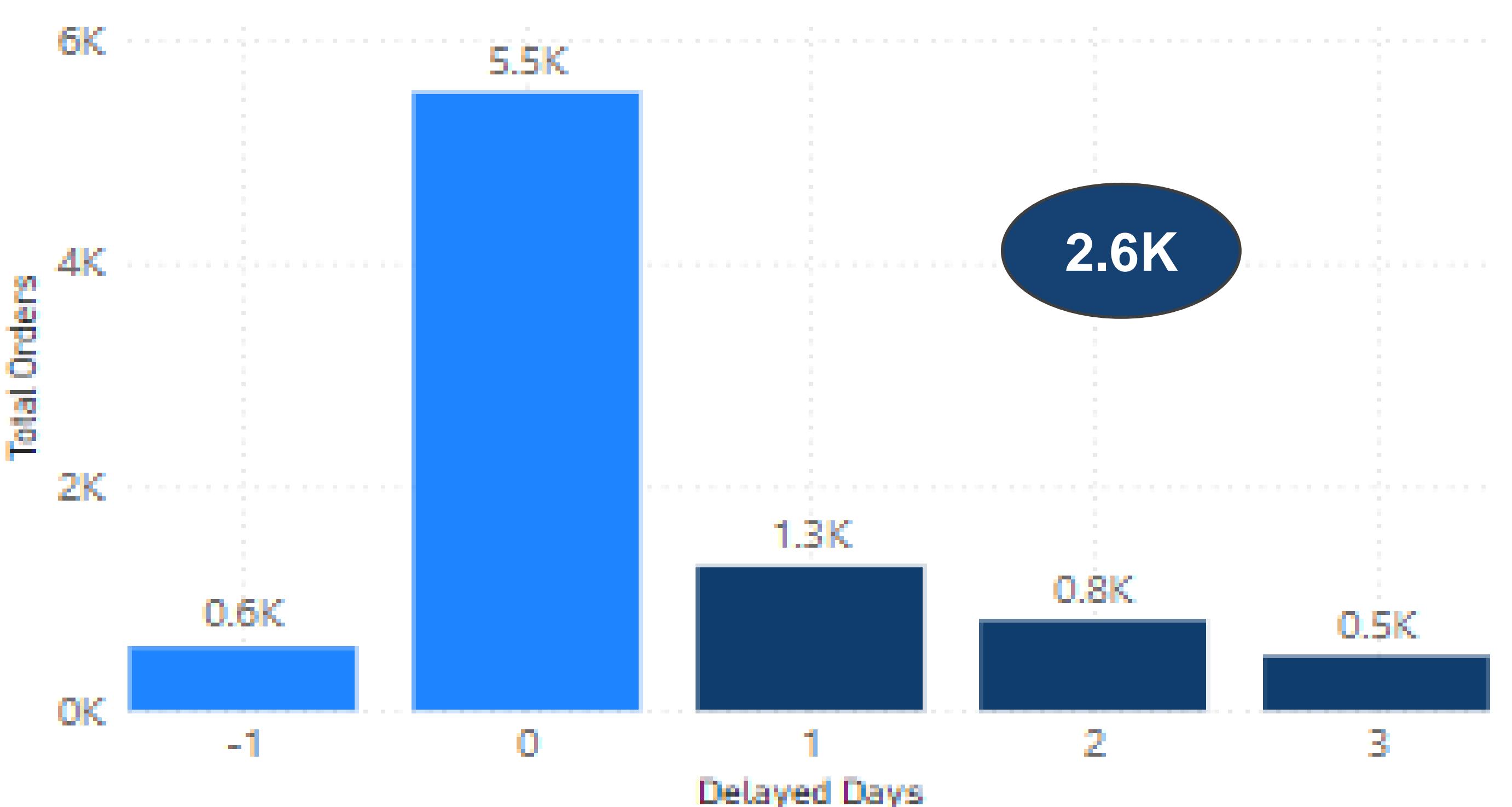
Beverage



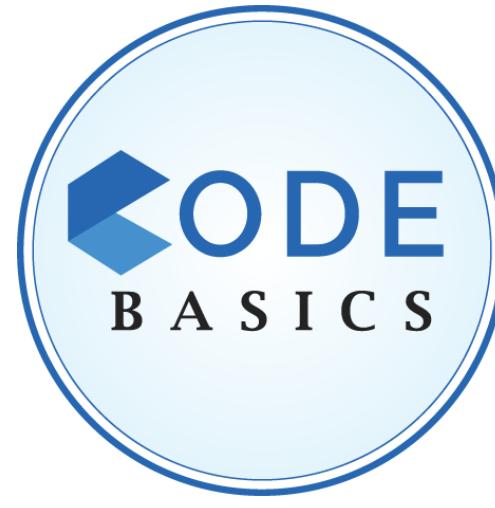
Dairy



Food



INSIGHTS & KEY FINDINGS



PRODUCT INSIGHTS

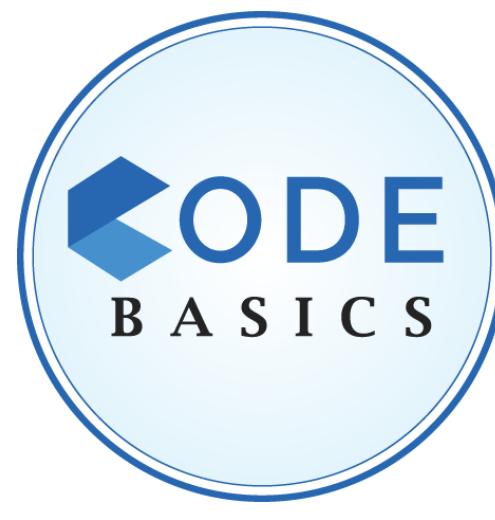
category	Total Orders	LIFR %	LIFR% Trends	VOFR %	VOFR% Trends
Dairy	25160	65.9%		96.6%	
AM Butter 500	3272	65.2%		96.5%	
AM Ghee 150	3209	66.7%		96.7%	
AM Ghee 250	3200	65.3%		96.5%	
AM Milk 250	3197	65.9%		96.6%	
AM Curd 50	3187	65.5%		96.6%	
AM Milk 100	3184	65.5%		96.5%	
AM Curd 100	3177	66.7%		96.6%	
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

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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