

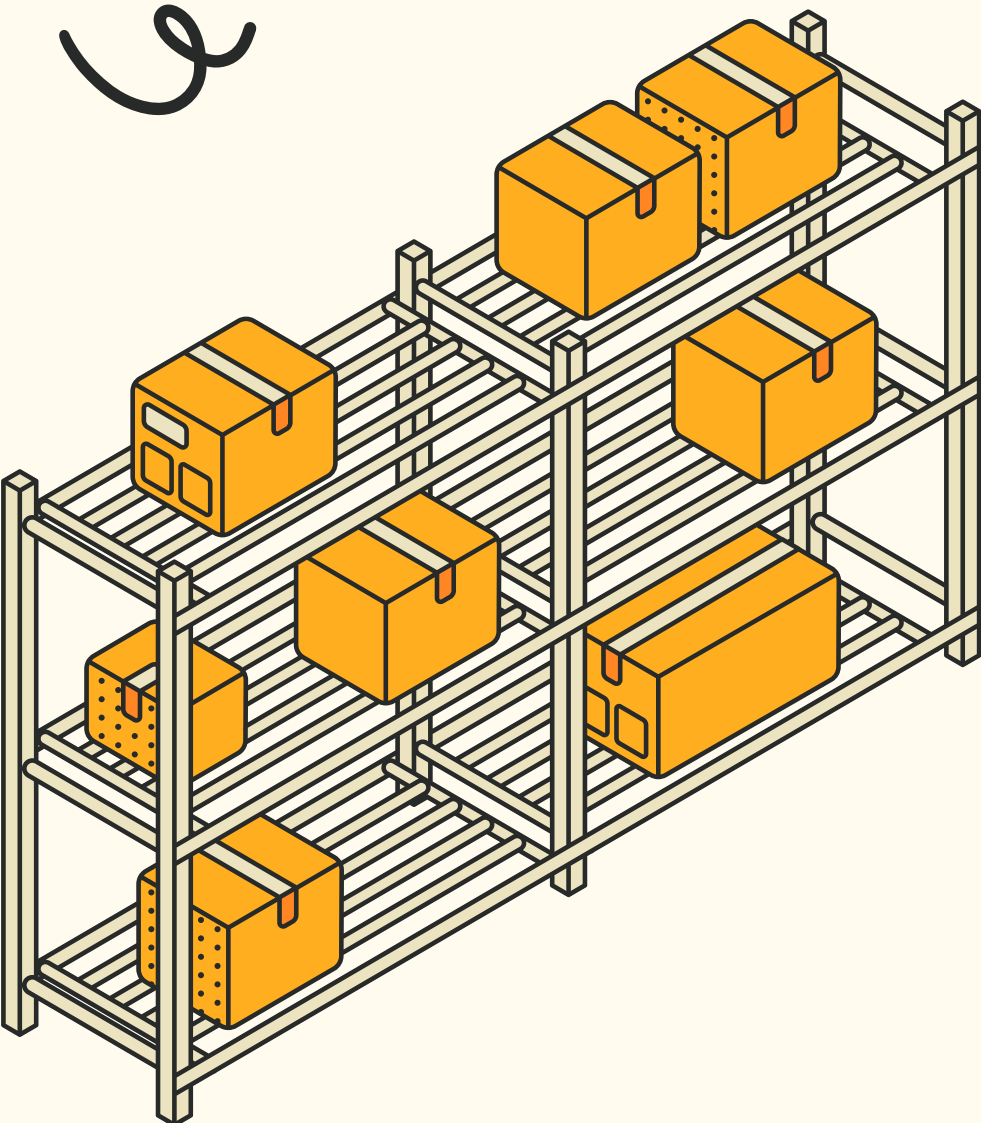


AtliQ Mart

# Supply Chain Analysis.



FMCG  
Domain  
PowerBI project

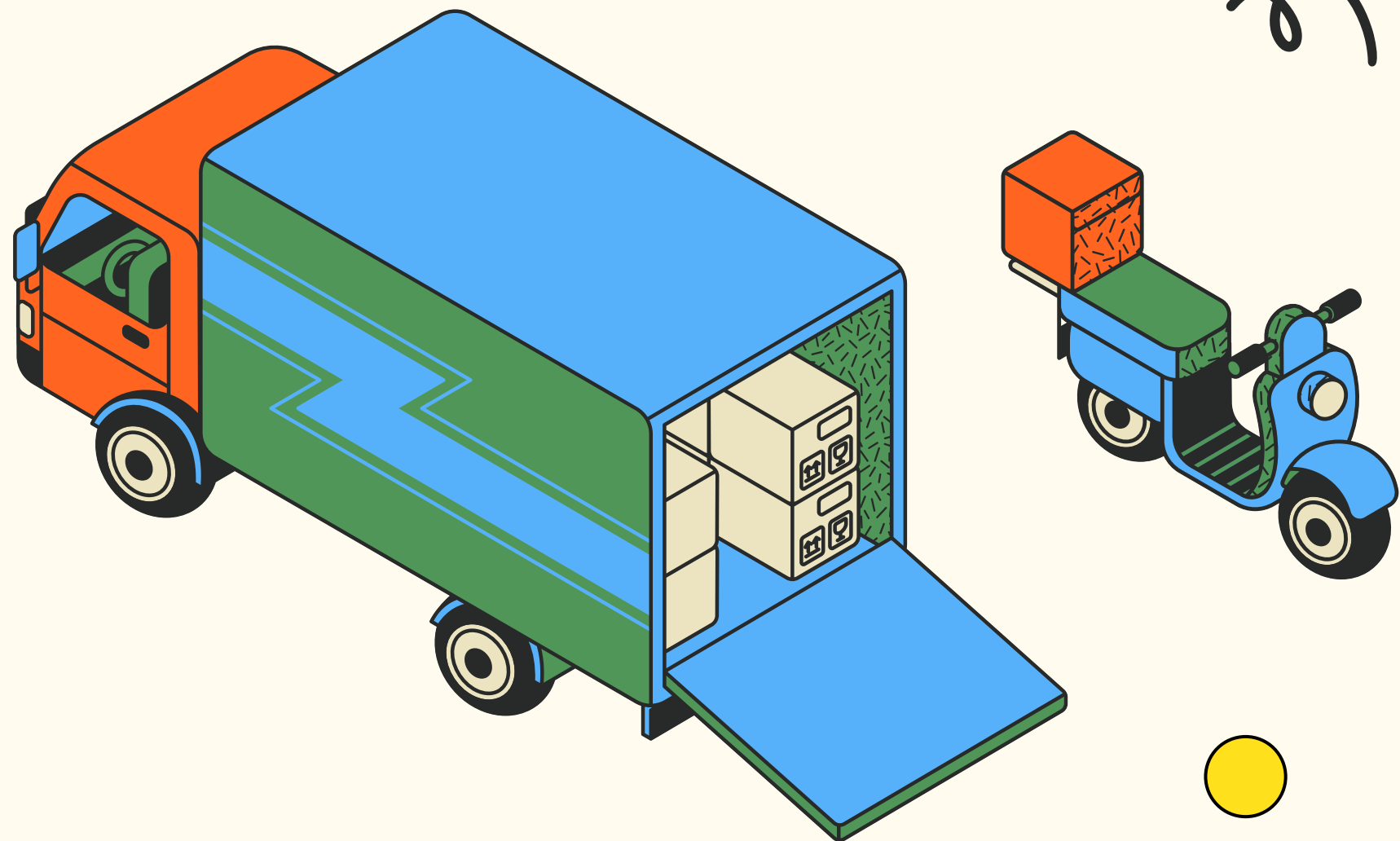


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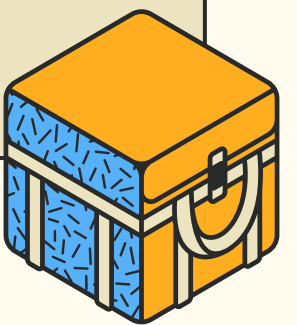
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created by-  
Saksham Singh

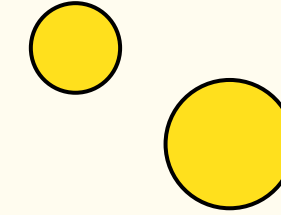
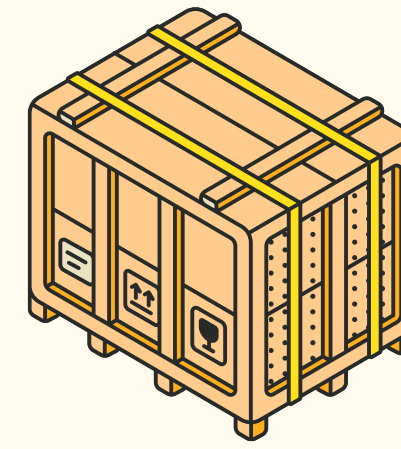
# CONTENTS



- Project Objective
- Company Overview (Atliq Mart)
- Data Description
- Dashboard Overview
- Key Insights & Findings
- Recommendations
- Conclusion

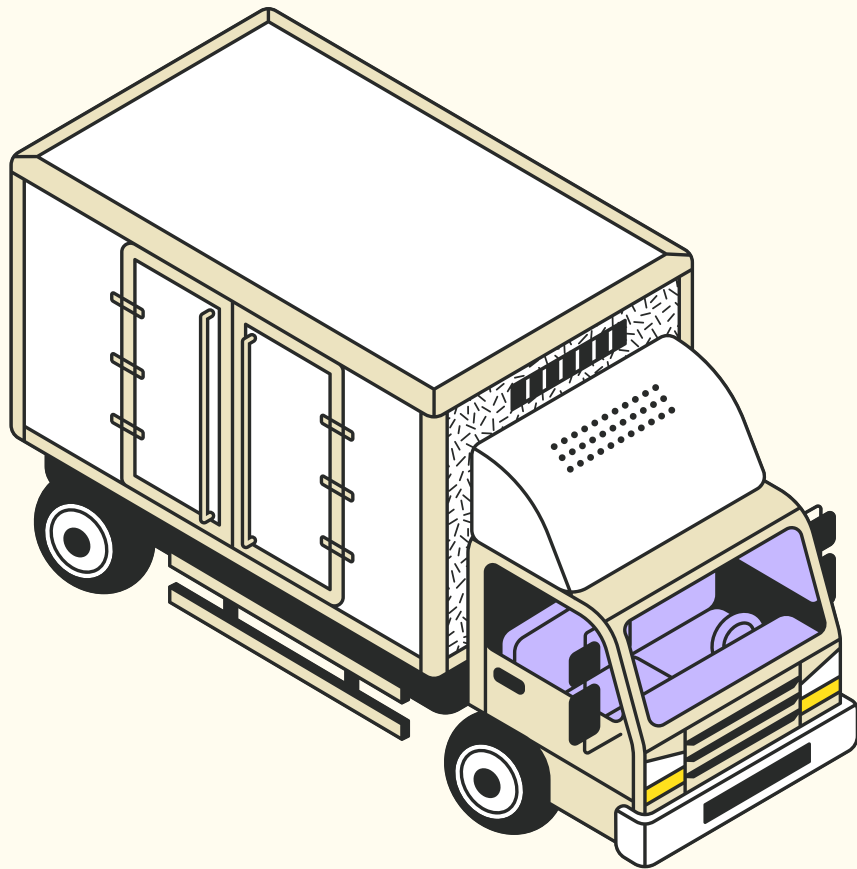


# Objective ●



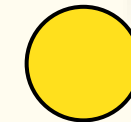
- ✓ To Analyze Atliq Mart's supply chain data to track **key performance indicators (KPIs)**:
  - On-Time % (OT%)
  - In-Full % (IF%)
  - On-Time In-Full % (OTIF%)
  - Line Fill Rate % (LIFR)
  - Volume Fill Rate % (VOFR)

- ✓ To **identify** service gaps in order fulfillment and delivery.
- ✓ To provide **actionable insights** for improving supply chain efficiency and customer satisfaction.
- ✓ To build an interactive Power BI dashboard to monitor performance at Order Level and Line Level.



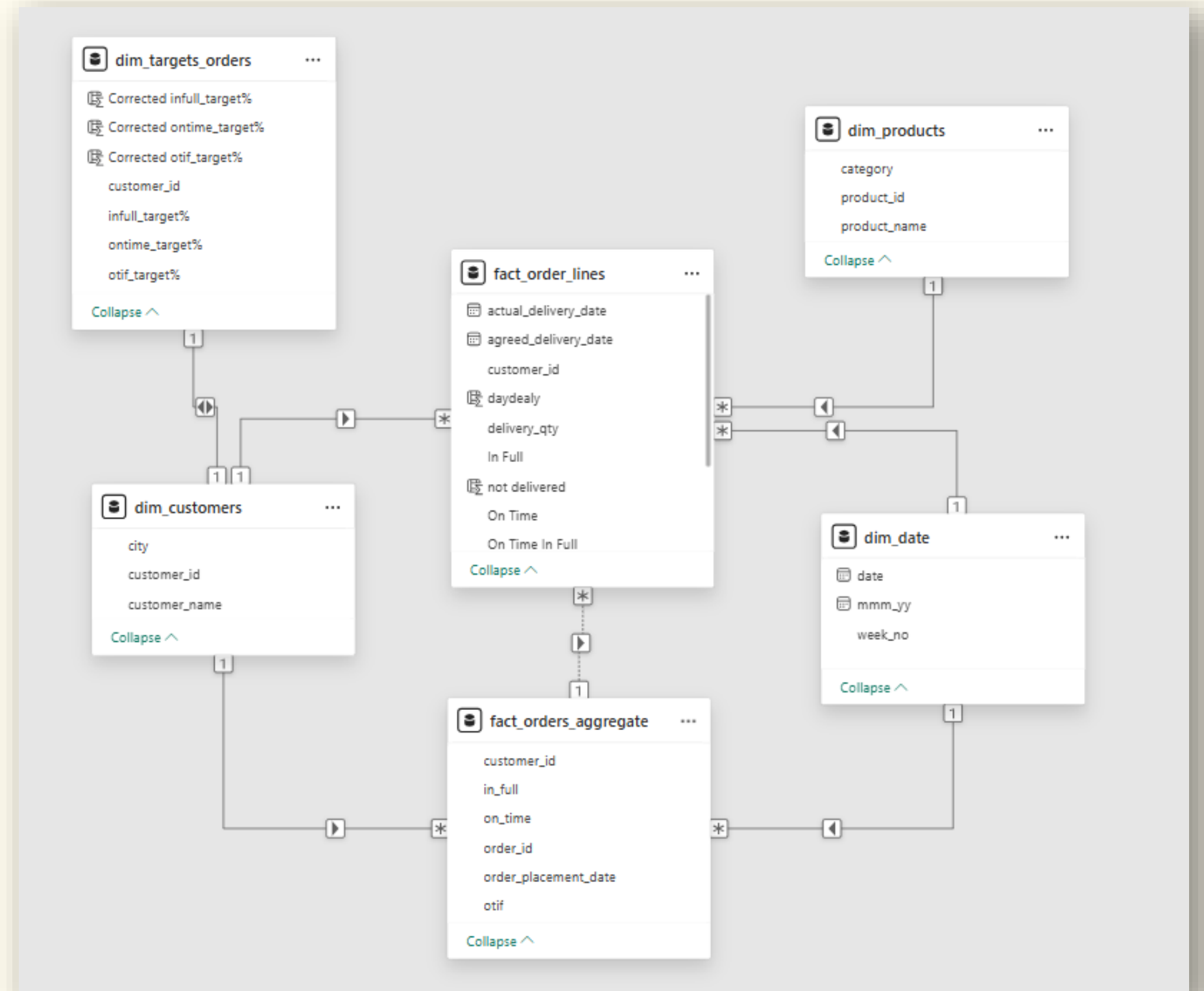
# Company Overview Atliq Mart

- ❖ Industry: Fast Moving Consumer Goods (FMCG) Manufacturer
- ❖ Headquarters: Gujarat, India Current
- ❖ Operations: Active in Surat, Ahmedabad, and Vadodara
- ❖ Expansion Goal: Expand to metros & Tier-1 cities within 2 years
- ❖ Challenge:
  - Key customers not renewing annual contracts due to delivery issues.
  - Products not delivered On Time or In Full, leading to poor customer service.
- ❖ Management Focus: Track OT%, IF%, and OTIF% daily for all customers to ensure service reliability before scaling



# Data Description

- **dim\_customers** → Customer details (ID, Name, City)
- **dim\_products** → Product details (ID, Name, Category)
- **dim\_date** → Calendar table (Daily, Monthly, Week numbers)
- **dim\_targets\_orders** → Customer-level service targets (OT%, IF%, OTIF%)
- **fact\_order\_lines** → Line-level order data (Order ID, Customer, Product, Qty Ordered, Qty Delivered, Dates)
- **fact\_orders\_aggregate** → Order-level aggregated KPIs (OT flag, IF flag, OTIF flag)







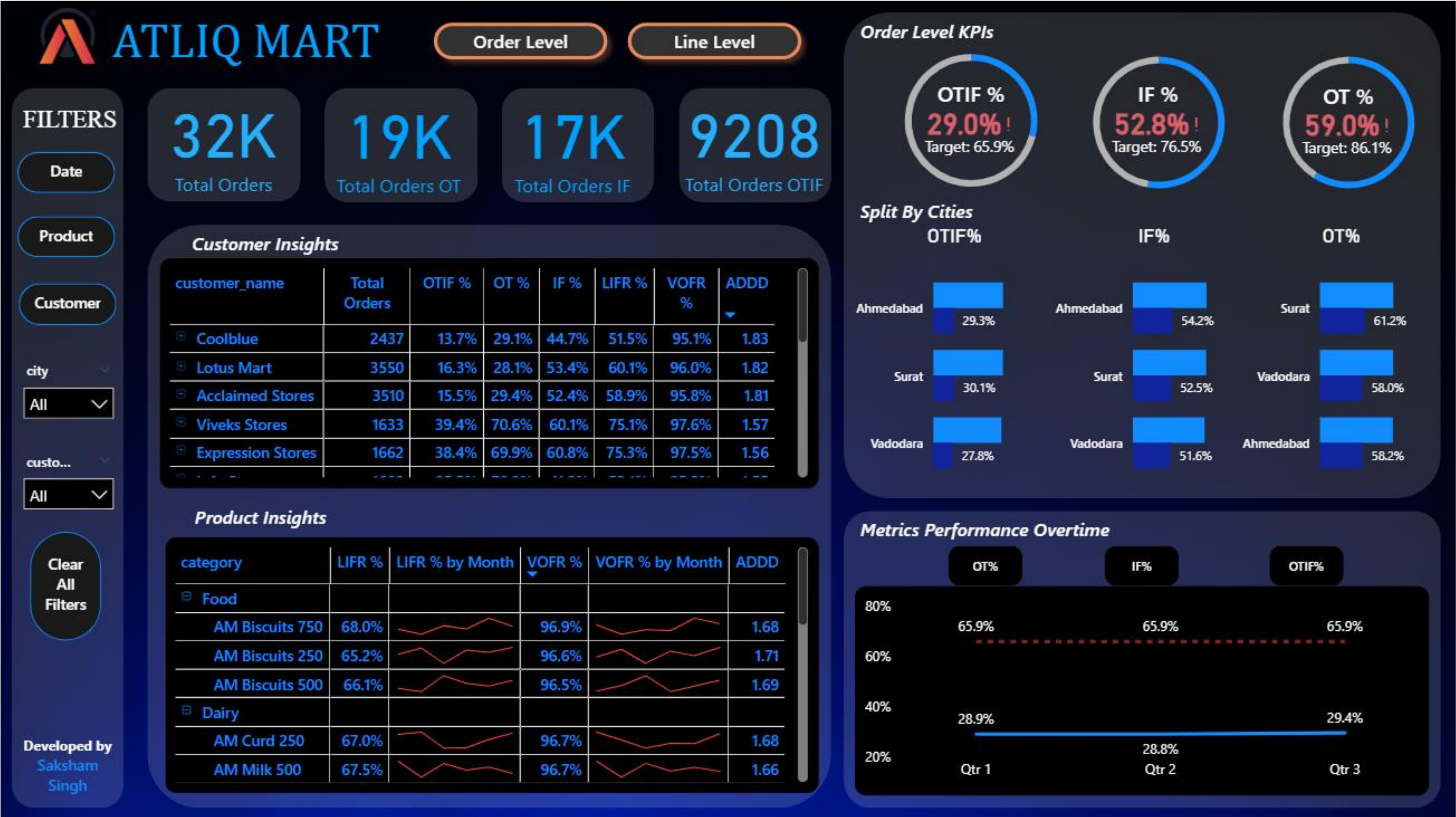
# Dashboard Overview



## Order Level Dashboard

- **KPI Cards:** Total Orders, OT Orders, IF Orders, OTIF Orders
- **Order Level KPIs:** Actual OTIF% vs Target OTIF%
- **Split by Cities:** OTIF%, IF%, OT% by City (Ahmedabad, Surat, Vadodara)
- **Customer Insights:** Customer-wise performance (Orders, OT%, IF%, OTIF%, LIFR%, VOFR%)
- **Product Insights:** Matrix shows Line Fill Rate % and Volume Fill Rate % across different product categories.
- **Line Chart:** Metrics performance trend over time (OT%, IF%, OTIF%)
- **Filters (Slicers):** Date, Product, Customer.

# Order Level Dashboard





# Dashboard Overview



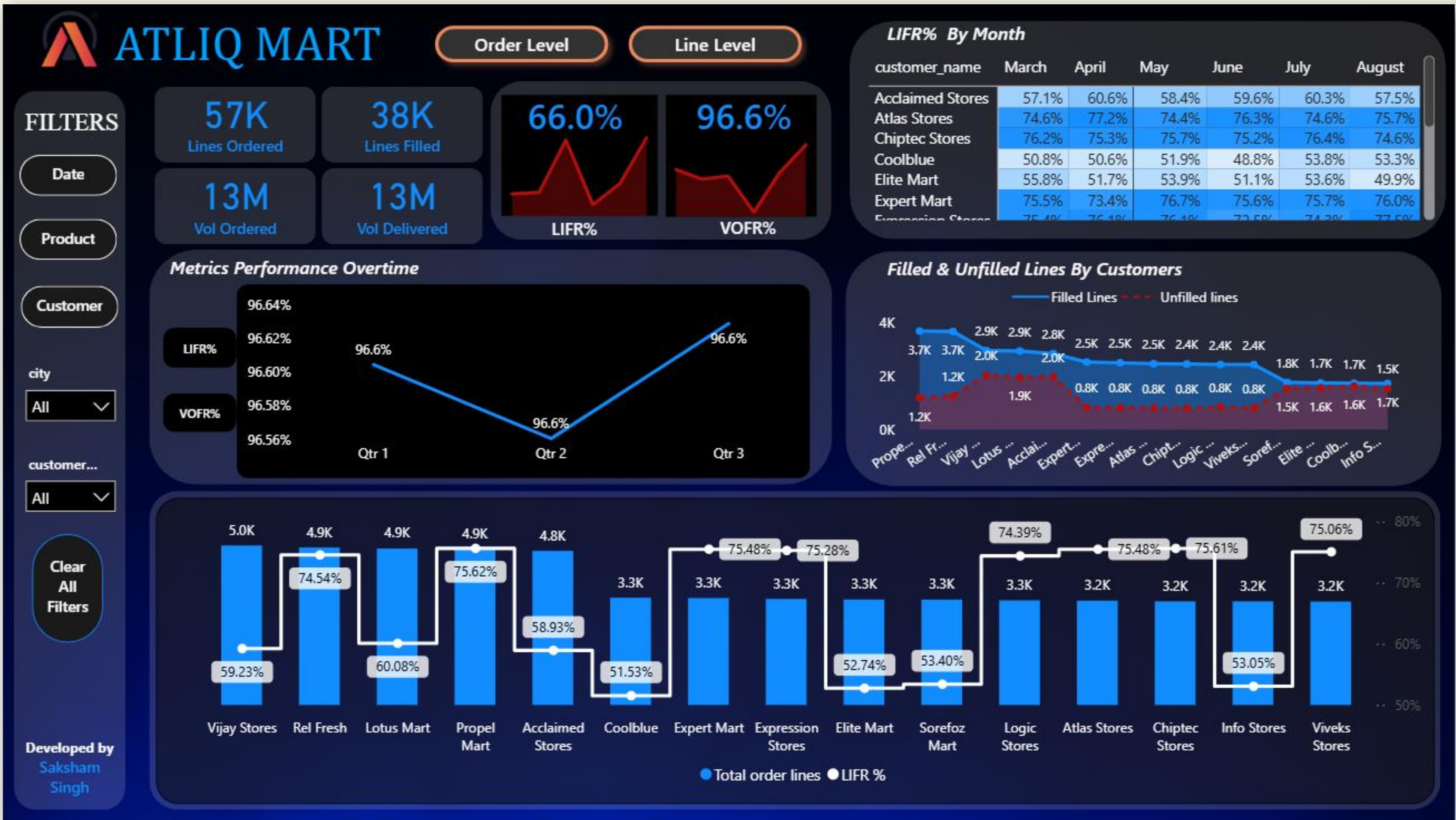
## Line Level Dashboard

- **KPI Cards:** Total Lines Ordered, Total Lines Filled, Volume Ordered, Volume Delivered
- **Bar Chart:** LIFR% by Customer
- **Matrix:** LIFR% by Month & Customer
- **Metrics Performance Overtime:** LIFR vs VOFR comparison
- **Filled & Unfilled Lines By Customers:** Line Fill Rate trend by Customers.
- **Filters (Slicers):** Date, Customer, Product





# Order Level Dashboard





# Key Insights/Findings



## Overall Performance

- OT% and IF% are 30–35% behind targets, OTIF% only 29% vs target 65.9%.
- No noticeable improvements in KPIs across recent months.
- Average delivery delay = 0.42 days.

## Customer Insights

- **Lotus Mart:** Highest orders but very poor performance  
OTIF = 16.34%, OT% = 28.11%, IF% = 53.35%, Avg. cycle time = 1.28 days high churn risk.
- **Acclaimed Stores & Coolblue:** Also facing long delays, among the worst performers.
- **Propel Mart:** Best service, with 0.15 days cycle time (almost same-day delivery).

## Product Insights

- **Dairy** is the most valuable category, followed by Food & Beverages.
- Ghee, Curd, Butter face the most delivery delays.
- AM Milk 250 is the most ordered product with minimal backlog, but AM Milk 100 has higher backlog.

## Line vs Volume Fill Rate

- VOFR ~96% vs LIFR ~66% → bulk quantities delivered, but product lines often incomplete.
- Customers like Coolblue, Acclaimed, Lotus Mart, Elite Mart, Vijay Stores, Info Stores, Sorefoz Mart have significantly lower LIFR compared to others.





# Recommendations



## Customer Retention

- Focus on Lotus Mart, Acclaimed Stores, and Coolblue to reduce churn risk.
- Create special customer care strategy & SLA agreements for key accounts.


## Delivery & Planning Improvements

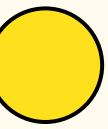
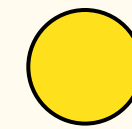
- Reassess delivery date estimation process to avoid repeated delays.
- Improve logistics scheduling and reduce cycle time for major clients.

## Product-Level Actions

- Prioritize production & inventory planning for Dairy products (Ghee, Curd, Butter).
- Address backlog issues in AM Milk 100 through better demand forecasting.

## KPI Monitoring & Accountability

- Introduce monthly review system for OT%, IF%, OTIF trends.
  - Use dashboards to monitor customer-wise LIFR gaps and take corrective actions quickly.
- 



# Conclusion

- ❖ Atliq Mart's supply chain KPIs are underperforming, with OT%, IF%, and OTIF far below targets.
- ❖ Major customers (Lotus Mart, Acclaimed Stores, Coolblue) are at risk of churn due to poor delivery performance.
- ❖ Certain dairy products (Ghee, Curd, Butter) are driving delays, requiring better production and inventory planning.
- ❖ Despite high volumes delivered (VOFR ~96%), incomplete product lines (LIFR ~66%) create customer dissatisfaction.
- ❖ The Power BI dashboard provides end-to-end visibility, enabling management to:
  - Track performance daily
  - Identify weak areas
  - Take data-driven actions to improve service levels and retain key customers before expansion.



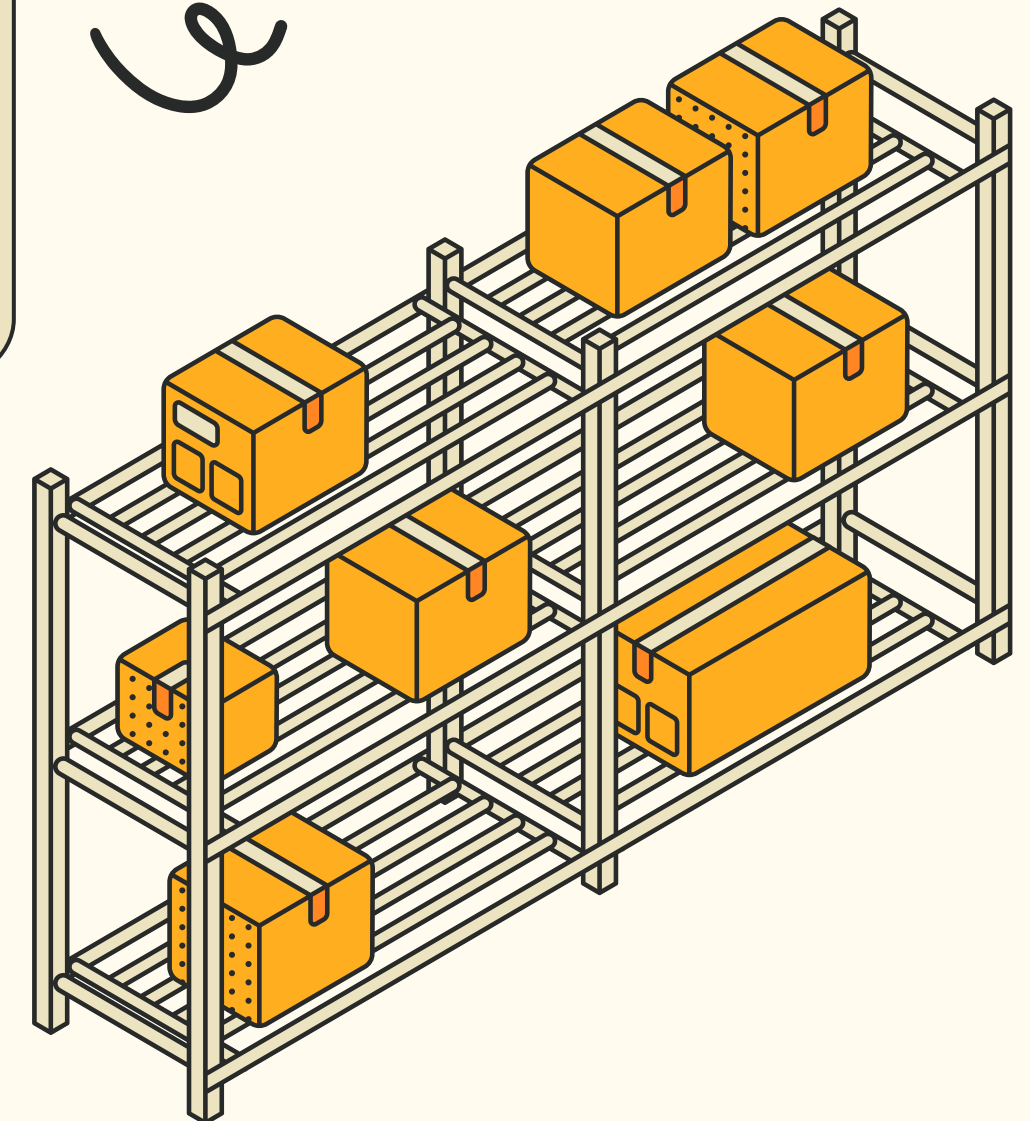




# AtliQ Mart Supply Chain Analysis.



THANK YOU  
FOR YOUR NICE ATTENTION



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created by-  
Saksham Singh