



AtliQ Mart ➤

Supply Chain Report





Filters

City

All

category

All

date

All

week_no

All

Month Name

All

customer_name

All

product_name

All

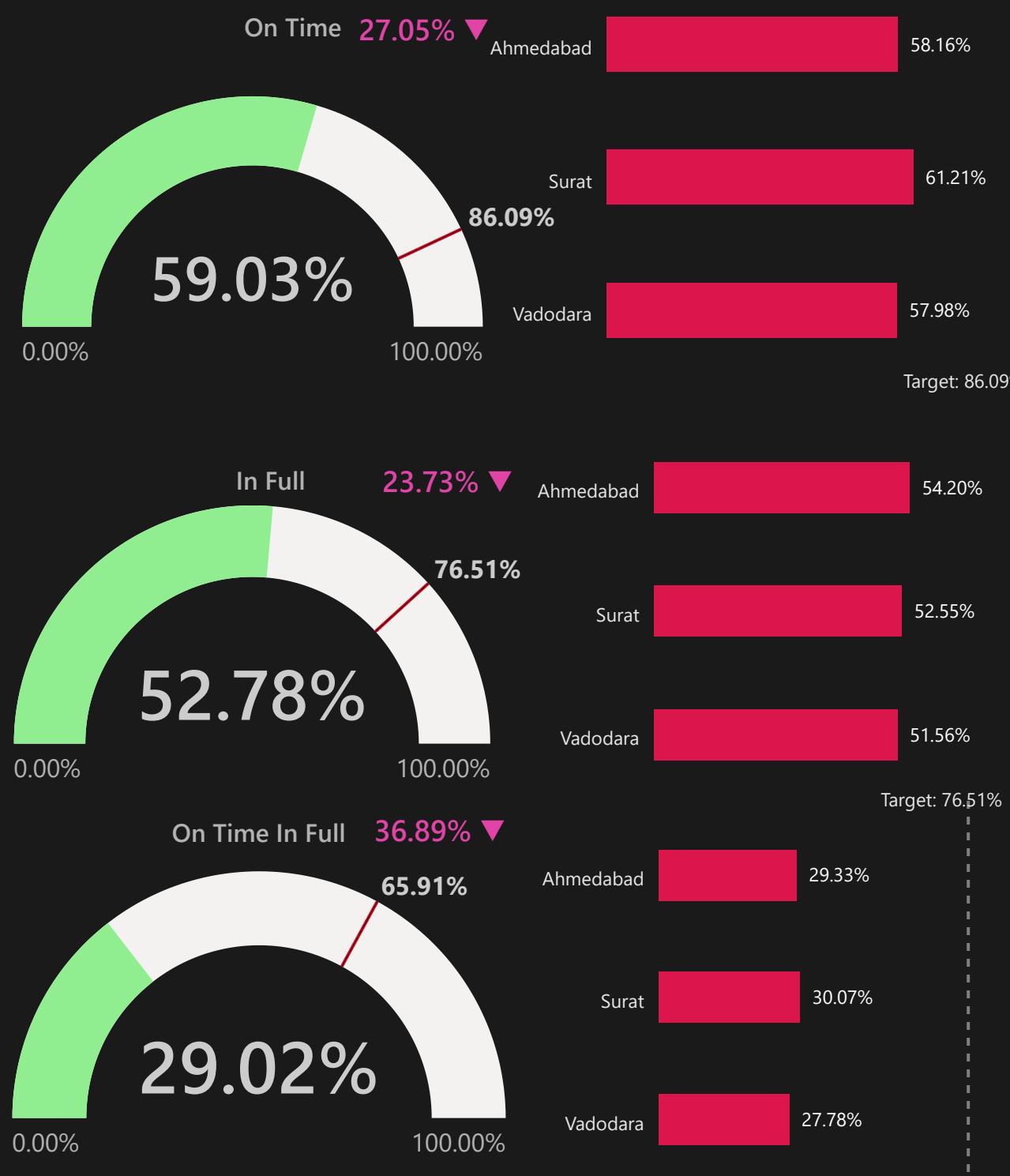
wt_gm

All

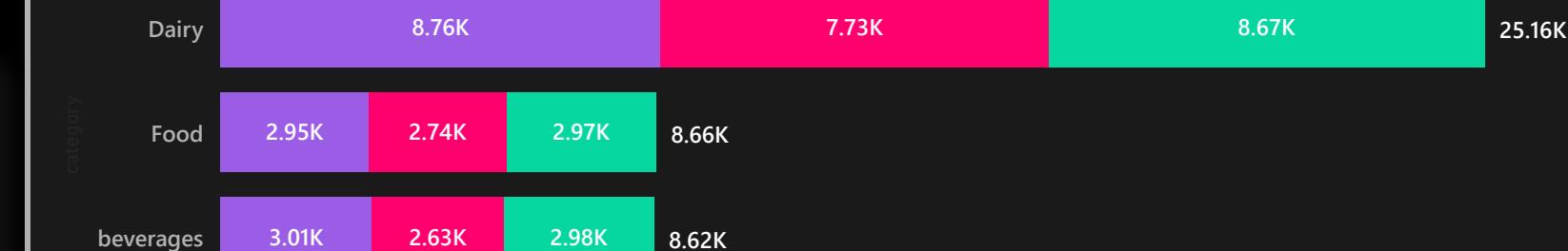
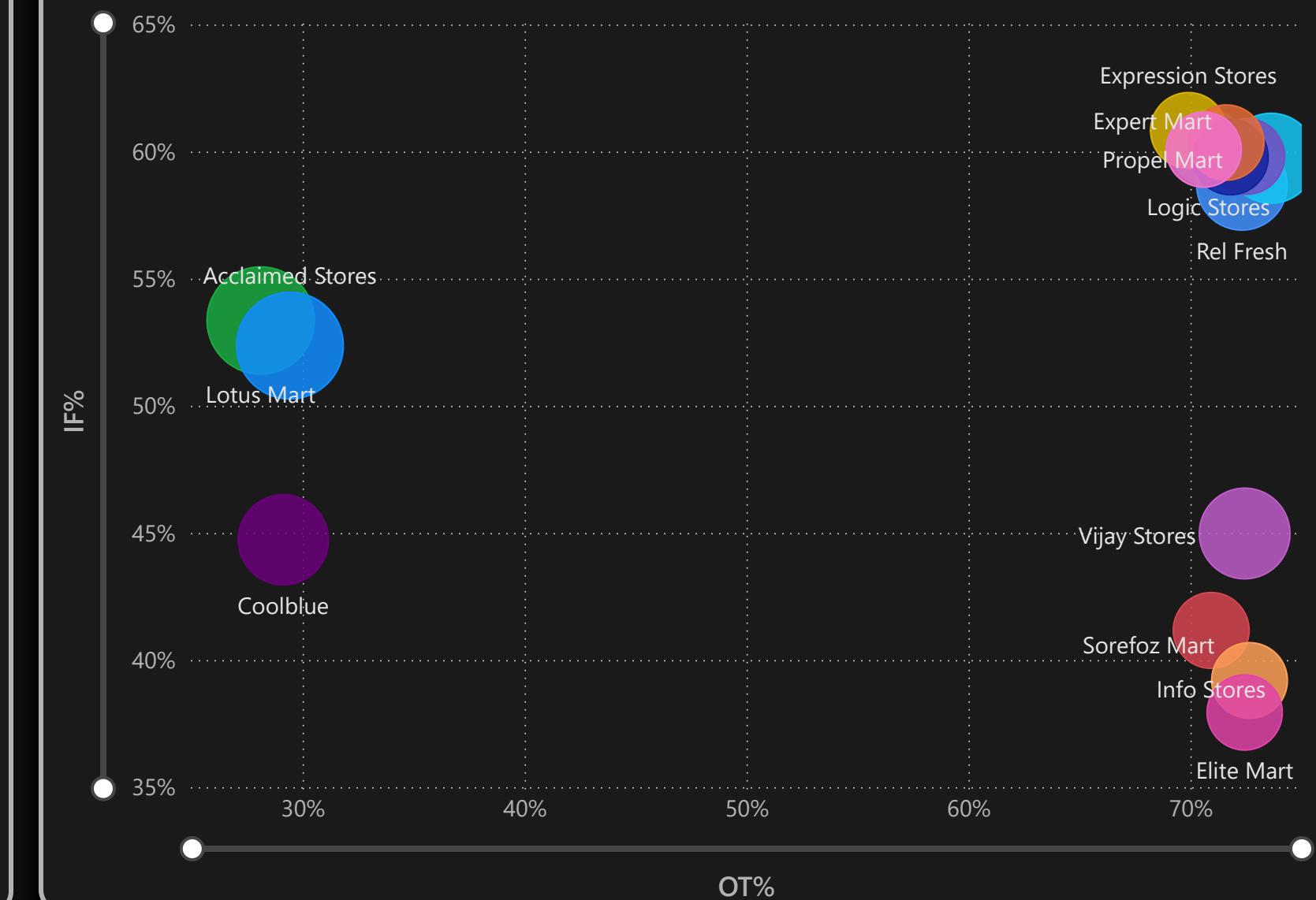
Abbreviation

OT= On Time
 IF= In Full
 OTIF= On Time In Full
 LIFR= Line Fill Rate,
 VOFR= Volume Fill Rate,
 ADD= Average Delivery Delay (in Days)

Total Orders **31729** Total Orders OT **18730** Total Orders IF **16747** Total Orders OTIF **9208**

**Total Orders by Food Category**

● Ahmedabad ● Surat ● Vadodara

**OT% VS IF% by Customer**



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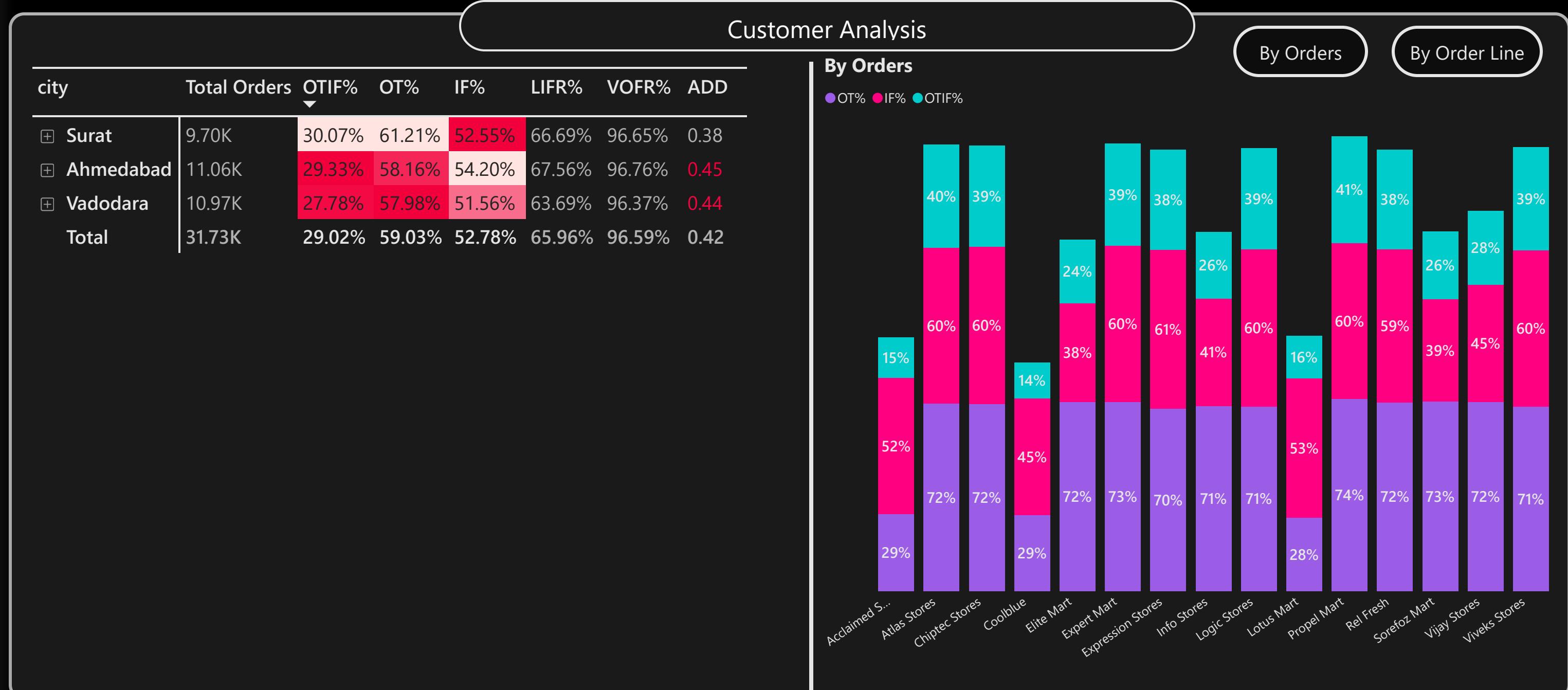
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| By Orders | | | | |
|-------------------|-------------------|-----------------|-------------------|--------------------------|
| Total Orders | Total Orders OT | Total Orders IF | Total Orders OTIF | ADD |
| 31.73K | 18.73K | 16.75K | 9.21K | 0.42 |
| By Order Line | | | | |
| Total Order Lines | Delivered In Full | LIFR% | Order Line Qty | Delivered Order Line Qty |
| 57.10K | 37.66K | 65.96% | 13.43M | 12.97M |
| VOFR% | | | | |
| | | | | 96.59% |





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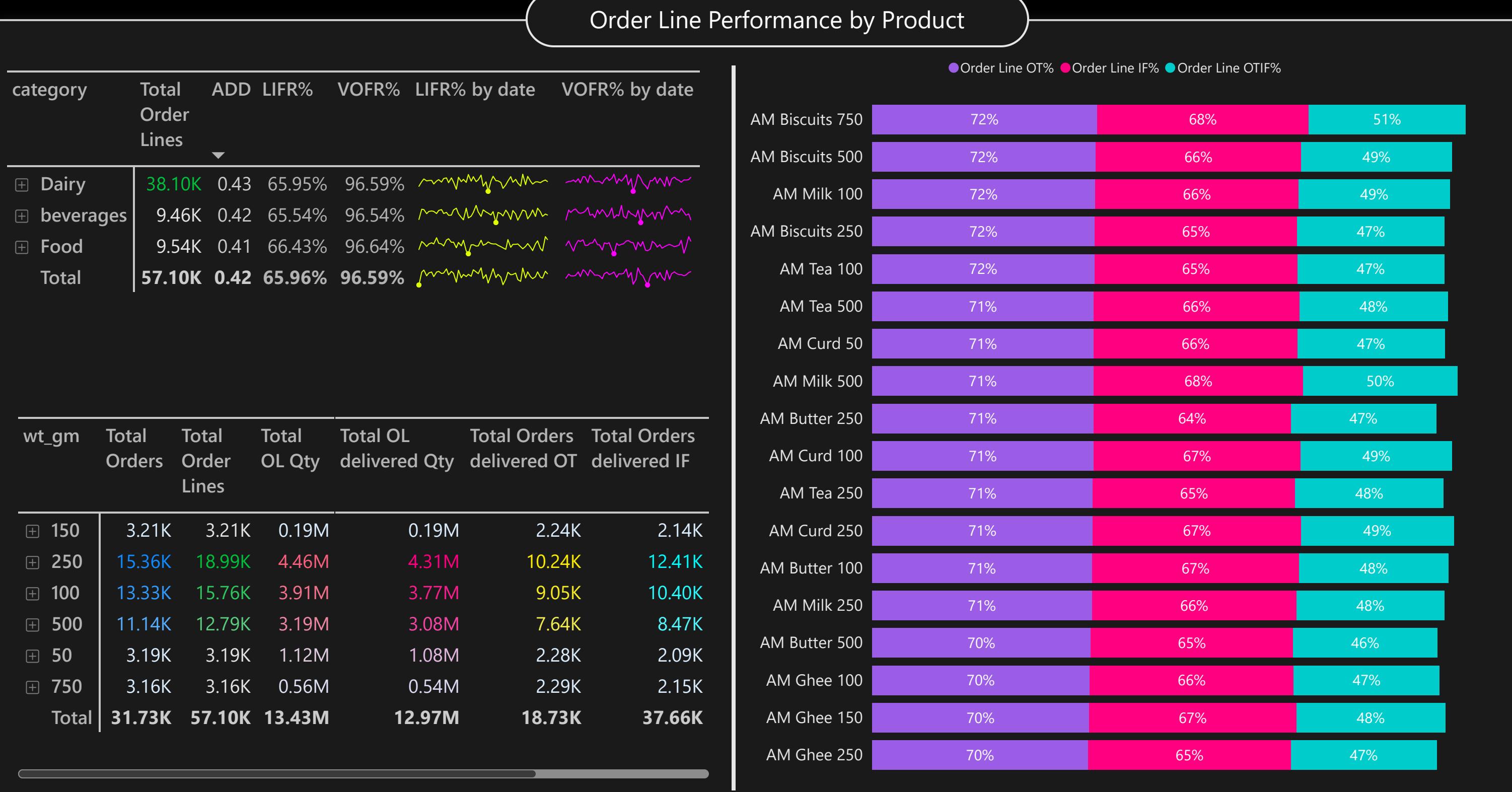
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By Order Line





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OTIF

OT

IF

LIFR

VOFR

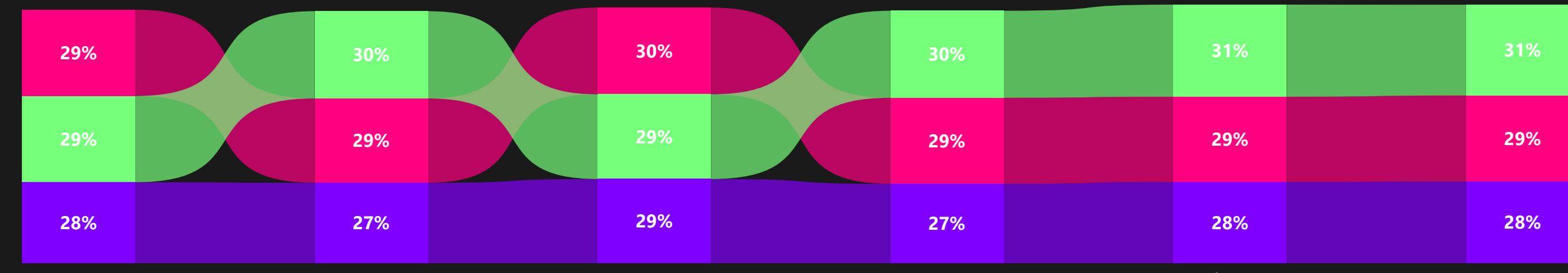
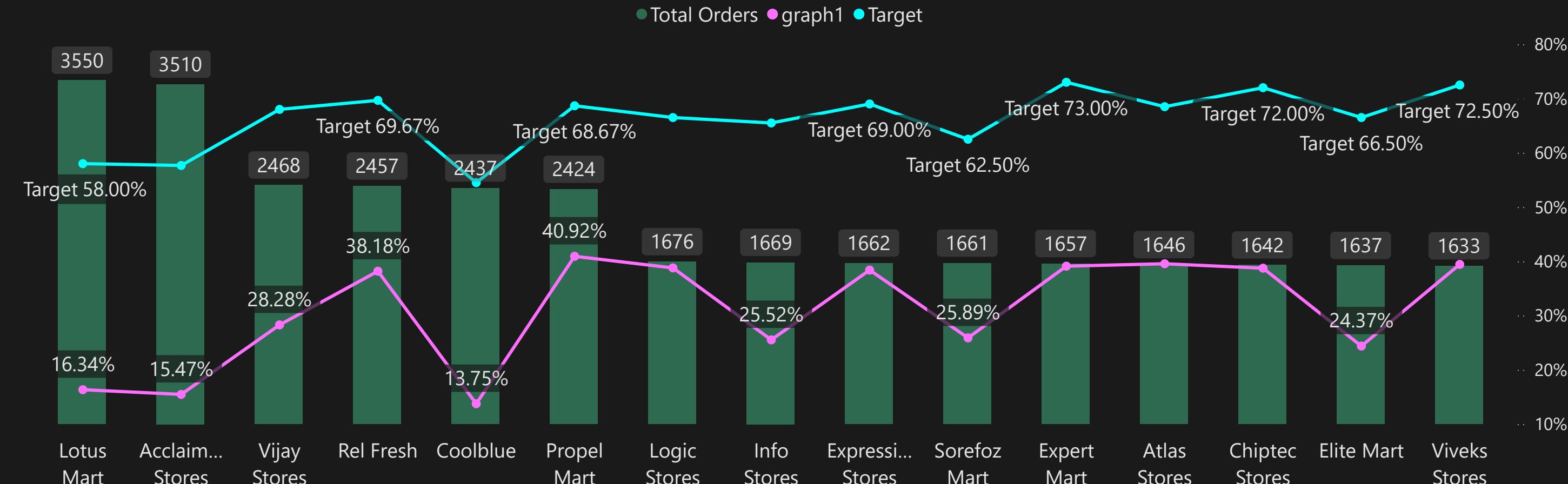
By Customer

By City

By Date

By Week

OTIF% VS Target% By Customer



city ● Ahmedabad ● Surat ● Vadodara



Key Insights & Recommendations



Customer Performance:

Top Customers: Acclaimed Stores and Lotus Mart, Vijay Stores, Rel Fresh, Coolblue & Propel Mart are the top customers by order volume.

For Acclaimed Stores, Coolblue & Lotus Mart almost 70% times order lines are delayed.

Recommendation: These customers should be prioritized for maintaining strong relationships and ensuring high service levels.



Performance by City:

Surat:

Lotus Mart and Acclaimed Stores have the highest average delivery delay of 1.26 days.

Focus: Improve on-time delivery performance for these key customers. For Info Stores, focus on increasing the order fulfillment rate.

Ahmedabad:

Coolblue, Acclaimed Stores, and Lotus Mart experience average delivery delays of 1.27 days.

Focus: Prioritize on-time delivery and demand fulfillment for Lotus Mart and Sorefoz Mart to avoid delays and stockouts.

Vadodara:

Coolblue, Acclaimed Stores, and Lotus Mart face an average delay of 1.265 days.

Focus: Enhance on-time delivery while concentrating on fulfilling the orders of Coolblue, Elite Mart, and Vijay Stores in-full.



Product Category Insights:

Dairy accounts for the largest number of orders—approximately three times more than the Food & Beverages category.

Commonly Ordered Packages: 250g, 100g, and 500g packages are the most popular across all cities.

Recommendation: Optimize supply chain efficiency for the Dairy category to handle its high demand.



Order Fulfillment Insights:

Average **OT%**, **IF%** and **OTIF%** are significantly lower than the targeted value.

On-Time Delivery (OT%) and In-Full Delivery (IF%) are both around 50%, while **On-Time In-Full (OTIF%)** is much lower at 30%, indicating a substantial gap in achieving both timeliness and full deliveries simultaneously.

While analyzing key Metrics on daily basis we can see that not a single day actuals were able to reach the target.

Average Delivery Delay: The current delay stands at 0.42 days, with 40% of orders delayed.

Recommendation: Focus on strategies to improve both OTIF and reduce delays by optimizing logistics and inventory management.



Next Step



Implement targeted interventions to reduce delivery delays in key cities and Customers.

Engage with top customers to understand their needs and address delivery issues.

Streamline the supply chain for the Dairy category to handle increased order volume.

Demand for product packages of 100, 250 & 500 gms are high, ensure proper stocking to avoid delays and ensuring on time delivery.