



ATLIQ MART FMCG DOMAIN DASHBOARD

Optimizing supply chain for competitive advantage in the digital marketplace.

Problem Statement

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 have not extended 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 OnTime in full (OTIF) %' of the customer orders daily basis against the target service level set for each customer.

Objectives

Monitor and Analyze Order Fulfillment

To track key performance indicators (KPIs) like On-Time (OT), In-Full (IF), and On-Time and In-Full (OTIF) rates.

Identify Performance Bottlenecks

To pinpoint weaknesses in the supply chain, such as long lead times or specific products and customers with poor fulfillment rates.

Provide Granular Insights

To break down performance metrics by city, customer, and product to enable targeted improvements.

Track Delivery Efficiency

To measure average delivery and lead times to optimize the order-to-delivery process.



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ORDER VIEW

Provides a high-level summary of total orders and overall fulfillment rates (IF%, OT%, and OTIF%). It breaks down these key metrics by city and customer.



DELIVERY VIEW

Focuses on the delivery process itself, showing fulfillment rates against targets and the number of on-time versus delayed deliveries. It also analyzes performance by product category.



PERFORMANCE VIEW

Offers a detailed, granular analysis of fulfillment and lead times. It provides specific performance metrics for individual customers and products to identify micro-level issues.



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Search....



Order View

Delivery View

Performance View



FILTER PANEL

Products

All



Customers

All



Locations

All



Category

All



Delivery Status

All



Week

All



Orders

32K



IF %

53%



OT %

59%



OTIF %

29%



Products

18

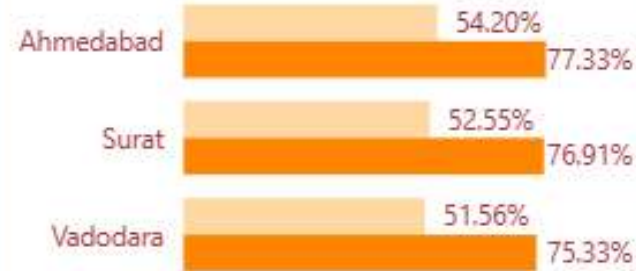


Customers

35

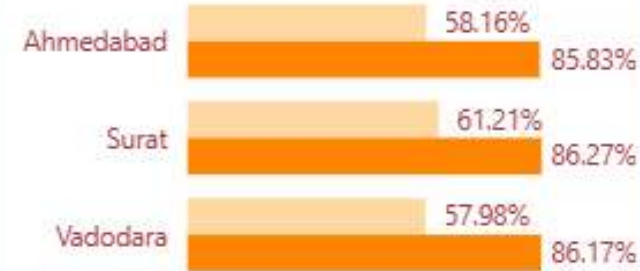
IF % - City

IF % IF Target



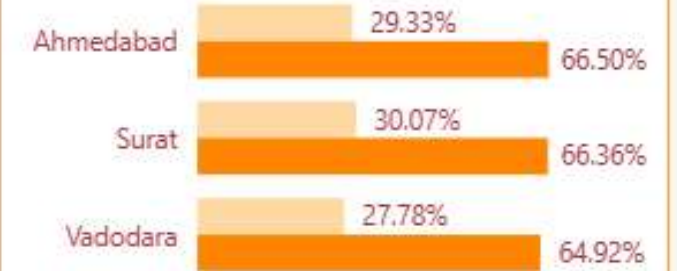
OT % - City

OT % OT Target



OTIF % - City

OTIF % OTIF Target



Total Order Lines and LIFR % by Customer

Total Order Lines LIFR %



[Order View](#)[Delivery View](#)[Performance View](#)**ATLIQ MART****FILTER PANEL**

Products

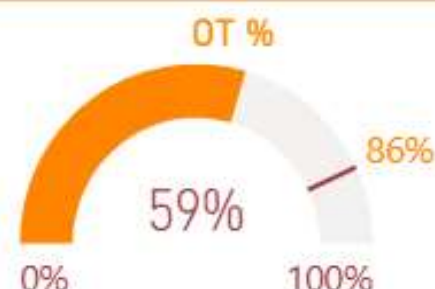
Customers

Locations

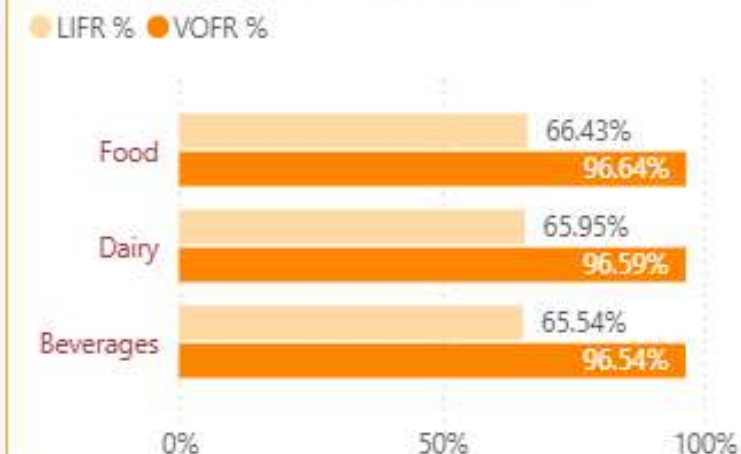
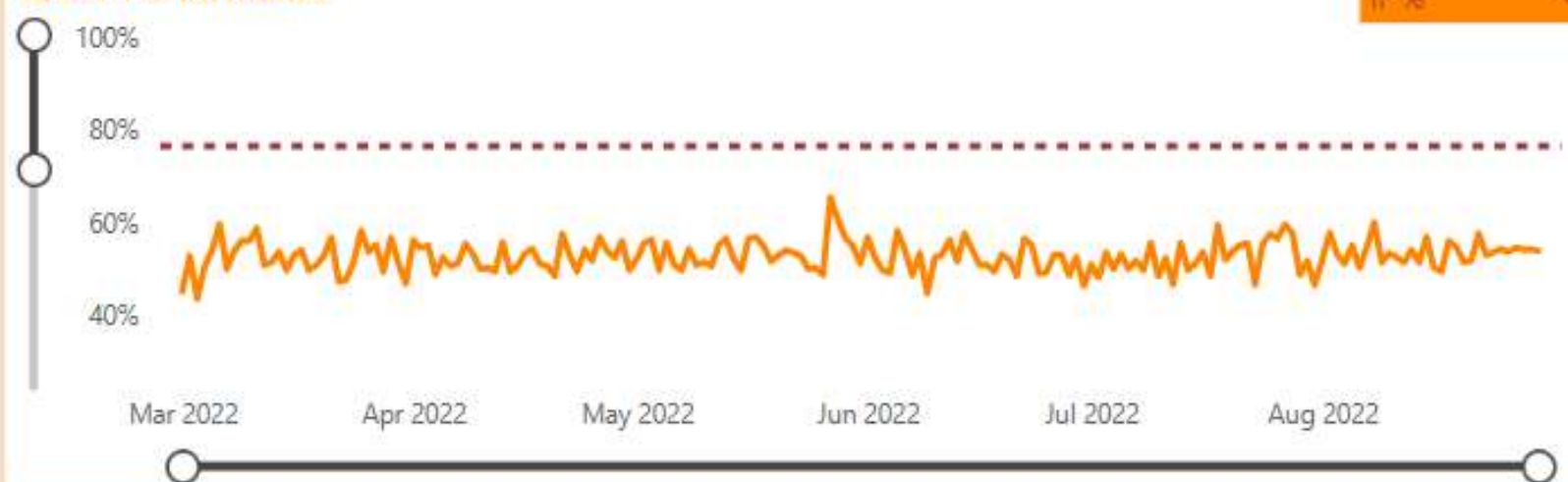
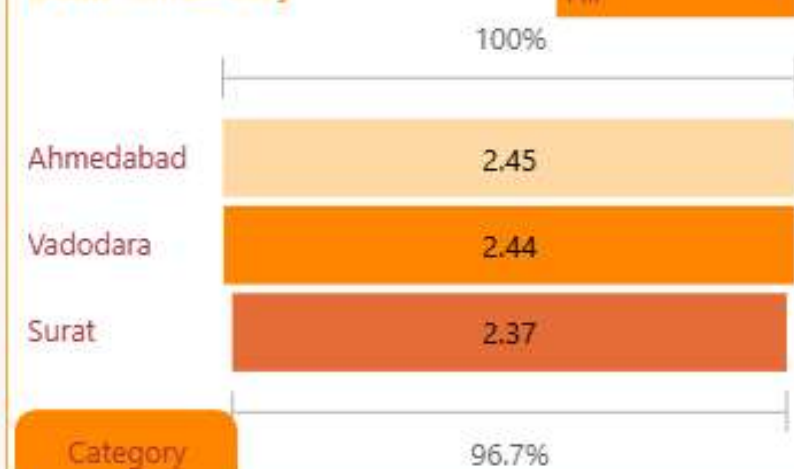
Category

Delivery Status

Week

**Order Fulfillment****Delivery Performance**

City	Before Delivery	Delayed Delivery-1	Delayed Delivery-2	Delayed Delivery-3	On Time Delivery
Ahmedabad	1243	2934	1819	1149	12531
Vadodara	1270	2932	1859	1100	12417
Surat	1094	2389	1458	851	12050

LIFR % and VOFR % by Category**Order Performance****Lead Time - City**



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Search.....



Order View

Delivery View

Performance View



Total Order Lines

57K

LIFR %

66.0%

VOFR %

96.6%

Avg Delivery Time

0.42



Avg Lead Time

2.42



FILTER PANEL

Products

All

Customers

All

Locations

All

Category

All

Delivery Status

All

Week

All

Customer Performance

Customer	OTIF %	OT %	IF %	LIFR %	VOFR %
Propel Mart	40.92%	73.64%	59.74%	75.62%	97.70%
Sorefoz Mart	25.89%	72.67%	39.19%	53.40%	95.33%
Expert Mart	39.11%	72.54%	59.81%	75.48%	97.44%
Elite Mart	24.37%	72.45%	37.94%	52.74%	95.29%
Vijay Stores	28.28%	72.45%	44.98%	59.23%	95.87%
Rel Fresh	38.18%	72.32%	58.69%	74.54%	97.43%
Atlas Stores	39.55%	71.81%	59.78%	75.48%	97.58%
Chiptec Stores	38.73%	71.62%	60.35%	75.61%	97.58%
Info Stores	25.52%	70.94%	41.16%	53.05%	95.24%
Logic Stores	38.78%	70.82%	60.14%	74.39%	97.45%
Viveks Stores	39.44%	70.61%	60.07%	75.06%	97.57%
Expression Stores	38.39%	69.92%	60.83%	75.28%	97.54%
Acclaimed Stores	15.47%	29.43%	52.36%	58.93%	95.85%
Coolblue	13.75%	29.13%	44.73%	51.53%	95.08%
Lotus Mart	16.34%	28.11%	53.35%	60.08%	96.01%

Product Performance

Product	LIFR %	VOFR %	LIFR % by week	VOFR % by week
AM Biscuits 250	65.16%	96.58%		
AM Biscuits 500	66.10%	96.49%		
AM Biscuits 750	68.05%	96.85%		
AM Butter 100	66.66%	96.59%		
AM Butter 250	63.52%	96.36%		
AM Butter 500	65.19%	96.46%		
AM Curd 100	66.73%	96.62%		
AM Curd 250	67.05%	96.72%		
AM Curd 50	65.55%	96.62%		
AM Ghee 100	65.75%	96.59%		
AM Ghee 150	66.72%	96.69%		
AM Ghee 250	65.25%	96.53%		
AM Milk 100	65.55%	96.54%		
AM Milk 250	65.91%	96.61%		
AM Milk 500	67.51%	96.71%		
AM Tea 100	65.32%	96.59%		
AM Tea 250	65.16%	96.52%		
AM Tea 500	66.14%	96.52%		

Order View - Insights

- **Low Overall OTIF:** The combined **On-Time and In-Full (OTIF)** rate is very low at just **29%**, highlighting a major challenge in consistently fulfilling orders correctly and on time.
- **City-Specific Performance:** There are significant variations in performance by city. **Ahmedabad** has a high In-Full rate but struggles with On-Time delivery, while **Vadodara** is the lowest-performing city across all key metrics.
- **Customer Discrepancy:** Fulfillment issues are not uniform. Some top customers, like **Joy Stores**, have an extremely low **In-Full (LIFR) rate of 39.23%**, suggesting that specific client relationships require attention.

Delivery View - Insights

- **Lead Time is the Bottleneck:** The average lead time of 2.42 days is significantly higher than the average delivery time of 0.42 days, indicating that internal order processing is the primary cause of delays.
- **Below-Target Performance:** The dashboard shows that the In-Full, On-Time, and OTIF rates are all well below their set targets, signifying a systemic issue.
- **Beverage Category Struggles:** The Beverage category has a low In-Full (LIFR) rate of 62.95%, which is lower than the Food category's rate, suggesting specific logistics problems with this product group.

Performance View - Insights

- **Critical Product Failure:** The most concerning issue is the **extremely low In-Full % of 5.86%** for **AM Butter 100**, which points to a major, recurring problem with this specific product's stock or fulfillment.
- **Customer Performance Varies Widely:** Performance is highly inconsistent at the customer level. **Shree Stores** has a strong OTIF of **60.03%**, while **Propert Stores** has an abysmal OTIF of **25.52%**.
- **Disparity in In-Full Rates:** The wide range of In-Full percentages between products (e.g., **AM Butter 100** at 5.86% vs. **AM Milk 500** at 99.56%) highlights inconsistent inventory management and stock availability.

Strategic Actions

Improve Internal Processing

The primary bottleneck is the long lead time. Focus on optimizing warehouse operations and order-to-dispatch processes to reduce the 2.42-day average. This will directly improve the On-Time and In-Full (OTIF) rate.

Target Critical Product Issues

Conduct a root-cause analysis for products with extremely low In-Full rates, such as **AM Butter 100**, and implement specific inventory management strategies to ensure stock availability and prevent fulfillment failures.

Address City and Customer Discrepancies

Develop tailored action plans for underperforming cities like **Vadodara** and customers with low OTIF rates. Investigate the specific challenges in these areas, such as logistics, local infrastructure, or unique order requirements.

Enhance Data Utilization

Use the dashboard insights to move from reactive to proactive. Implement a system for predictive demand forecasting and real-time tracking to better manage inventory and improve overall supply chain efficiency.

Conclusion

AtliQ Mart, a growing FMCG manufacturer in Gujarat, India, is facing critical supply chain issues that have led to key customers not renewing their contracts. This analysis of their dashboard reveals a primary problem: a critically low On-Time and In-Full (OTIF) rate of just 29%. This is largely due to a bottleneck in their internal processing, as evidenced by the high average lead time of 2.42 days compared to a quick delivery time of 0.42 days. Furthermore, performance is inconsistent across the board, with significant variations by city, customer, and product. To address these issues before expanding, AtliQ Mart must streamline its internal operations, implement targeted solutions for products with extremely poor fulfillment rates (like AM Butter 100), and develop specific strategies to improve service levels in underperforming regions and for key customer accounts.