ORDER LEVEL

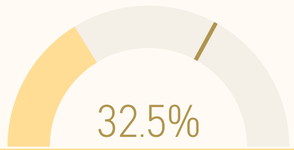
41.7K

Total Orders

13.5K

Total Orders **On_Time & In_Full**

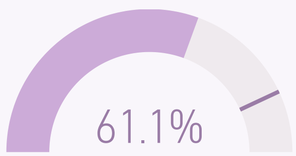
-50.7% v.s. **Target:** **65.9%**



25.5K

Total Orders **On_Time**

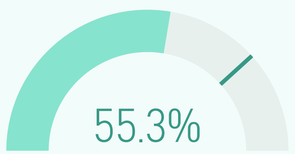
-29.0% v.s. **Target:** **86.1%**



23.0K

Total Orders **In_Full**

-27.8% v.s. **Target:** **76.5%**



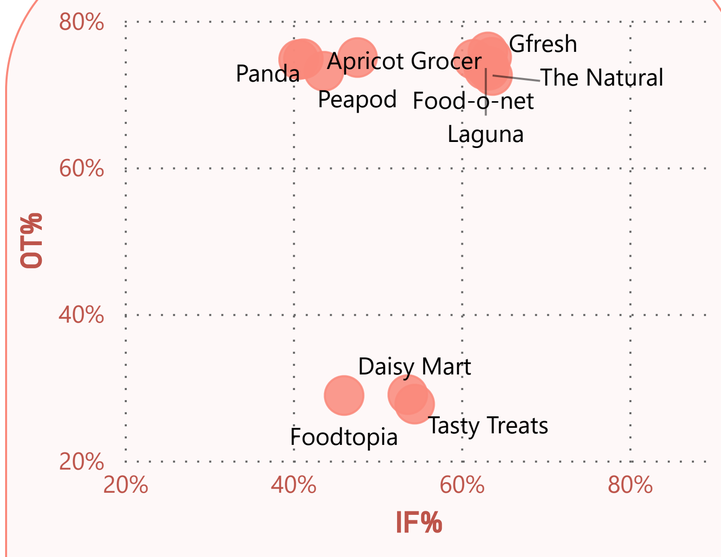
city: All

Month: All

Category: All

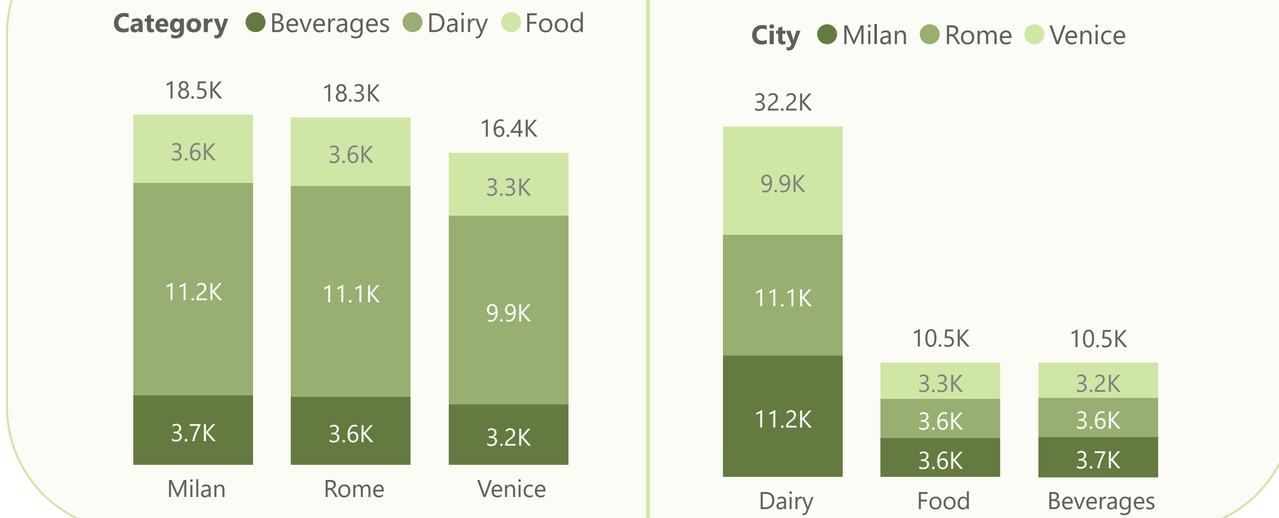
THAO HOANG

Customer's Service

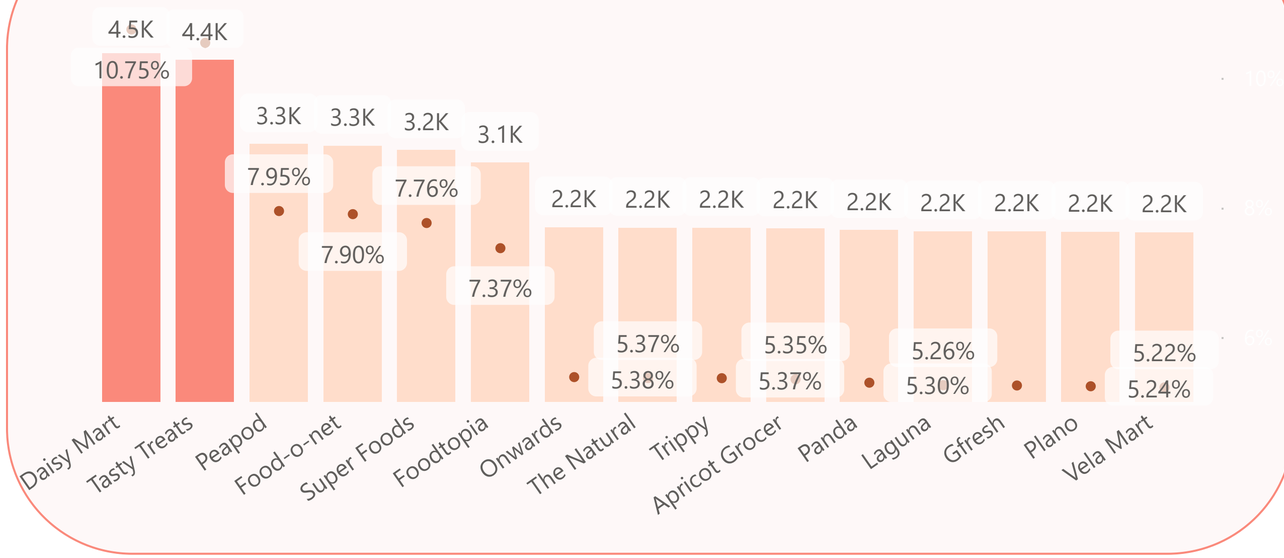


Customer	OT%	IF%	OTIF%
Apricot Grocer	74.8%	41.2%	29.0%
Daisy Mart	27.7%	54.5%	16.5%
Food-o-net	74.7%	61.4%	42.7%
Foodtopia	28.9%	46.1%	13.9%
Gfresh	73.3%	63.3%	44.4%
Laguna	73.6%	62.9%	43.6%
Onwards	73.3%	62.7%	43.4%
Panda	73.1%	43.7%	29.2%
Peapod	75.0%	47.7%	32.5%
Plano	74.7%	40.7%	28.2%
Super Foods	75.7%	63.2%	45.9%
Tasty Treats	29.0%	53.7%	15.6%
The Natural	72.5%	63.7%	43.3%
Trippy	75.0%	63.6%	44.7%
Vela Mart	73.7%	63.3%	43.3%

Orders by City and Category



Total Orders by Customer



LINE DETAILS

THAO HOANG

city: All | product_category: All | Customer: All

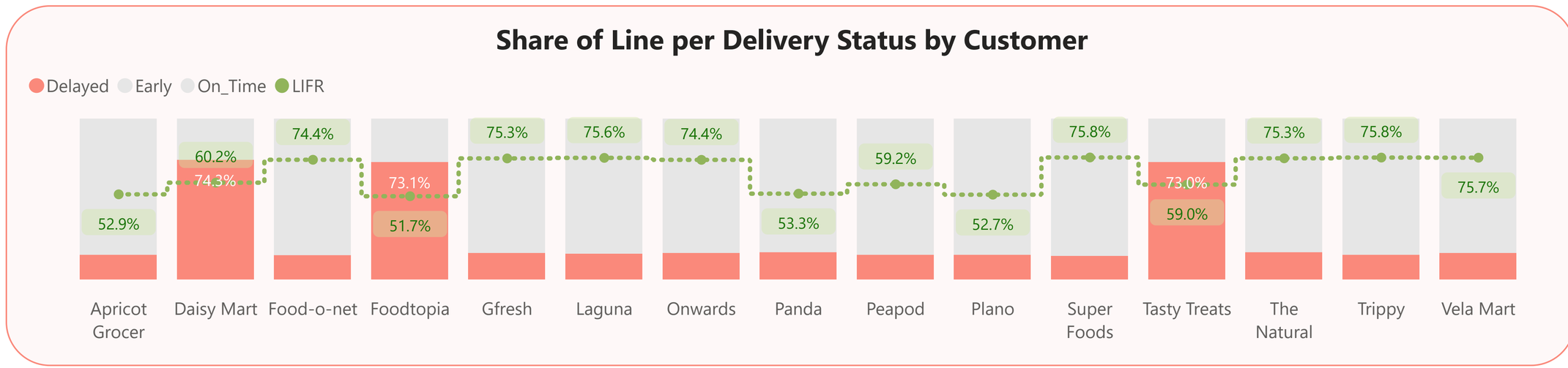
68.7K
Total Order Lines

16.2M
Order Qty

15.6M
Delivered Qty

96.60%
VOFR

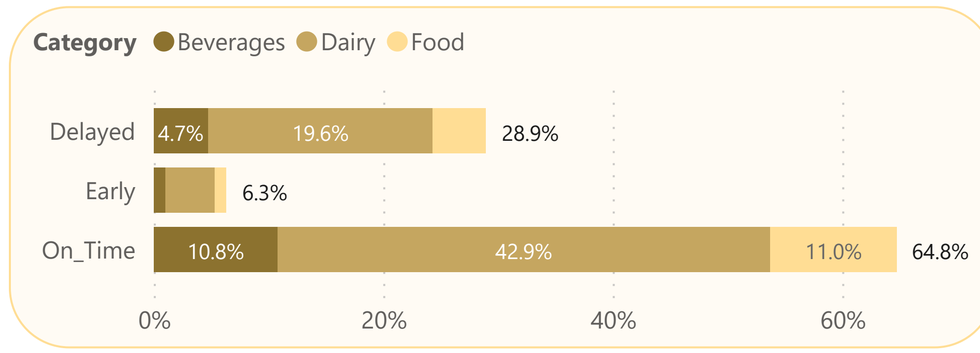
66.02%
LIFR

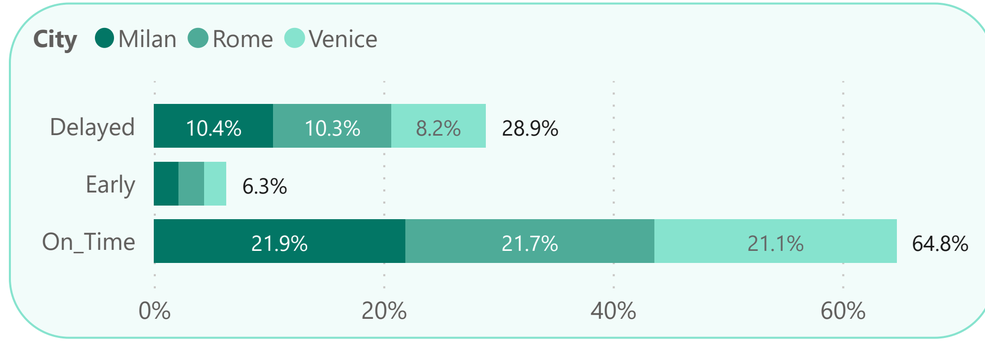


Delivery Status by Product Category and City

Category	Beverages		Dairy		Food		**Total**	
Delivery_Status	# of Lines	% of Lines	# of Lines	% of Lines	# of Lines	% of Lines	**# of Lines**	**% of Lines**
⊞ Delayed	3251	4.73%	13450	19.58%	3172	4.62%	**19873**	**28.94%**
⊞ Early	691	1.01%	2966	4.32%	670	0.98%	**4327**	**6.30%**
⊞ On_Time	7414	10.80%	29477	42.92%	7587	11.05%	**44478**	**64.76%**
Total	**11356**	**16.54%**	**45893**	**66.82%**	**11429**	**16.64%**	**68678**	**100.00%**

city	Milan		Rome		Venice		**Total**	
Delivery_Status	# of Lines	% of Lines	# of Lines	% of Lines	# of Lines	% of Lines	**# of Lines**	**% of Lines**
⊞ Delayed	7145	10.40%	7073	10.30%	5655	8.23%	**19873**	**28.94%**
⊞ Early	1472	2.14%	1557	2.27%	1298	1.89%	**4327**	**6.30%**
⊞ On_Time	15058	21.93%	14918	21.72%	14502	21.12%	**44478**	**64.76%**
Total	**23675**	**34.47%**	**23548**	**34.29%**	**21455**	**31.24%**	**68678**	**100.00%**





METRIC TREND

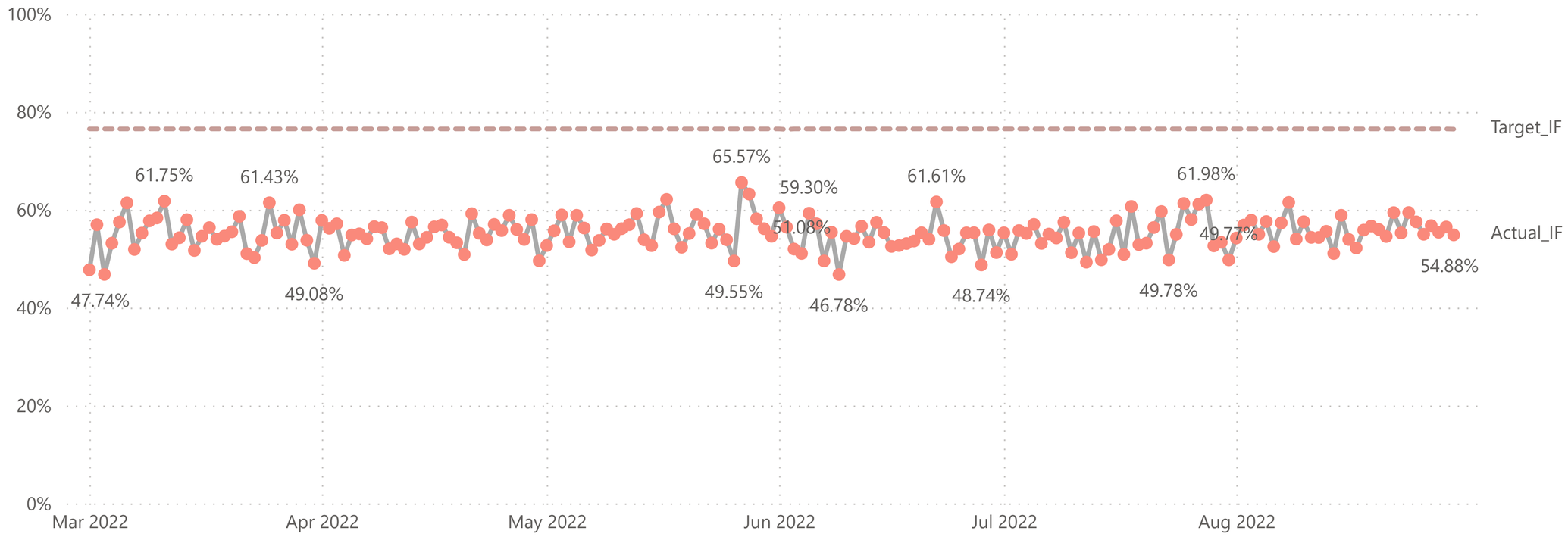
THAO HOANG

city: All

product_category: All

Customer: All

OTIF | OT | IF | LIFR | VOFR



KEY FINDINGS

THAO HOANG

ORDER LEVEL

41.7K
Total Orders

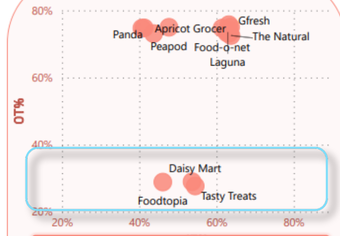
13.5K
Total Orders On_Time & In_Full
-50.7% v.s. Target: 65.9%
32.5%

25.5K
Total Orders On_Time
-29.0% v.s. Target: 86.1%
61.1%

23.0K
Total Orders In_Full
-27.8% v.s. Target: 76.5%
55.3%

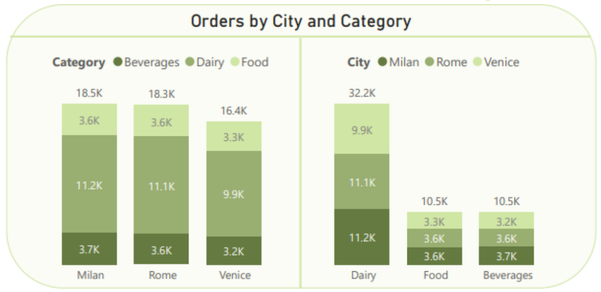
city: All | Month: All | Category: All

Customer's Service

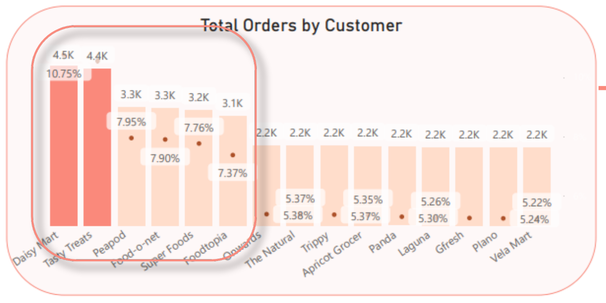


Customer	OT%	IF%	OTIF%
Apricot Grocer	74.8%	41.2%	29.0%
Daisy Mart	27.7%	54.5%	16.5%
Food-o-net	74.7%	61.4%	42.7%
Foodtopia	28.9%	46.1%	13.9%
Gfresh	73.3%	63.3%	44.4%
Laguna	73.6%	62.9%	43.6%
Onwards	73.3%	62.7%	43.4%
Panda	73.1%	43.7%	29.2%
Peapod	75.0%	47.7%	32.5%
Plano	74.7%	40.7%	28.2%
Super Foods	75.7%	63.2%	45.9%
Tasty Treats	29.0%	53.7%	15.6%
The Natural	72.5%	63.7%	43.3%
Trippy	75.0%	63.6%	44.7%
Vela Mart	73.7%	63.3%	43.3%

Orders by City and Category



Total Orders by Customer



1

Total numbers of Orders are almost the same in Milan and Rome, while in Venice it is a bit lower.
The order amount of each product category is almost the same in each city:
- Dairy: ~ 11K
- Food: ~3.5K
- Beverages: ~3.5K

Dairy is the main product category with biggest order amount, around 1.5x higher than total order amount of Food and Beverages.

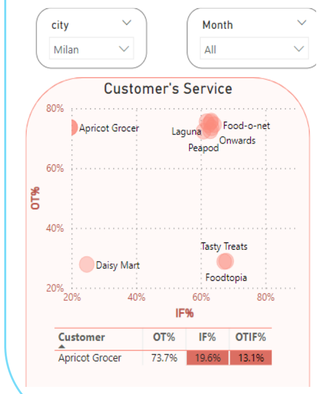
2

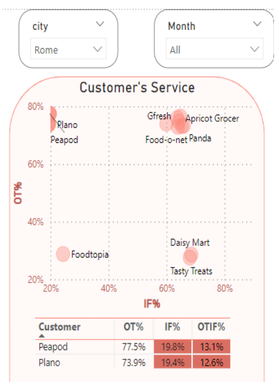
The first 6 Customers (Daisy Mart, Tasty Treats, Peapod, Food-o-net, Super Foods, and Foodtopia) accumulate for 52% of Total Orders
=> key customers

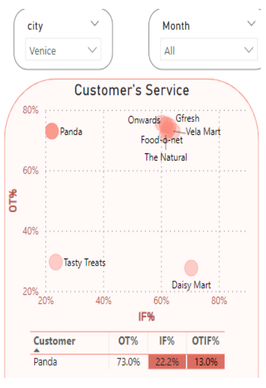
4

3 Customers: Daisy Mart, Foodtopia, and Tasty Treats have alarming low OT% and OTIF%, and their IT% are not great either.
When filtering the city:
- Milan: miserable service level for Apricot Grocer.
- Rome: Peapod and Plano needs to be taken care of due to the poor IF% and OTIF%
- Venice: disappointing IF% and OTIF% in Panda.

=> Poor performance on IF suggests that out of stocks happens quite often.
=> Inventory replenishment planning should be improved.







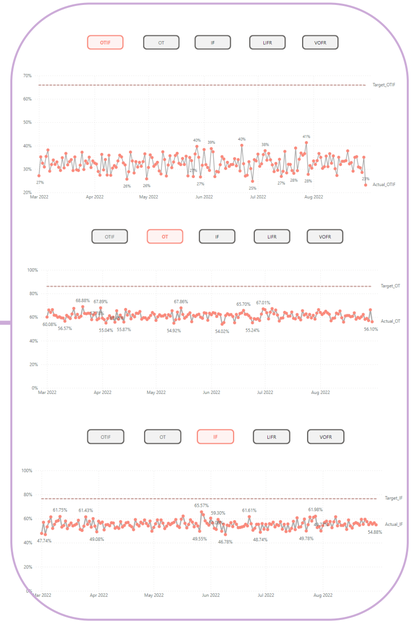
3

All 3 KPI:
- On Time (OT),
- In Full (IF), and
- On Time In Full (OTIF)

are far below Target levels.

The trend shows that in general not even a single day the metrices can reach their target.

OTIF is remarkably low, not even half of the target.
=> Insufficient delivery services.



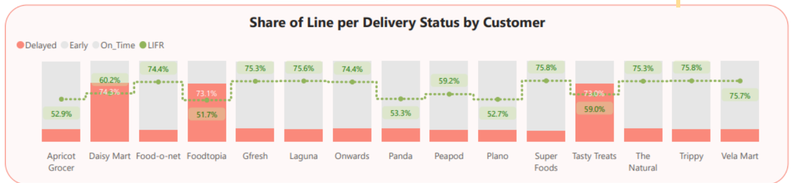
LINE DETAILS

THAO HOANG

city: All | product_category: All | Customer: All

68.7K
Total Order Lines
16.2M
Order Qty
15.6M
Delivered Qty
96.60%
VOFR
66.02%
LIFR

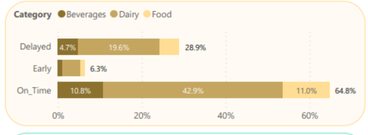
Share of Line per Delivery Status by Customer

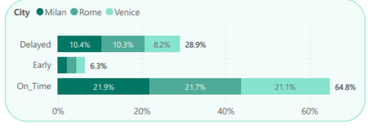


Delivery Status by Product Category and City

Category	Beverages		Dairy		Food		Total	
Delivery_Status	# of Lines	% of Lines	# of Lines	% of Lines	# of Lines	% of Lines	# of Lines	% of Lines
Delayed	3251	4.73%	13450	19.58%	3172	4.62%	19873	28.94%
Early	691	1.01%	2966	4.32%	670	0.98%	4327	6.30%
On_Time	7414	10.80%	29477	42.92%	7587	11.05%	44478	64.76%
Total	11356	16.54%	45893	66.82%	11429	16.64%	68678	100.00%

city	Milan		Rome		Venice		Total	
Delivery_Status	# of Lines	% of Lines	# of Lines	% of Lines	# of Lines	% of Lines	# of Lines	% of Lines
Delayed	7145	10.40%	7073	10.30%	5655	8.23%	19873	28.94%
Early	1472	2.14%	1557	2.27%	1298	1.89%	4327	6.30%
On_Time	15058	21.93%	14918	21.72%	14502	21.12%	44478	64.76%
Total	23675	34.47%	23548	34.29%	21455	31.24%	68678	100.00%





5

Several customers have lower Line Fill Rate than average, namely Apricot Grocer, Daisy Mart, Foodtopia, Panda, Peapod, Plano, and Tasty Treats.
For Daisy Mart, Foodtopia, and Tasty Treats, more than 73% of their order lines are delivered later than required, and out of that 73% late shipment, around 60% of the times are delayed by more than 1 day.

=> If delivery capability is not improved, there are high chances that three key customers, namely Daisy Mart, Foodtopia, and Tasty Treats, are not likely to renew the contract.