1. Problem

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 did not extend their annual contracts due to service issues**.

* Essential products were **either not delivered on time** or **not delivered in full** over a continued period
* Management wants to fix this by tracking the ‘On time’ and ‘In Full’ delivery service level for all customers daily basis.

1. Task

* Create Metrics:
  + On time (OT %) = Number of orders delivered On Time / Total Number of Orders
  + In full (IF%) = Number of Orders delivered in Full Quantity/ Total Number of Orders
  + On Time in Full (OTIF %) = Number of Orders delivered both IN full & On Time/ Total Number of Orders
  + Others
    - Line fill rate (LIFR%) = number of order lines shipped in Full quantity/ total order lines
    - Volume fill rate (VOFR%) = total quantity shipped/ total quantity order

*Condition*:

* Create Dashboard
  + Metrics on daily basis and vs target, split by cities and customers
  + Matrix visual for **Customer** and All the metric – apply conditional formatting based on gap vs target
  + Infull/ Ontime/ OTIF performance vs Target over Month – drillable for weeks an days – use **switch option**
  + Add insights on products – show LIFR VOFR for products + add sparkline
* Provide relevant insights.

STRUCTURE

1. Problem and Business Requirements
2. Data Modeling
3. Dashboard
4. Insight

KEY INSIGHT:

Overview

* Number of orders fluctuated over month, experienced a significant drop to a low point in the latest month – Aug’22
* Top customers: Lotus Mart, Acclaimed Stores, Vijay Stores, Rel Fresh, Coolblue and Prepel Mart **– top 6 customers account more than 50%** of total number of orders
* Top popular products: diary products are the most popular products, contributing more than 50% of total ordered quantity

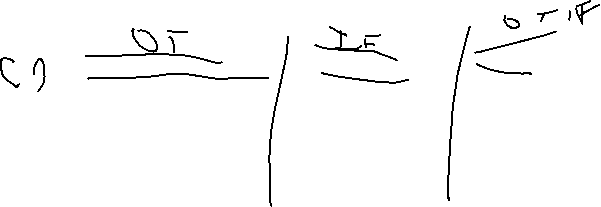
KPI

* All KPIs are below their respective target, indicating significant underperformance – especially OTIF with nearly 37% under target
* **Approximately 40.97% of orders experienced delayed delivery**, indicating a significant portion of customers did not receive their orders within the expected timeframe. Meanwhile, **47% of the orders were delivered partially**, suggesting that there may be stock shortages impacting our ability to fulfill the requested quantity.
* On average, customers **experienced a delay of approximately 0.42 days per order**, indicating that each customer encountered a delay of approximately 0.42 days in receiving their orders.

Detail

* **Customers need special attention**: Lotus Mart, Coolbluee and Acclaimed Stores – high demand but experience bad service with low ontime rate and otif rate
* Regarding **Geography**, customers in Vadodara city are  are facing the most unfavorable experience, as they have the lowest rates across all KPIs Ontime, Infull, OTIF, LIFR and VOFR performance
* The demand for butter and tea products often exceeds the available stock, leading to frequent instances of unfulfilled ordered quantities.

|  |  |  |  |
| --- | --- | --- | --- |
| Customer | On time | In Full | OTIF |
| A | (value gap vs Target) |  |  |
| B |  |  |  |



Split by Customer – apply conditional formatting

Split by Cities

OTIF %  
vs target

In Full

Vs Target

On time  
vs target

Overview KPI