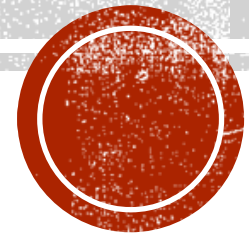


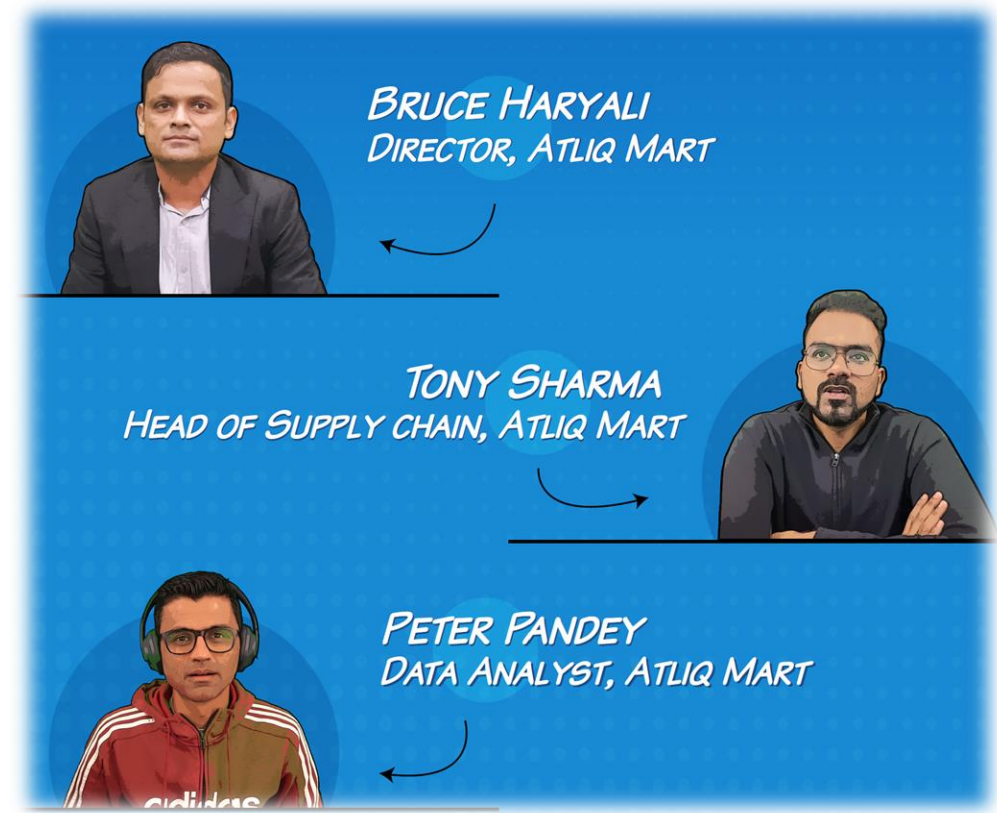
SUPPLY CHAIN | FMCG

By: Kassem Hachem



THE CASE

- Key customers did not renew the contract with the company.
- Hiring a data analyst.
- Presenting the data in an understandable way.
- Provide 'On Time', 'In Full' and 'OTIF %' for the orders and with respect to their target.
- Keep the customers and all the metrics in a matrix visual. Apply conditional formatting on values based on their gap with respect to the target.
- Show only LIFR and VOFR for products and add a sparkline next to it.



THE DATA



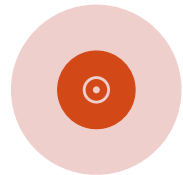
Date



Customers



Products



Orders'
target



Order lines



Orders
aggregate

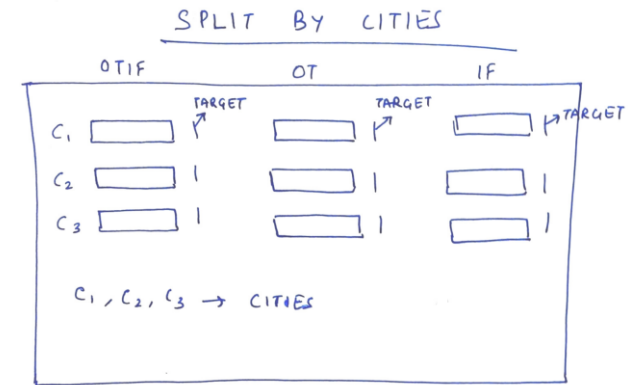
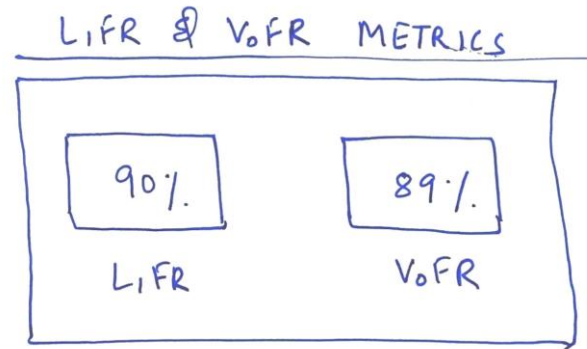


Metrics list



Data analyst's
note

THE NOTES



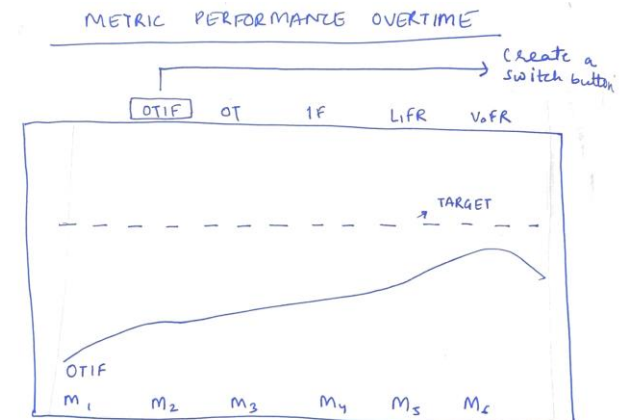
PRODUCT INSIGHTS

Product	L1FR	VoFR	Sparkline L1FR	Sparkline VoFR
P ₁			~~~~~	~~~~~
P ₂			~~~~~	~~~~~
P ₃			~~~~~	~~~~~
⋮				
P _n				

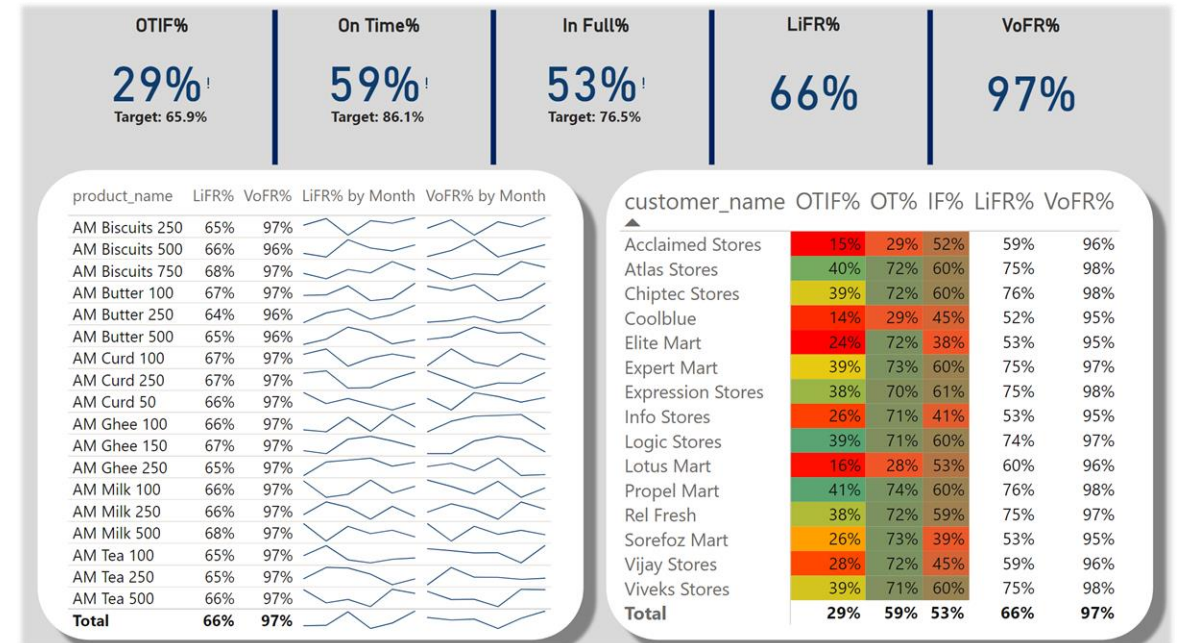
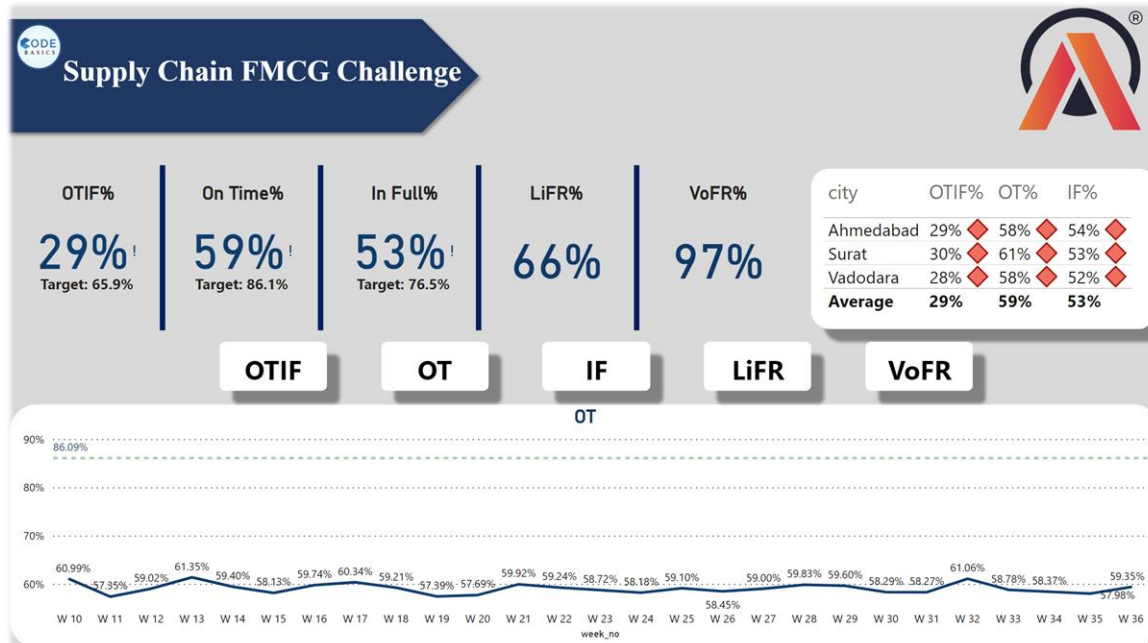
SPLIT BY CUSTOMERS

Customer	OTIF	OT%	IF%	L1FR%	VoFR%
CS ₁					
CS ₂	65%				
CS ₃	70%				
CS ₄	72%				
CS ₅	71%				

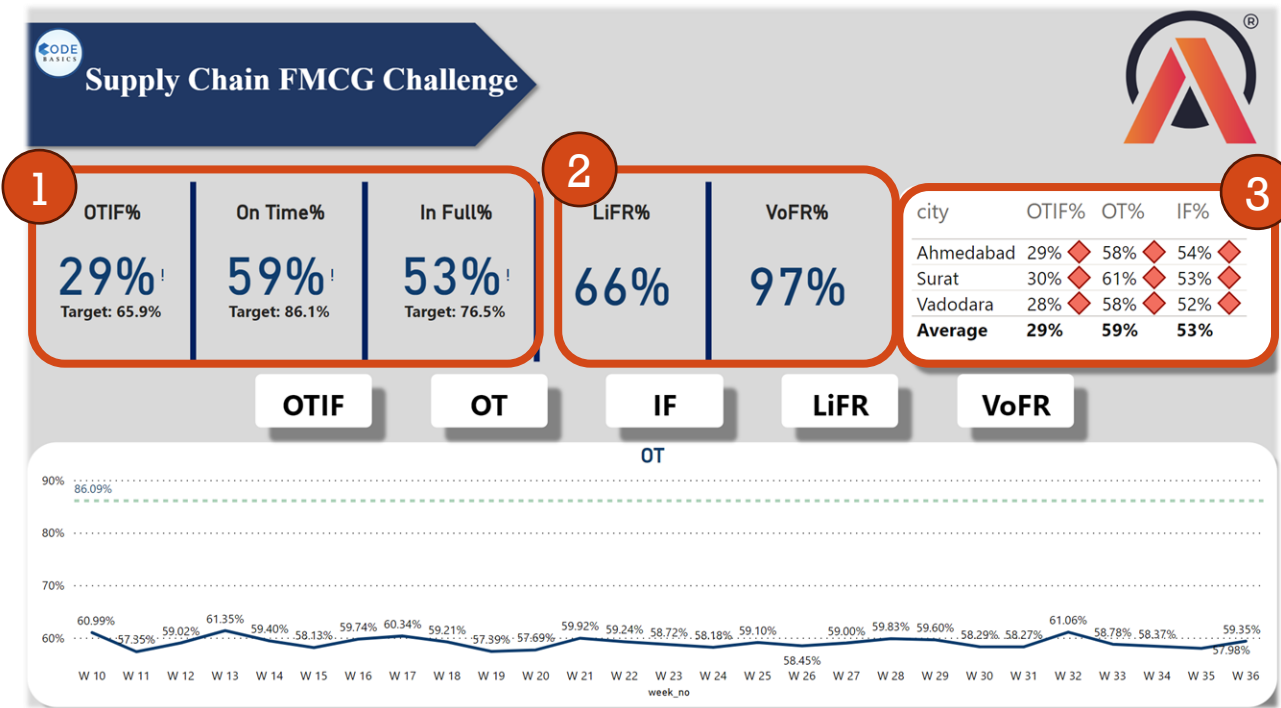
Conditional Formatting.
Add Bg color based on Gap to Target.



THE DATA VISUALIZATION

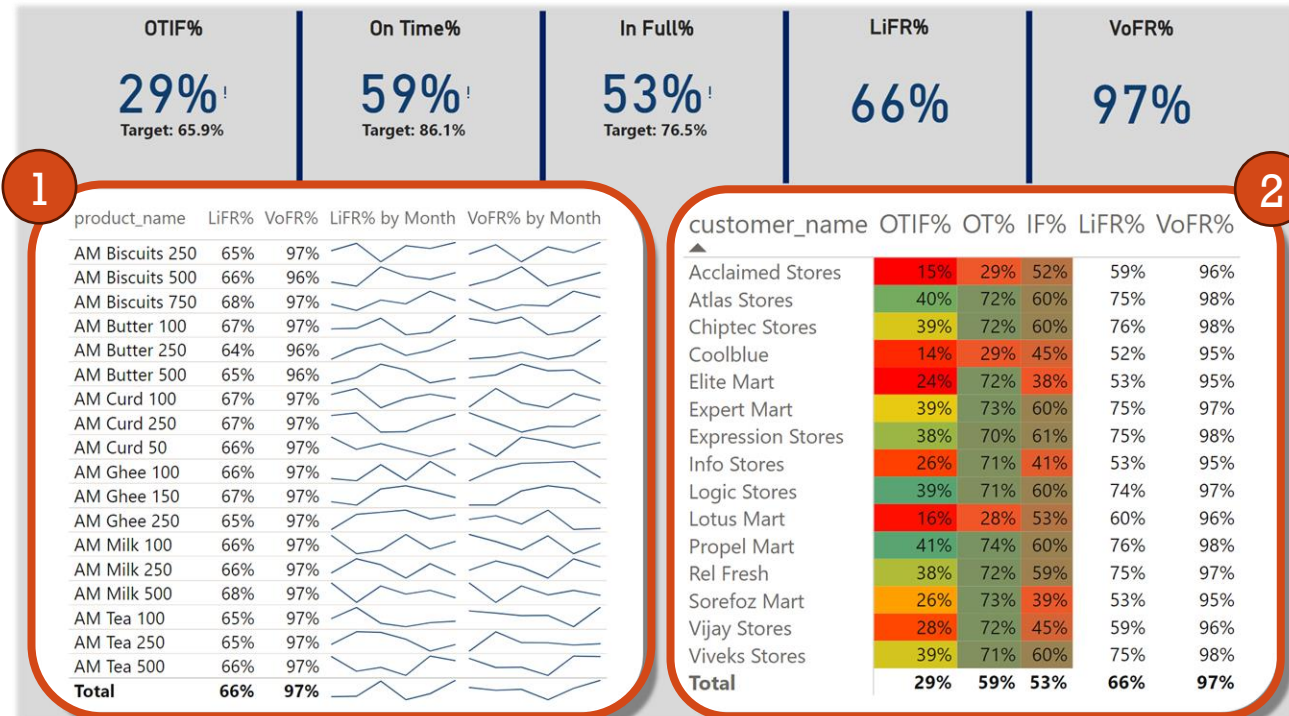


THE FINDINGS



1. Average OTIF%, OT%, & IF% are noticeably lower than the target.
2. VoFR% seems high compared to LiFR% which would mean that we are not hitting the order quantity in most of the orders.
3. None of the cities are hitting the target.

THE FINDINGS



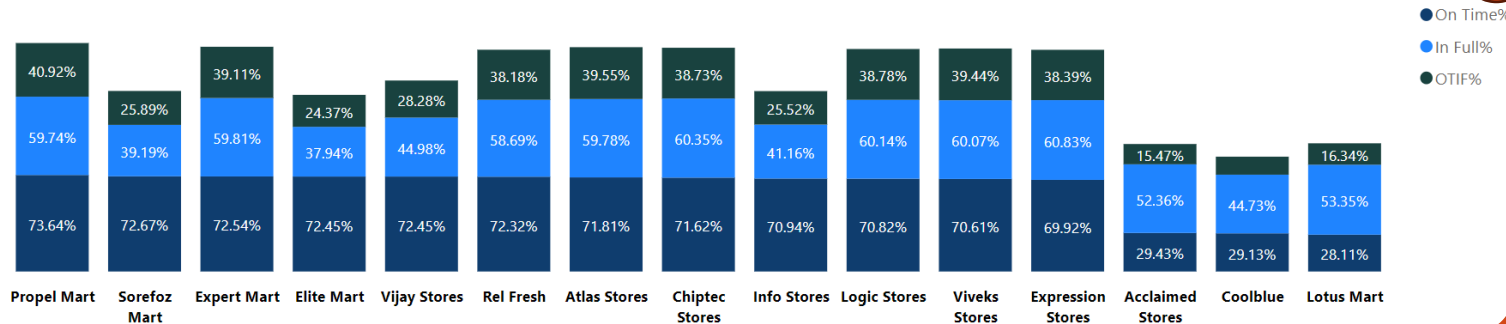
1. Product table shows that all products are having the same problem meeting the demand

2. Customer table shows that all the customers are not hitting the target, and some are far away from it.

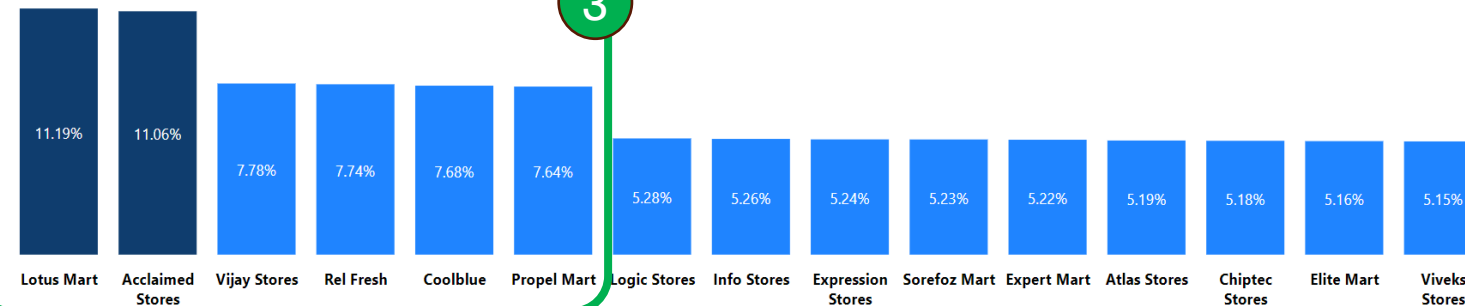
ADDITIONAL INSIGHTS

ADDITIONAL INSIGHTS

ORDER EFFICIENCY BY CUSTOMER



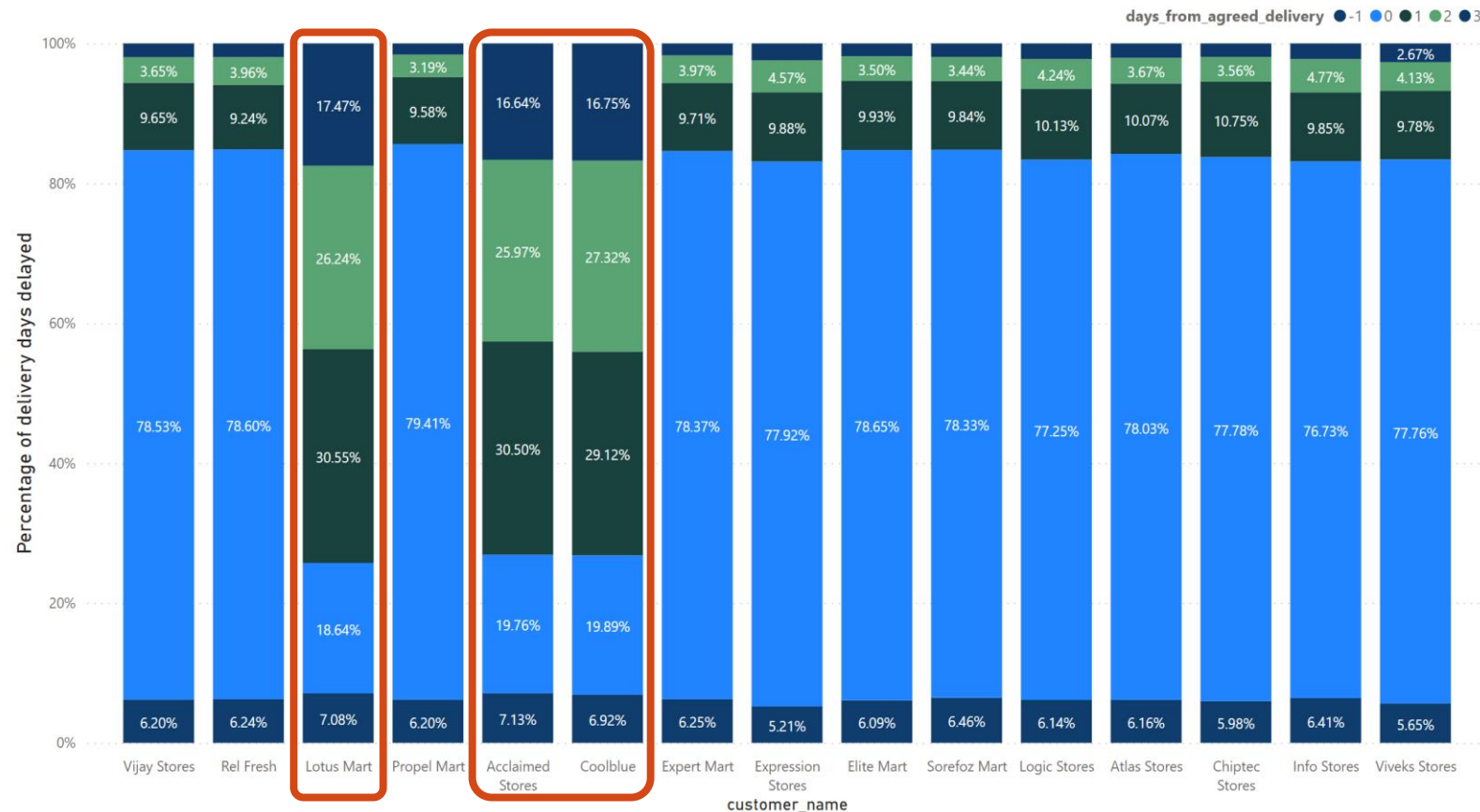
ORDER% OF CUSTOMER



1. Order Efficiency by customer provides a clear view that **Acclaimed Stores**, **Coolblue**, and **Lotus Mart** are having a bad experience by receiving late or incomplete orders.
2. **Lotus Mart** & **Acclaimed Stores** are the top key customers which would not renew the contract as they have the highest order% and lowest order target hit.
3. **Top six customers** cover more than **50%** of the total orders

ADDITIONAL INSIGHTS

Days From Agreed Date



Agreed vs. Actual delivery analysis

- The analysis conducted on delivery delays shows three key customers illuminates significant insights into the challenges impacting the contract renewals.
- **Lutos Mart, Acclaimed Stores, and Coolblue** are having more than **70%** of their orders being delivered late on which more than **50%** of them are 2 or 3 days late.
- This analysis underscores the commitment to delivering excellence in every facet of the operations.

RECOMMENDATIONS FOR ACTION



Improve demand forecasting to increase the IF%, LiFR% & maximize VoFR%

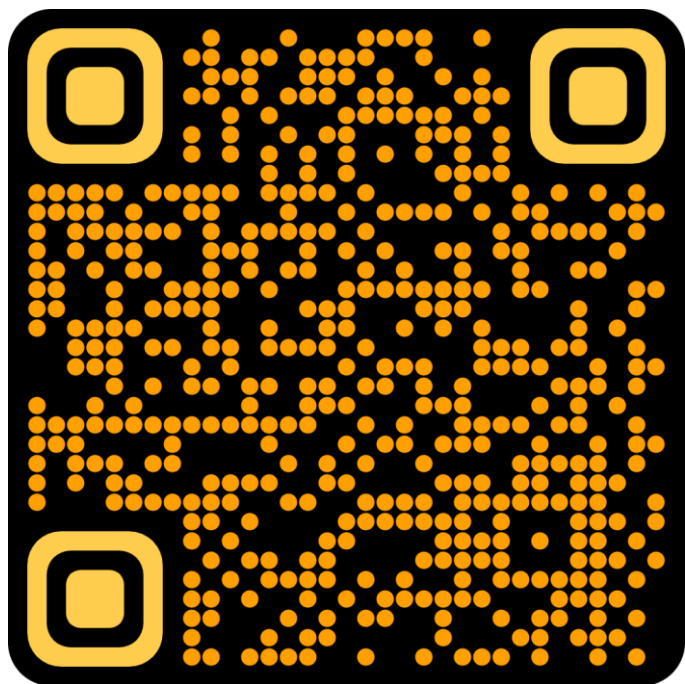


Check for ways to improve the delivery time such as:

- Studying the geographical distribution.
- Understanding the load of orders with respect to the number of employees



Allocate specific employees for key customers to improve the relationship



Power Bi Report



Portfolio Website

THANK YOU