How FlaxitUp cut Stockout Risks by 35% and Transformed Inventory Management with Automation

Background

FlaxitUp is a thriving food chain with 10 outlets across Mumbai. Known for high-quality meals and a customer-centric approach, the company faced increasing operational challenges as it expanded. Their website https://flaxitup.com/, serves as a central hub for customer interaction and order placement.

Challenge

The client faced several operational bottlenecks:
- **Fragmented Data Sources:** Manual entries in Google Sheets, form submissions, and third-party platforms (Swiggy, Zomato) led to inefficiencies and data inconsistencies.
- **Stock & Consumption Data Discrepancies:** Varying units of measurement (grams, packets, kilograms) across stock and consumption reports made reconciliation difficult, causing forecasting errors of up to 28%.
- **Delayed & Unorganized Forecasting:** Manual stock forecasting led to delays, with stockout risks increasing by 35%.
- **Lack of Real-Time Alerts:** Missed form deadlines and emergency orders often went unnoticed, leading to 20% higher operational inefficiencies.
- **Inaccurate Performance Tracking & Incentives:** Inconsistent branch performance metrics and non-standardized incentive calculations created disputes and dissatisfaction.

Approach

To streamline operations and enhance data accuracy, we implemented an automated, data-driven system:

1. Automated Data Integration
- **API Pipelines:**
  - Integrated Petpooja for real-time stock updates, reducing manual intervention.
  - Automated Swiggy, Zomato, and FamePilot data collection for a unified feedback system.
- **Google Forms & Sheets Automation:**
  - App Script automated data collection, instantly feeding responses into BigQuery.
  - Manual consumption data updates were automated to mark completion, ensuring clear tracking.

2. Advanced Forecasting System

- **Custom Forecast Algorithm:**
  - Analyzed consumption trends for 150+ items, using past data to predict stock requirements with 90% accuracy.
  - Incorporated minimum order quantities (MOQs) to prevent understocking.
- **Unit Reconciliation & Conversion:**
  - Standardized units across stock reports using a conversion matrix, reducing forecasting errors by 28%.

3. Real-Time Alert & Notification System

- **Google Chat Notifications:**
  - Alerts 2 hours before form deadlines, reducing missed submissions by 40%.
  - Emergency order notifications enabled instant response.
  - Automated PO creation messages streamlined procurement workflows.
  - Daily branch performance summaries ensured transparency.
  - Instant maintenance issue alerts led to quicker resolutions.

4. Performance Scoring & Incentive Automation

- **Scoring Framework:**
  - Deductions for missed deadlines, incomplete checklists, stale items, and customer complaints.
  - Incentive calculations were fully automated, ensuring fairness and transparency.
- **Automated Incentive Notifications:**
  - Branches received real-time incentive breakdowns, boosting motivation and performance.

5. Comprehensive Dashboard Visualization

- **Looker Studio Dashboards:**
  - Unified all data sources (Petpooja, FamePilot, Google Forms, and Sheets) into a single platform.
  - Provided real-time stock insights, sales trends, and customer feedback analytics.
  - Enabled data-driven decision-making for operational improvements.

Results

90%	35%	28%
Reduction in manual work	Decrease in stockout risks	Improvement in forecasting accuracy

- **Operational Efficiency:** Eliminated 90% of manual processes, allowing teams to focus on strategic initiatives.
- **Enhanced Accuracy:** Addressed stock forecasting errors, reducing discrepancies by 28%.

- **Proactive Decision-Making:** Real-time alerts and dashboards ensured swift, informed actions.
- **Optimized Inventory Management:** Improved stock forecasting, cutting wastage and ensuring availability.
- **Motivated Workforce:** Automated performance tracking and incentive systems enhanced branch engagement.

Conclusion

FlaxitUp's automation journey showcases the power of integrating APIs, real-time data processing, and advanced forecasting tools. By tackling complex operational inefficiencies, we delivered a scalable, robust system that streamlined resource management and reinforced FlaxitUp's commitment to operational excellence and customer satisfaction. This initiative has positioned them for sustained growth in the highly competitive food industry.