

TEAM BITSG INFERNO

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FOR ANVESHAN 2021 CASE STUDY COMPETITION BY
IIM LUCKNOW IN ASSOCIATION WITH BIGHAAT.COM



WHY BigHaat is getting 20% shipment returns?

Due to unsatisfied customer

OR

Due to Time Delay

OR

Due to a large number of RTO Initiation

Or

**Due to error on part of the courier
companies**

STATE	No of RTO INITIATED	PERCENTAGE OF RTO INITIATED		
ANDAMAN&NICOBAR	4	0.08%		
ANDHRA PRADESH	735	14.21%		
NORTH EAST	181	3.50%		
BIHAR	256	4.95%		
CHATTISGARH	122	2.36%		
DELHI&HARYANA	114	2.20%		
GOA	2	0.04%		
GUJARAT	136	2.63%		
HIMACHAL PRADESH	22	0.43%		
JAMMU&KASHMIR	4	0.08%		
JHARKHAND	67	1.30%		
KARNATAKA	657	12.70%		
KERALA	60	1.16%		
MADHYA PRADESH	254	4.91%		
MAHARASHTRA	560	10.83%		
ORISSA	189	3.65%		
PUNJAB	56	1.08%		
RAJASTHAN	171	3.31%		
TAMIL NADU	200	3.87%		
TELANGANA	551	10.65%		
UTTAR PRADESH	540	10.44%		
UTTARAKHAND	14	0.27%		
WEST BENGAL	278	5.37%		
	5173			

FROM THE DATA, WE CAN DERIVE THAT THE TOTAL RTO INITIATION IS 18.7% DUE TO THE HIGH RTO INITIATION RATE IN 5 STATES:

ANDHRA PRADESH

KARNATAKA

MAHARASHTRA

TELANGANA

UTTAR PRADESH

IRONY IN THE DATA - 37.56% OF THE RTO INITIATED ARE FROM ANDHRA PRADESH, KARNATAKA, AND TELANGANA-LOCATION OF WAREHOUSES AND REGION WITH LARGEST NUMBER OF CUSTOMERS

MOST of the Revenue as well loss is coming from these 5 major States....

TOTAL FREIGHT COST LOSS DUE TO RTO FROM TOP 5 STATES: ₹45,27,670

STATEWISE ANALYSIS

Statewise analysis for buyer and same proportion exist for total RTO generated



■ Karnataka ■ Andhra Pradesh ■ Uttar Pradesh ■ Maharashtra ■ Telangana ■ other

TIME DELAYS

CHANNEL CREATED AND SHIPROCKET CREATED

There seems to be not much time delay here. Shiprocket is created in less than 24 hrs from channel created

SHIPROCKET CREATED AND AWB ASSIGNED

There is a considerable delay (>24 hrs) in which AWB is assigned in some cases. For the 155 data between order id BH106060 and BH 102680 shows a delay of about a month to assign AWB.

AWB ASSIGNED AND ORDER SHIPPED

The time between AWB assigning and order shipped ranges from 24-48 hours.

THE 3 NDR ATTEMPTS

**TOTAL COUNT OF RTO INITIATED AFTER 3
NDR:2561**

**COUNT OF RTO INITIATED AFTER 3 NDR IN
THE TOP 5 STATES: 1538**

**TOTAL COUNT OF RTO INITIATED BEFORE 3
NDR: 2564**

**COUNT OF RTO INITIATED AFTER 3 NDR IN
THE TOP 5 STATES: 1461**

**REASONS FOR
INITIATING RTO
BFORE 3rd NDR:**

- ERROR BY THE
COURIER SERVICE
- CANCELLATION BY
THE CUSTOMER

SOLUTIONS

To solve an issue of time delay by Courier agents

The company can urge shiprocket to have a SLA(service level agreement) with the courier companies on these terms:

- AWB should be assigned by the courier company within 24hrs of order receival
- The product should be shipped within 24 hrs

The company-owned delivery mechanism in Karnataka, A.P, and Telangana

- THIS CAN INCREASE TRANSPERANICY AND AVOID ERRORS FROM SHIPPING COMPANIES IN THESE STATES WITH HIGH PERCENTAGE OF RTO
- THE COST INCURRED BY THE COMPANY FOR THIS INITIATIVE WILL BE LESS DUE TO THE PROXIMITY OF WAREHOUSE.

OPENING AN OFFLINE SHOP IN ANDHRA PRADESH, TELANGANA OR KARNATAKA

- THE STATES HAVE THE LARGEST NUMBER OF CUSTOMERS AS WELL AS THE LARGEST RTO INITIATIONS
- LOGISTICS OF SHOP WILL BE EASED DUE TO THE PROXIMITY OF WAREHOUSES.

**COMPANY SHOULD GET DETAILS
OF THE COURIER PARTNER FOR
EACH DELIVERY FROM SHIP
ROCKET**

RECOMMENDATIONS

Advisory



A METHODE BY WHICH THE FARMERS CAN SEND THEIR SOIL SAMPLE TO BE TESTED

A PANEL OF EXPERTS WHO CAN GUIDE THE CUSTOMERS WITH THE NECESSARY GOODS TO BE PURCHASED BY REVIEWING THE SOIL SAMPLE OR PHOTOS AND OTHER DETAILS OF THE FARM.



A FEATURE IN THE WEBSITE WHERE THE USERS CAN CHAT WITH THE TECHNICIANS ABOUT THEIR DOUBTS.

A LIST OF CONTACTS WHOM THE CUSTOMERS CAN CALL/VIDEO CALL TO HELP IN INSTALLATION AND USAGE OF MACHINERY.

A REPRESENTATIVE FROM THE FARMER COMMUNITY IN A REGION CAN BE RECRUITED AS THE COMPANIES AGENT WHO CAN HELP THE CUSTOMERS IN THE LOCALITY TO ORDER THE PRODUCTS.

RECOMMENDATIONS

PROMOTION IS HIGHLY RECOMMENDED: Punjab and Haryana are known for agriculture but has **ONLY 308 and 451** customers.

Web scrabbing: To hold regular customers, the firm has to drop and increase prices with their competitors.

THANK YOU