## TEAM BITSGINFERNO



SHRADDHA KAJLE MEGHA MAHADEVAN 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 courrier

companies

STATE	No of RTO INITIATED	PERCENTA	GE OF RTO	INITIATED
ANDAMAN&NICOBAL	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%		
03	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

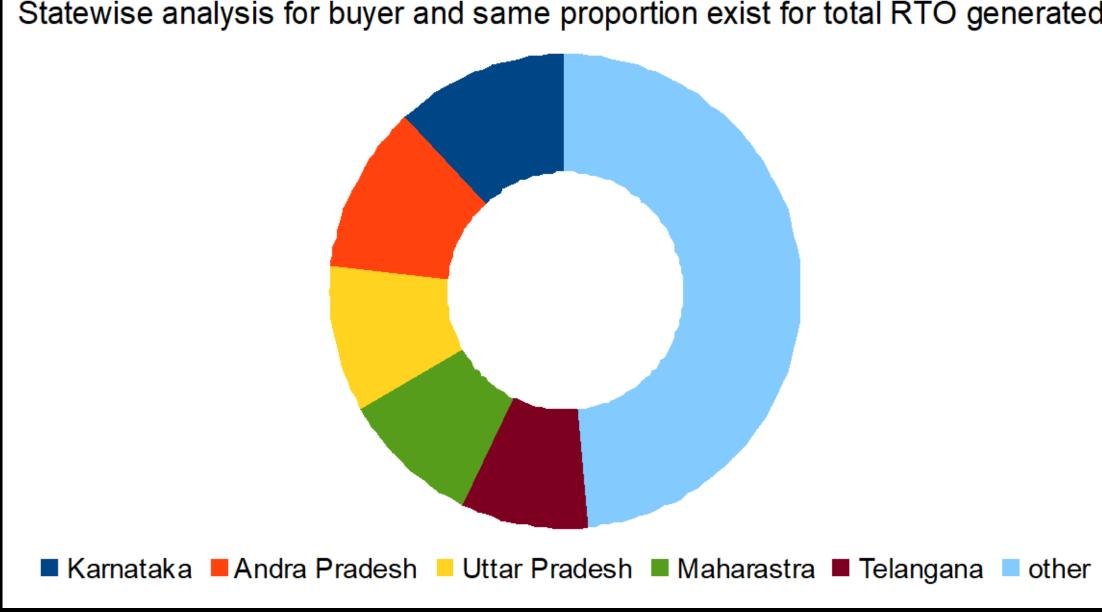
IRONY IN THE DATA - 37.56% OF THE RTO INITIATED ARE FROM ANDHRA PRADESH, KARNATAKA, AND TELANGANA-LOCATION OF WAREHOUSES AND REGION WITH LARGEST NUMBER OF CUSTOMERS

**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



### 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

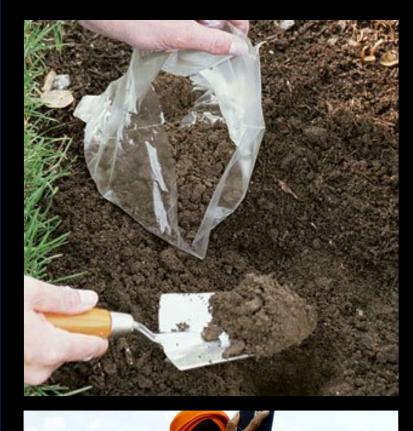
- THIS CAN INCREASE TRANSPERANICY AND AVOID ERRORS FROM SHIPPING COMPANIES IN THESE STATES WITH HIGH PERCENTAGE OF RTO
- THE COST INCURRED BY THE COMPANY FOR THIS INITIATIVE WILL BE LESS DUE TO THE PROXIMITY OF WAREHOUSE.

## 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





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.

## Advisory

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