

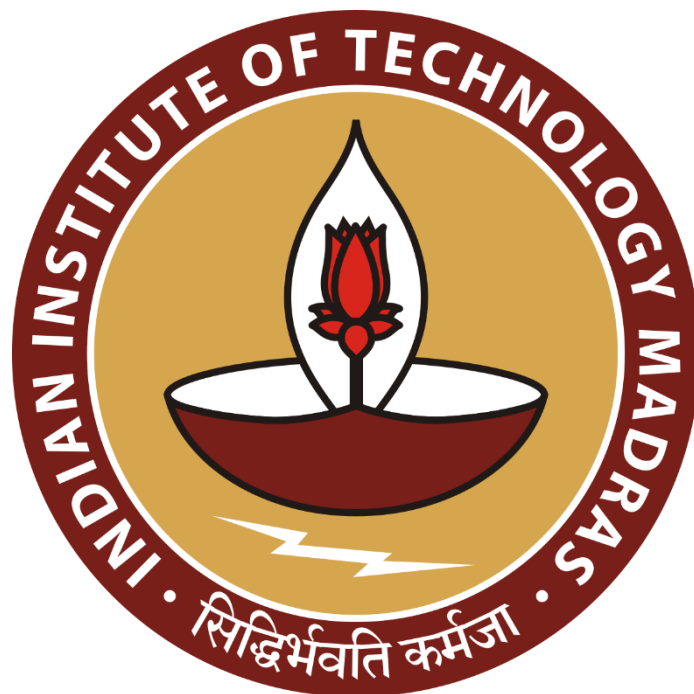
“From Click to Closet: Minimizing Returns to Maximize Revenue and Customer Loyalty”

A Midterm report for the BDM capstone Project

Submitted by

Name: Ankita Venkatesh Koli

Roll number: 22f2001103



IITM Online BS Degree Program,
Indian Institute of Technology, Madras, Chennai
Tamil Nadu, India, 600036

Content		Pg.no
1)	Executive Summary	2
2)	Proof of Originality	2-4
3)	Meta Data	5-6
4)	Descriptive statistics	7-9
5)	Detailed explanation of analysis process or methods	10
6)	Results and findings	11-14

From Click to Closet: Minimizing Returns to Maximize Revenue and Customer Loyalty

1. Executive Summary:

This executive summary provides an overview of the project aimed at maximising revenue generation and customer satisfaction by reducing the delays in delivery. ZANAASH located in G-92, Ramanuj, Shyam Nagar Marg, Jaipur, Rajasthan 302019. The project addresses the revenue generation challenges faced by the company, which has resulted in inconsistent management of categorizing cancellation reason unable to get the targeted customer, honest customer reviews and mismatch orders ends up reverse pickup. The brand ZANAASH being a key player in the clothing brand, has built a reputation for its high-quality craftsmanship with high quality.

Recognizing the importance of customer satisfaction in sustaining and growing their business, ZANAASH is committed to resolving these challenges and optimizing its operations to ensure timely order-fulfilment to the verified customers and exceed customer satisfaction.

This project represents a significant step towards aligning the company's operations with its long-term vision of becoming a leader in the clothing brand through exceptional customer service and operational excellence.

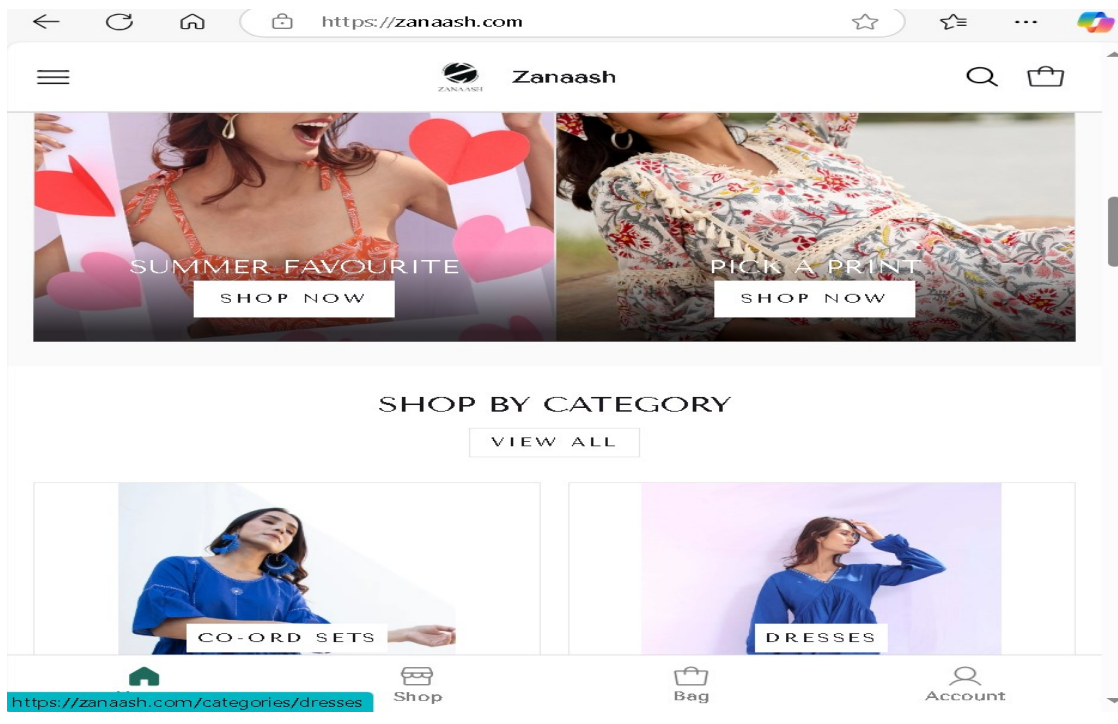
2. Proof of Originality

Source of Data:

All the data provided by Mohd. Azhar, Who's the manager of the ZANAASH. Enclosed is letter from business verifying the data's authenticity. This provides a clear acknowledgment that the insights and figures shared by the manager align with the company's operational records and strategic goals.

Here is the introduction video given by the manager of the ZANAASH.

https://drive.google.com/file/d/1Bwm89T8Gn8aA189XJW5Fvql9Uyv_IR7w/view?usp=sharing



10 Nov 2024

To Whom it May Concern

This is to certify that I, Sumedha, owner of Zanaash, upon the request of Ankita Venkatesh Koli, a student at IIT Madras, have provided sales data, including SKU and customer reviews. I confirm that Ankita Venkatesh Koli obtained my consent before collecting data and pictures from us, which can be used solely for academic project purposes.

We wish Ankita Koli all the success in this project and welcome any suggestions she may have to improve our services.

Sincerely,


Mohd Azhar
 Manager.

support@zanaash.com

G-92, Ramanuj, Shyam Nagar
 Marg, Jaipur, Rajasthan.



zanaashindia

Follow

Message



1,564 posts

52.4K followers

334 following

Zanaash

[@zanaashindia](#)

Curating everything beautiful with love. ✨

Jaipur, India.

C... more

[zanaash.com](#)

BTS 🐼



Collabs ❤️



Rangi Sastri 2.0



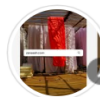
Silver lining



Goan Roman...



BlockedwithL...



Zanaash Living

POSTS

REELS

TAGGED

END OF SEASON SALE



26K



1,664



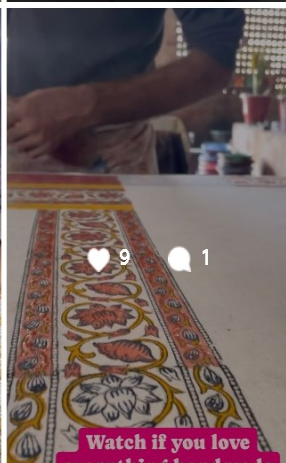
1,648



2,274

[hindi/reel/C9WmPD4Xog/](#)

This is why machine made is
cheaper than handmade products



9

1

Watch if you love
everything handmade



Colours of Paradise
Featuring amazing hand embroidery

3. Metadata and Descriptive statistics:

Collected order data, excepted delivery dates and actual delivery, Product categories and its sales data, customers order status data for 7 months i.e. January 2024 to July 2024.

Note:

https://docs.google.com/spreadsheets/d/1R1rkahdhkHbx3_M0IancqfdNX2OZP328/edit?usp=sharing&ouid=111981529097492126768&rtpof=true&sd=true :Raw data

<https://docs.google.com/spreadsheets/d/1o066OGpPnvOl3HjdS2SLGTdJQftGhqyS/edit?usp=sharing&ouid=111981529097492126768&rtpof=true&sd=true> :Clean data

- The Sale data sheet provides a comprehensive overview of each product sales and the customer satisfaction towards product including SKU, category, delivery, order-status, and other relevant details.
- This data helps in understanding the analysing revenue formation and sale trends, identifying patterns of most popular product and least popular product including the reverting back the orders by customers and formulating the strategies to improve tracking system and rectifying the verification of the customer details before getting order placed.
- This metadata enhances clarification, understanding, accessibility, and efficient utilization of the dataset.

ShippingCharg	SellerId	VendorName	Category	Mode	OrderDate	ShippedDate	DeliveredDate
9.32	STARS	S TAK RETAILS	sets	Prepaid	2024-06-30T18:17:38	2024-07-01T14:59	2024-07-07T14:59
14.41	STARS	S TAK RETAILS	kurta_set_women_indianwear	Prepaid	2024-06-30T18:13:25	2024-07-01T14:59	2024-07-04T14:59
29	STARS	S TAK RETAILS	knee_length_women_indianwear	Prepaid	2024-06-30T16:39:27	2024-07-01T14:59	2024-07-02T19:59
3.508	STARS	S TAK RETAILS	midl_dresses_women_westernwear	Prepaid	2024-06-29T23:15:19	2024-07-01T14:59	2024-07-02T19:59
2.162	STARS	S TAK RETAILS	knee_length_women_indianwear	Prepaid	2024-06-29T23:15:19	2024-07-01T14:59	2024-07-02T19:59
5.42	STARS	S TAK RETAILS	knee_length_women_indianwear	Prepaid	2024-06-29T23:09:16	2024-07-01T14:59	2024-07-03T20:59
34.05	STARS	S TAK RETAILS	Salwar Suits & Sets	COD	2024-06-29T18:57:23		
11.54	STARS	S TAK RETAILS	knee_length_women_indianwear	Prepaid	2024-06-29T16:36:14	2024-07-01T14:59	2024-07-03T15:59
49	STARS	S TAK RETAILS	kaftans_women_indianwear	COD	2024-06-29T13:17:54	2024-07-02T14:30	2024-07-04T19:59
7.66	STARS	S TAK RETAILS	kurta_set_women_indianwear	Prepaid	2024-06-29T11:47:39		
49	STARS	S TAK RETAILS	sets	COD	2024-06-28T18:52:07	2024-07-01T14:59	
29	STARS	S TAK RETAILS	kaftan_sets_women_indianwear	Prepaid	2024-06-28T13:59:34	2024-06-29T15:12	2024-07-01T12:59
14.06	STARS	S TAK RETAILS	knee_length_women_indianwear	Prepaid	2024-06-28T08:14	2024-06-29T15:12	2024-07-01T11:59
26.35	STARS	S TAK RETAILS	knee_length_women_indianwear	COD	2024-06-27T11:43:34	2024-06-27T15:50	2024-06-29T12:59
2.01	STARS	S TAK RETAILS	knee_length_women_indianwear	Prepaid	2024-06-27T11:41:04	2024-06-27T15:50	2024-06-29T10:59
18.219	STARS	S TAK RETAILS	kaftans_women_indianwear	COD	2024-06-27T10:02:45	2024-07-02T14:30	2024-07-03T17:59
13.361	STARS	S TAK RETAILS	kaftans_women_indianwear	COD	2024-06-27T10:02:45	2024-06-27T15:50	2024-07-01T13:59
14.78	STARS	S TAK RETAILS	kaftans_women_indianwear	Prepaid	2024-06-27T08:28:40	2024-06-27T15:50	2024-06-29T20:59
23.95	STARS	S TAK RETAILS	sets	COD	2024-06-27T00:26:39	2024-06-27T15:50	2024-06-30T18:59
28.31	STARS	S TAK RETAILS	kurta_set_women_indianwear	COD	2024-06-25T19:33:04	2024-06-26T16:16	2024-06-28T10:59
11.76	STARS	S TAK RETAILS	kaftans_women_indianwear	COD	2024-06-25T11:39:35	2024-06-27T15:50	2024-06-28T14:59
11.76	STARS	S TAK RETAILS	kaftans_women_indianwear	COD	2024-06-25T11:39:35	2024-06-27T15:50	2024-06-28T14:59
27.92	STARS	S TAK RETAILS	knee_length_women_indianwear	COD	2024-06-25T11:14:57	2024-06-25T15:16	2024-06-28T16:59
29	STARS	S TAK RETAILS	sets	Prepaid	2024-06-25T00:40:42	2024-06-25T15:16	2024-06-27T16:59
11.45	STARS	S TAK RETAILS	knee_length_women_indianwear	Prepaid	2024-06-24T17:11:05	2024-06-25T15:16	2024-06-26T16:59
25.5	STARS	S TAK RETAILS	co_ord_set_women_indianwear	COD	2024-06-24T11:36:10	2024-06-26T16:16	2024-06-29T13:59
11.02	STARS	S TAK RETAILS	kurta_set_women_indianwear	COD	2024-06-24T09:24	2024-06-26T16:16	2024-06-28T11:59
15.33	STARS	S TAK RETAILS	kaftan_sets_women_indianwear	COD	2024-06-24T07:41:37	2024-06-26T16:16	2024-06-28T17:59
5.06	STARS	S TAK RETAILS	sets	Prepaid	2024-06-24T07:24:59	2024-06-25T15:16	2024-06-27T11:59
15	STARS	S TAK RETAILS	Salwar Suits & Sets	Prepaid	2024-06-24T01:24:13	2024-06-25T15:16	2024-06-26T16:59
13.16	STARS	S TAK RETAILS	knee_length_women_indianwear	Prepaid	2024-06-23T23:54:05	2024-06-25T15:16	2024-07-01T11:59
2.86	STARS	S TAK RETAILS	kaftans_women_indianwear	Prepaid	2024-06-23T21:21:21	2024-06-25T15:16	2024-06-27T21:59
49	STARS	S TAK RETAILS	sets	COD	2024-06-23T18:45:18	2024-06-29T15:12	2024-07-01T12:59
0	STARS	S TAK RETAILS	jumpsuits_women_westernwear	Prepaid	2024-06-23T15:38:09	2024-06-26T16:16	2024-06-27T16:59
49	STARS	S TAK RETAILS	sets	COD	2024-06-23T15:31:21	2024-06-25T15:16	
18.08	STARS	S TAK RETAILS	knee_length_women_westernwear	Prepaid	2024-06-23T11:15:01	2024-06-25T15:16	2024-06-26T17:59
29	STARS	S TAK RETAILS	Salwar Suits & Sets	Prepaid	2024-06-23T00:23:52	2024-06-25T15:16	2024-06-26T17:59
29	STARS	S TAK RETAILS	Salwar Suits & Sets	Prepaid	2024-06-22T23:54:53	2024-06-25T15:16	2024-06-26T17:59
15.69	STARS	S TAK RETAILS	mini_dresses_women_westernwear	Prepaid	2024-06-22T22:20:33	2024-06-29T15:12	2024-06-30T14:59
10.07	STARS	S TAK RETAILS	knee_length_women_indianwear	Prepaid	2024-06-22T20:12:55	2024-06-25T15:16	2024-06-26T19:59
32.22	STARS	S TAK RETAILS	knee_length_women_indianwear	COD	2024-06-22T18:53:50	2024-06-25T15:16	2024-06-26T16:59

The collected data in original form contains some inconsistencies, errors, missing values. Therefore, it is important to acknowledge that the data collected requires cleaning and preprocessing before it can be used for analysis and decision-making.

These data provide information on sales, revenue, Orders, Shipping charges and other relevant details. It assists in monitoring sales patterns, identifying most popular product trends, and managing operational.

Contains fields: **Meta data**

- Seller's Id: Unique identifier of the seller.
 - ✓ Magento order no: Order number assigned by the Magento platform
 - ✓ Order no: Unique order identification number.
 - ✓ SKU code: Unique identifier for the product stock-keeping unit.
 - ✓ SKU name: Name of the product stock-keeping.
- Vendor name: Name of the vendor supplying the product.
- Invoice date: Date when the invoice was generated.
- AWB No: Airway bill number for shipment tracking.
- Category: Product category to which the item belongs
- Order date: Date when the order was placed.
- Shipped date: Date when the order was shipped.
- Delivered date: Date when the order was delivered.
- Shipped quantity: Number of units shipped.
- Order quantity: Total quantity ordered.
- MRP; Maximum retail price of the product
- Unit price: Price per unit of the product.
- Selling price: Final price at which the product was sold.
- Discount amount: Amount of discount applied to the order.
 - ✓ Total sales: 3069
 - ✓ Status of order
 - ✓ Discount code
- Tax amount
- Tax contribution: Tax contribution breakdown.
 - ✓ IGST amount: Integrated Goods and Services Tax amount.
 - ✓ CGST amount: Central Goods and Services Tax amount.
 - ✓ SGST amount: State Goods and Services Tax amount.
 - ✓ Tax percent: Percentage of tax applied to the order.
- Brand: ZANAASH
- Reason for cancellation
- Order tag
- Country
 - ✓ Pin code
 - ✓ Country
 - ✓ Currency
- No of days delivered: 4-5
- Return status
 - ✓ Return code

4. Descriptive Statistics

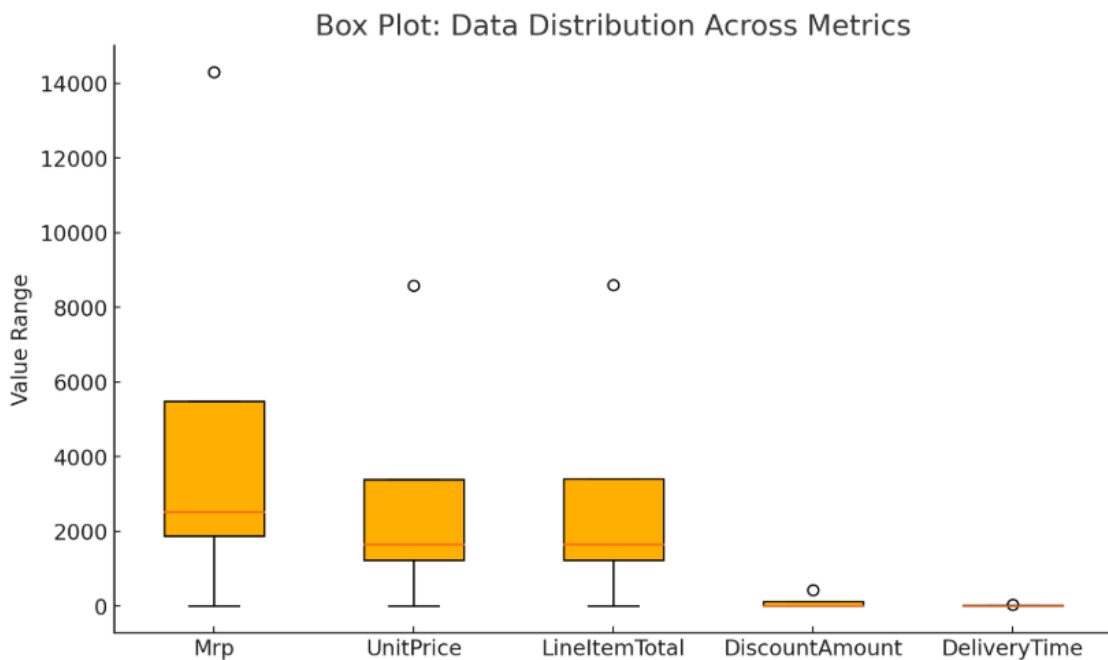
Presented is descriptive statistics table encompassing diverse financial metrics. The tabulation includes 57 columns and 3070 rows.

The row document various statistical measures such as mean, median, mode, sample variance, standard variance, count, maximum, minimum. This structured arrangement provides a comprehensive overview of key financial indicator, facilitating detailed dataset analysis.

To gain a comprehensive understanding of the data set characteristics, the initial phase involved conducting descriptive statistics. Key statistical measures are calculated, and graphs were created to examine data distribution and monthly patterns within product categories. EDA was used to detect anomalies, identify outliers and establish a foundation for further analyses, uncover trends and highlight potential outliers.

Statistic	EXTLINENO	Order Qty	Shipped Qty	MRP	Unit Price	Discount Amount	Line Item Total	Shipping Charge	Tax Amount	No of Days Delivery	Total Sales
Count	3069	3069	3069	3069	3069	3069	3069	3069	3069	3069	3069
Mean	2.18	1.01	0.92	2541.50	1658.48	13.57	1668.97	21.56	180.24	4.98	1475.56
Min	1	1	0	0	0	0	0	0	0	0	-429.00
25% (1st Quartile)	1	1	1	2199	1350	0	1374.68	8.14	144.64	2.12	1320.00
Median (50%)	1	1	1	2499	1650	0	1649.68	17.64	174.11	3.99	1560.00
75% (3rd Quartile)	3	1	1	2899	1870	0	1885.00	29.00	200.25	6.87	1800.00
Max	23	2	2	14299	8580	429.00	8609.00	119.00	919.29	40.69	7425.00
Std (Deviation)	2.05	0.09	0.30	966.26	636.27	36.37	636.28	16.95	77.55	4.26	737.26

Graph:1



Graph-1: Box plot (Data distribution Across metrics.)

To visualize the spread, variability, and potential outliers in the data for metrics MRP, Unit price, Line-item Total, Discount Amount, Delivery time.

1.MRP:

- The value is widely between 0 to 14,299 with most values concentrated around the median (2500).
- Significant outlier is present above Rs.10,000 indicating a few high-priced items.

2.Unit price:

- The range is between 0 to Rs.8,580 with median close to Rs. 1,650.
- Outlier is at the higher end, suggesting premium or luxury products in the dataset.

3.Line-item Total:

- Distribution is consistent with MRP and unit price with range of Rs.0 to Rs.8,609 and median is around 1,650.
- Outliers may represent high-valued transaction.

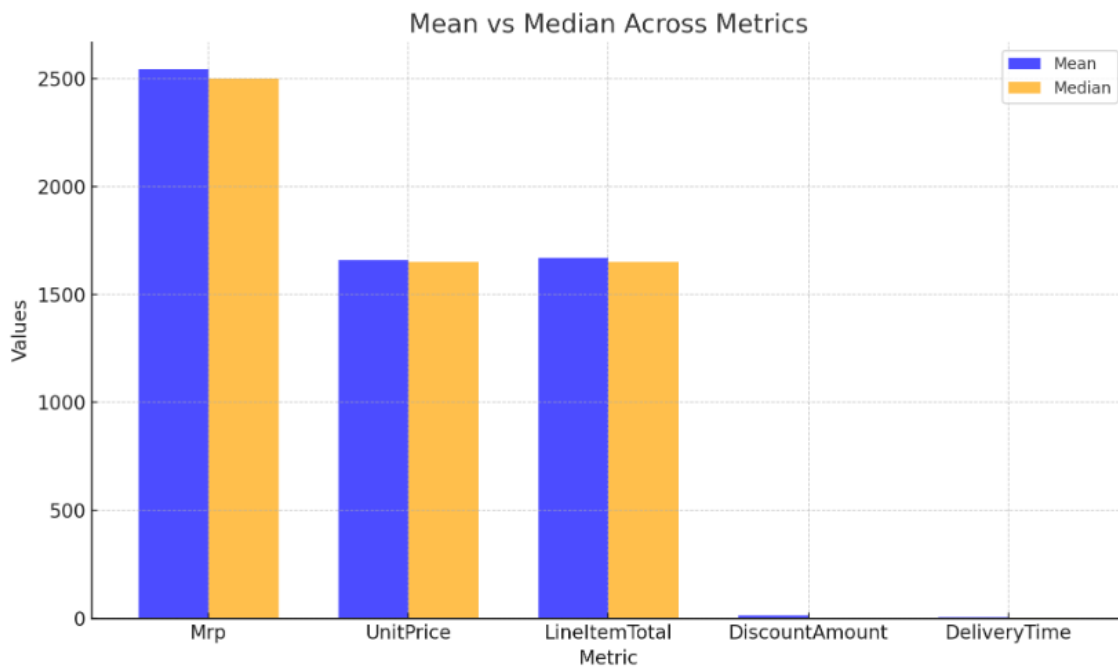
4.Discount amount:

- Most values are accumulated at the bottom, with a median of 0, suggesting minimal or no discount for most orders.
- Outliers reaching Rs.429 highlight rare cases of substantial discounts.

5. Delivery time:

- Delivery time range from 0 to 40 days, with majority of deliveries occurs within 4 days.
- A few outliers suggest unusual long delivery time, possibly due to logistical challenges.

Graph-2



Graph-2: Bar chart (Data distribution Across metrics).

To compare central tendencies and detect skewness in the data.

1.MRP, Unit price, Line-Item total:

- The mean values are slightly higher than the medians, indicating positive skewness.
- This suggests a few high-value items /products are pulling the average upwards.

2.Discount Amount:

- A mean of 13.57 compared to a median of 0 indicates that discounts are applied sparingly, but when applied they can be substantial.

3.Delivery time:

- The mean delivery is between 5-6 days, higher than median of 4 days.
- This suggests a few very delayed deliveries are skewing the average upwards.

5. Detailed Explanation of Analysis Process

The analysis process involves extracting meaningful insights and patterns from the collected data sheets to inform decision-making and drive improvements. It consists of several key steps:

- 1) **Data Cleaning and Preparation:** Before analysis can begin, the data from each sheet needs to be carefully cleaned and prepared. This involves checking for missing values, correcting any errors or inconsistencies, and ensuring uniformity in data formats. By addressing these issues, the data becomes more reliable and ready for analysis
- 2) **Data Integration:** The different columns of all seven months including customer reasons, total sales, delivery records, may need to be integrated to create a comprehensive dataset for analysis. This allows for a holistic view of the business operations and their interconnectedness.
- 3) **Descriptive Statistics:** Descriptive statistics provide a summary of the data, such as measures of central tendency and measures of dispersion. statistics help in understanding the distribution, variability, and overall characteristics of the data.
- 4) **Data Visualisation:** Data visualisation techniques, such as charts, graphs, and plots, are used to present the data in a visual format. This aids in identifying trends, patterns, and relationships within the data more easily.
- 5) **Interpretation and Insights:** The analysis process culminates in interpreting the findings and extracting actionable insights. This involves drawing conclusions, identifying trends, patterns, and outliers, and linking the data analysis results to the identified problem areas or objectives. These insights provide valuable guidance for making informed decisions, implementing necessary changes, and driving continuous improvement.
- 6) **In conclusion,** the analysis explored the interplay of factors such as product categories, total sales and delivery days, revealing the intricate revenue and profit patterns. The combination of detailed data examination and clear visual communication laid a robust foundation for strategic decision-making, ensuring a well approach to brand business development.

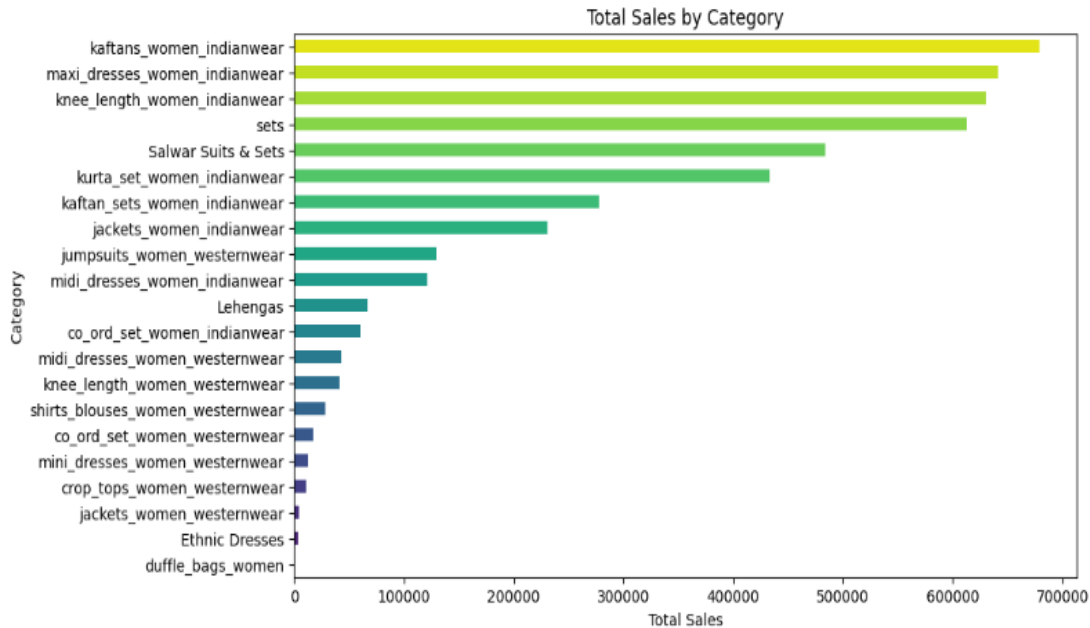
6. Results and Findings

1. Contribution of each category to total revenue.

Category	Total Sales in Rupees
Kaftans Indian wear	629,829.81
Knee length women Indian wear	600,771.76
Maxi dresses women Indian wear	597,995.25
sets	564,488.22
Salwar Suits & Sets	440,049.46
Kurta set women Indian wear	369,749.40
Kaftan sets women Indian wear	253,448.00
Jackets women Indian wear	216,864.15
Jumpsuits women western wear	123,038.65
Midi dresses women Indian wear	109,626.15
Co-ord set women Indian wear	51,994.25
Lehengas	50,391.00
Midi dresses women western wear	41,668.08
Knee length women western wear	40,901.93
shirts blouses women western wear	28,026.85
co_ord set women westernwear	15,610.00
mini_dresses_women_westernwear	12,518.31
crop_tops_women_westernwear	10,854.00
Ethnic Dresses	3,595.00
jackets_women_westernwear	3,485.00
Duffle bags_women	0.00

2. Bar histogram chart representing each category's contribution towards Total Revenue.

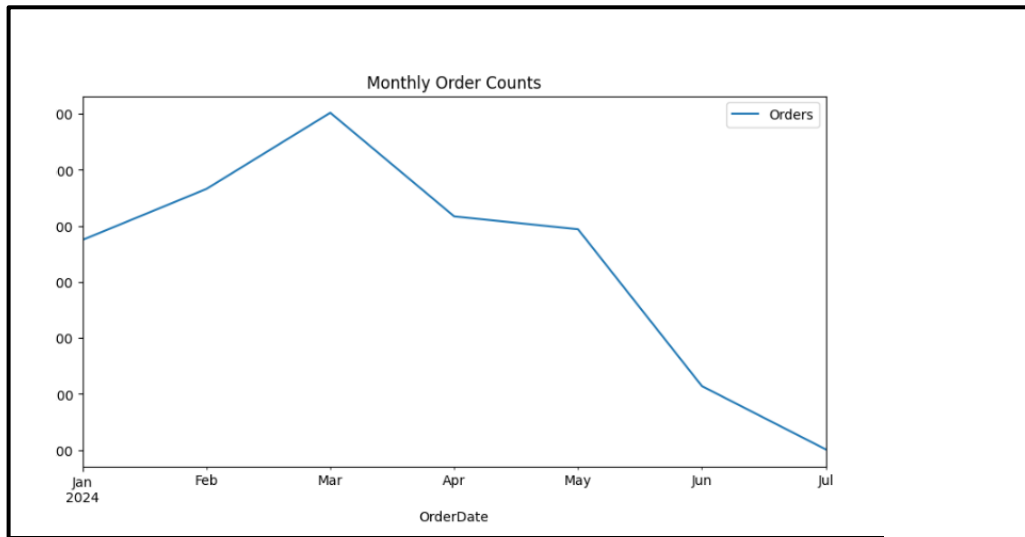
Note: Refer below graph for bar histogram chart



- The total sales across all categories amount to **Rs.4,388,932.97**. Reflecting the customer demand across the product line. Analyse the category-wise contribution reveals trends and insightful patterns about customer preferences and market trends.
- Among these kaftan Indian wear leads with **14.35%** of total sales, or approx. **Rs.629,576**. It's the most popular for its comfort and elegance, suggests a strong preference for stylish wear.
- followed by knee length dress **13.69%** and maxi dress **13.63%**. This dress likely appeal to customers mixture of tradition and modern.
- The least contribution comes from duffle bags which had no sales and jackets of women wear and ethnic wear contributing to least of **0.1%** each. Most of the sales are dominated by Indian wear categories, indicating a strong preference for traditional styles in the market.

By aligning product offerings with customer preferences and addressing underperforming products the business can maximize revenue

3.Monthly Orders



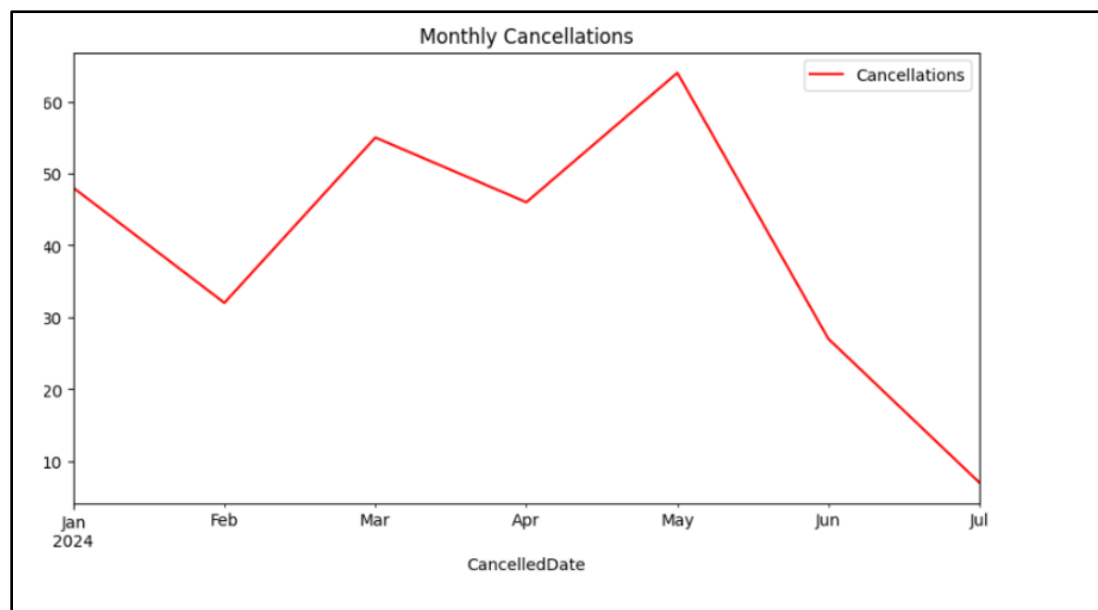
The blue line depicts the total number of orders placed per month, Orders increased early in the year, peaked in March, and then saw a significant drop from April to July.

Order peaked in March, which was most active month for sales Seasonal factors such as spring weddings, festivals.

Increased demand for specific categories like Indian wear or wedding outfits during this significant month.

Steep decline from April to July, absences of strong marketing campaigns or product launches could have affected customer engagement.

4.Monthly Cancellations



The red line represents the number of orders cancellation each month.

January: Cancellation begin at peak, indicating a high volume of orders being cancelled at the start of the year. This might be due to post-holiday returns or the end of promotional periods.

February to May: The number of cancellations experienced significant fluctuations. This could be due to changes in market conditions, product availability with customer satisfactions levels.

June and July: There is a noticeable sharp decline in cancellations during these months. This indicates a period of stability and improvement, enhanced customer service.