

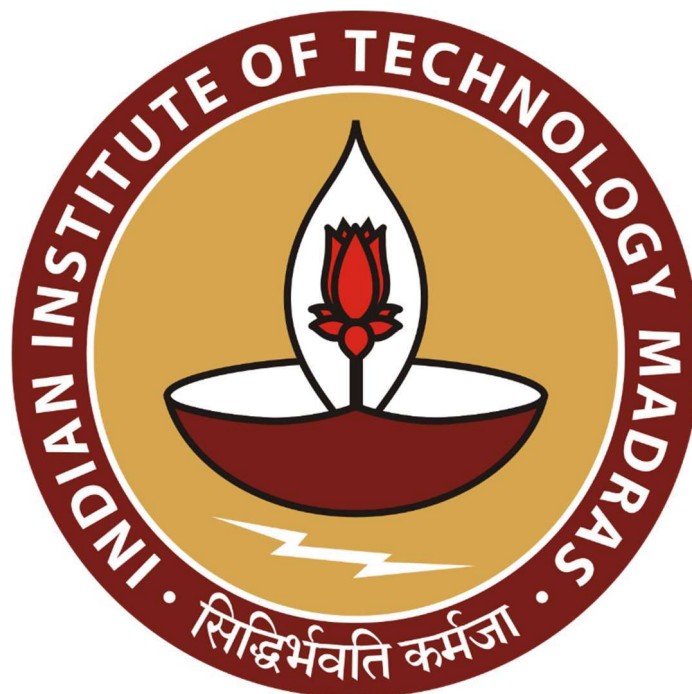
“From Click to Closet: Minimizing Returns to Maximize Revenue and Customer Loyalty”

A Proposal report for the BDM capstone Project

Submitted by

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Declaration Statement

I am working on a Project Title “**From Click to Closet: Minimizing Returns to Maximize Revenue and Customer Loyalty**”. I extend my appreciation to [ZANAASH], for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered through primary sources and carefully analysed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the information of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I agree that all the recommendations are business-specific and limited to this project exclusively, and cannot be utilized for any other purpose with an IIT Madras tag. I understand that IIT Madras does not endorse this.



Signature of Candidate:

Name: Ankita Venkatesh Koli

Date: 3-Nov-2024

1 Executive Summary:

This business data management project focuses on customer satisfaction E-commerce Clothing Brand ZANAASH based in Jaipur, Rajasthan, India established in 2014. The business operates as a B2C (Business-to-Customer). The brand specializes in manufacturing a wide range of women's apparel, including cotton Kurti, Maxi Kurtis, Kaftan and dresses

The major significant business challenges facing by the brand are related with customer returns, delayed deliveries and revenue generation. The most of the product return was due to mismatches, size differ and product quality issues, while some of the delivery delays affected customer satisfaction and the sales.

The challenges will be observed by analysing the data via different analytical approaches using Excel and PowerBi. For customer returns, the project suggests to apply various solution such as ensuring providing the product details with honest customer reviews along with image and including clear size chart with the guidance. Additionally applying customer loyalty by providing the voucher of least sold product with discounts.

The expected outcome helps the brand by optimizing the handling of customer returns, improving delivery times, revenue generation and marketing strategies, Brand can reduce unsold stock and inefficient operations. This frees up cash flow, lowers cost, and ultimately boosts profitability by ensuring resources are used more efficiently and sales.

2 Organization Background:

The Brand ZANAASH is clothing brand based in Jaipur, Rajasthan, India. The brand was established in 2014 with a mission to provide stylish and high-quality product by Sumedha Tak, ZANAASH specializes in manufacturing a wide range of women's apparel, including cotton Kurti, Maxi Kurtis, Kaftan and dresses. It's a B2B and B2C company Exporter, Wholesaler. The source of raw material delivered by the trustworthy vendors of the industry for designing these apparels and ensure that they are offering superior quality garments. The experts with complete industrial knowledge make the best use of resources and ensure that customers are served in an appropriate. The net worth of the brand is around 50 Lakhs annually.

3 Problem Statement:

- 3.1 Revenue Generation: High manufacturing costs resulting in higher selling prices, Difficulty in maintaining competitive pricing.
- 3.2 Customer Returns: High volume of returns due to size mismatches. Product Quality issues leading to dissatisfied customers.
- 3.3 Delayed Deliveries: Delays affecting customer satisfaction. Negative impact on sales due to frustrated customers.

The brand is currently facing several major challenges that are hindering its growth and profitability. One of the primary issues is a customer returns, largely due to problems with size mismatches and product quality. These returns not only cut into revenue but also diminish customer trust and satisfaction. Additionally, struggling with delayed delivery times, which frustrates customer leading to negative reviews and reducing the likelihood of repeat business. Another was high manufacturing cost to cover this expense the brand must set higher prices, which can deal price-sensitive customers and limits its competitiveness in the market, these issues are essential for the company to enhance customer satisfaction, increases revenue, and sustain growth.

4 Background of the Problem:

The background of the problem could be attributed to several factors such as:

- 1. Inconsistent sizing and insufficient product details leading to mismatches.
- 2. Quality control issues resulting in customer dissatisfaction.
- 3. External dependencies on third-party logistics affecting timely delivery.
- 4. Inefficiencies in production processes increasing costs.

It's essential to identify the underlying factors that contribute to the problem to develop effective solutions that address the root cause of the problem. This understanding of the problem's background can also help in preventing the problem from reoccurring in the future.

5 Problem Solving Approach:

Details About the methods used with Justification.

The problem-solving approach can be obtained which involves the following steps:

1. Identify the root cause of the problem: This can be achieved by analysing the data collected through category, return status, return types, delivery dates, shipping dates and revenue of each product sales.
2. Formulating a problem statement and objectives: Once the root cause is identified, the challenge gets defined to steer the problem-solving process.
3. Idea Generation: Brainstorming with the owner/ manager can be conducted to get the inner depth potential solution for the problems.
4. Assessing the potential solutions: The potential solutions identified in the session of brainstorming can be evaluated based on its feasibility, cost-effectiveness and impact on the problem.
5. Create an action plan: An action plan can be a easier step for initiating the process and implement the chosen solutions,
6. Execute the solutions: The action plan will be implemented and selected solutions can be applied into practice.
7. Monitor and assess the results: The result of the solutions applied can be evaluated to determine if they have achieved the success through the solutions.

Details about the data collection with Justification:

1. Sales Data: These data can be collected using the software system that tracks all the orders.
2. Return Data: These data can be collected through software using a return management system to track and document the reasons for returns.
3. Customer Data: These will be gathered by customer feedback through surveys or post-return questionnaires.
4. Logistics Data: Using shipping software to track the shipping times and performance.
5. Financial Report: Generating regular financial reports for analysis.
6. Geographical Data: Sales report of different region break-down the sales report by state and cities.

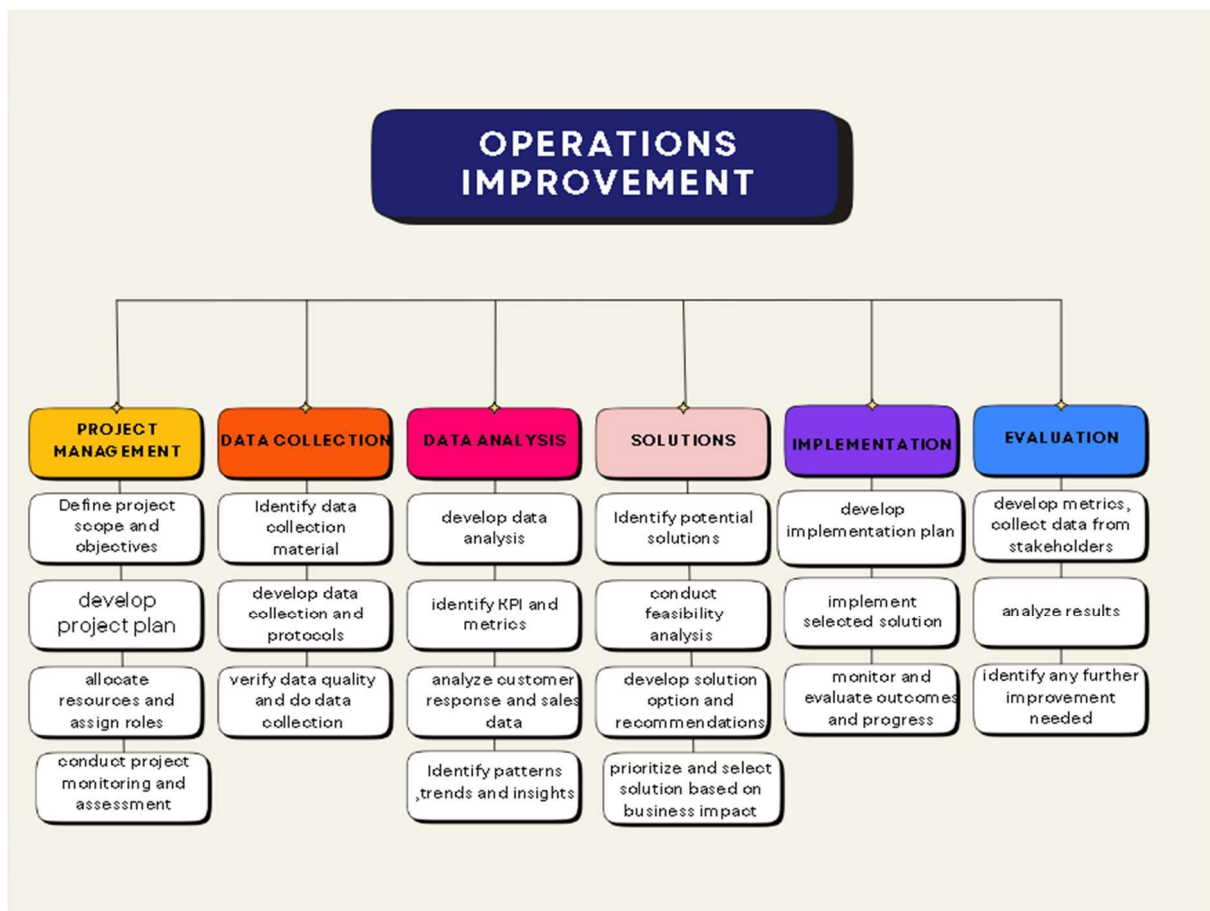
Details about the analysis tools with justification:

1. Excel: Excel is most popularly used and easily accessible tool for data analysis for basic data manipulation, visualization and analysis.

2. Power-Bi: Power-Bi is free data visualization tool it allows users to create interactive interface dashboard. Data collected through customer feedbacks.
3. Google Sheets: Google sheets too have similar tools as same as excel.

6 Expected Timeline:

6.1 Work Breakdown Structure:



- Project Management Task: Nov 1 - Nov 4
- Data collection: Nov 4 - Nov 6
- Solution Task: Nov 7- Nov 11
- Implementation task: Nov 12 – Nov 13
- Evaluation: Nov 14- Nov 15

6.2 Gantt chart

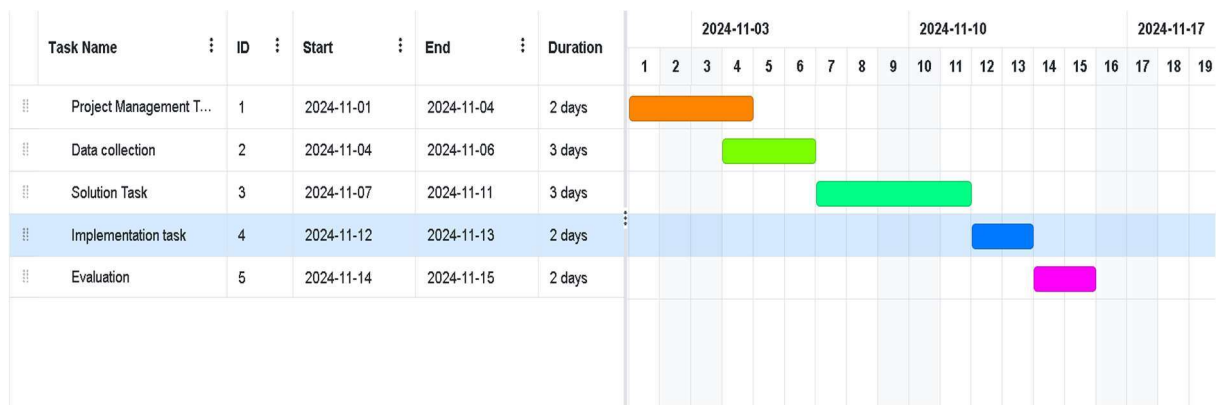


Figure 1 Expected timeline for completion of project.

7 Expected Outcome:

1. Improved understanding of customer needs and preferences.
2. Identification of areas for improvement and optimisation.
3. Identification of potential solutions to address business challenges.
4. Improve data collection and analysis capability.
5. Improved customer satisfaction and loyalty.
6. Increased sales and revenue.
7. Better alignment of resources and activities with business objectives.
8. Increased competitiveness and market share.