

# **SUMMARY REPORT OF PROJECT**

- **INTRODUCTION:** I'm Anshika, a first-year Electronics and Communication Engineering student with a passion for transforming data into compelling visual stories. This project reflects my journey of blending technical skills in Python and Power BI to solve a real-world business scenario: analyzing product returns in e-commerce platforms like Meesho.
- **ABSTRACT:** The objective of this project is to uncover insights from customer return data to help businesses reduce losses and improve customer experience. By identifying patterns in refunds, return modes, and product categories, this dashboard enables quick, data-driven decisions. From a raw CSV to an interactive dashboard, this project showcases the impact of clean data and strong storytelling.
- **TOOLS USED:**  
**Python (Pandas, NumPy):** Data cleaning, dummy column creation, and preprocessing  
**Power BI:** Interactive dashboard creation and visualization  
**Excel (occasionally):** For sanity checks and alternate filtering  
**Matplotlib/Seaborn (optional):** Quick visual validation through graphs
- **STEPS INVOLVED:**
  1. **Data Understanding:** Explored the Meesho dataset and identified key missing features
  2. **Data Enhancement in Python:**
    - Created new columns like return\_reason, refund\_amount, return\_status, etc.
    - Simulated customer behavior using randomized values
  3. **Export to CSV:** Final preprocessed file saved for visualization
  4. **Power BI Dashboard Design:**
    - a. Visuals: Bar chart, pie chart, line chart, KPIs

- b. Filters for category, return mode, return status
  - c. Highlighted high-risk products and trends
5. **Bonus:** Exported high-risk products as a separate CSV for stakeholder reporting

- COLCLUSION: Through this project, I demonstrated my ability to integrate data preprocessing, visualization, and storytelling to build a comprehensive returns analysis dashboard. It reflects my curiosity for interdisciplinary tech and my drive to create data experiences that are both insightful and aesthetically engaging.

THANK YOU