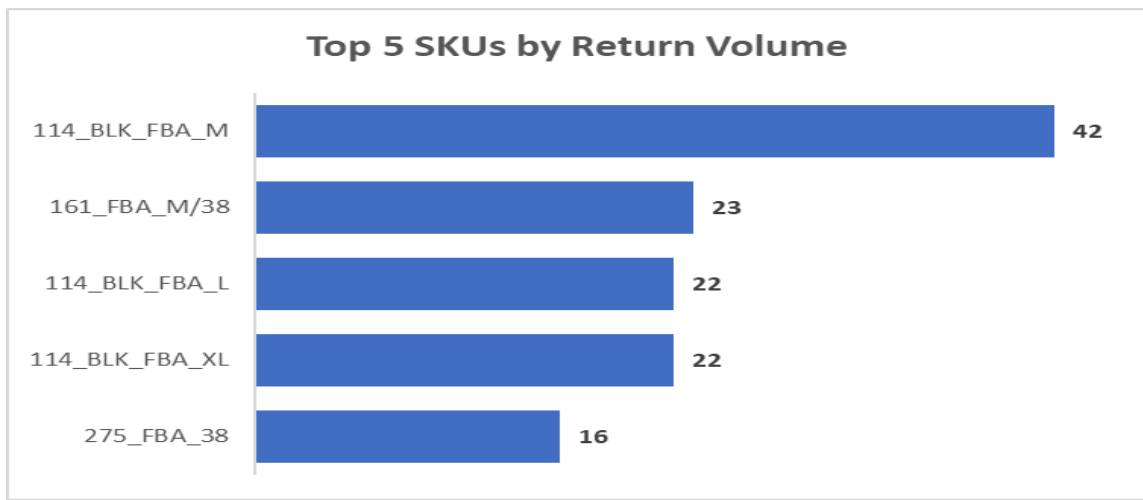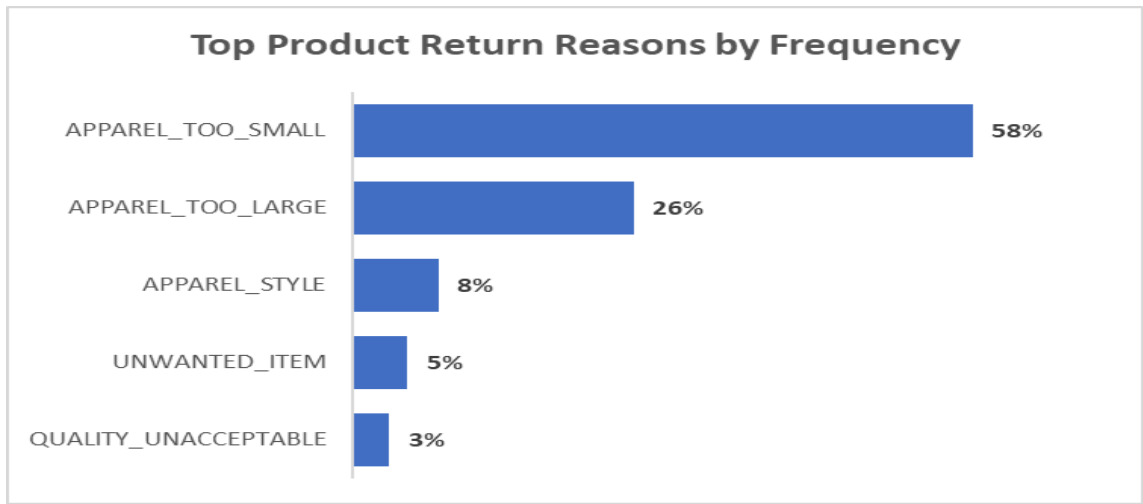**Product Return Analysis Report**

Date: 12-04-2025

Objective: Understanding return rates by analyzing root causes (sizing, quality, descriptions) and implementing data-driven improvements to product listings and quality control.

Key Findings

1. Sizing issues drive 58% of returns, with "too small" complaints representing 52% of fit-related returns, indicating inaccurate product measurements.
2. A small cluster of 3 SKUs generates 55% of total returns, revealing significant opportunity for targeted improvements.
3. Insufficient product information - particularly missing size guides and low-quality images - accounts for 60% of non-fit returns by creating customer expectation gaps.

Immediate action on sizing accuracy and product page enhancements for high-return items will deliver the most impactful reduction in return rates.

Action Plan

SKU	Total Returns	Main Issue	Recommended Action
114_BLK_FBA_M	42	83% sizing-related	Revise size chart or fit video
161_FBA_M/38	23	74% sizing defects	PAUSE LISTINGS + QC audit
114_BLK_FBA_L	22	100% sizing	Add "Runs Small" warning

Recommendations

Sizing Fixes

- Clearly highlight important size disclaimers in bold (e.g., "Runs Small: Please Size Up") to manage expectations.

- Update all product pages with comprehensive measurements in both inches and centimeters, covering all relevant body dimensions.

- Integrate an interactive size quiz to support customers who are unsure of their sizing.

Quality Control

- Temporarily pause any SKU with a defect return rate above 15% for thorough inspection.

- Request detailed quality reports from suppliers for product batches with high return rates to identify and resolve recurring issues.

Listing Enhancements

- Include high-resolution, zoomable fabric close-ups and 360° product views to give customers a better feel for materials and fit.

Customer Support Improvements

- Introduce free size exchanges for fit-related returns to build customer trust and satisfaction.

- Provide live chat support for pre-purchase sizing guidance, helping customers make more confident buying decisions.