

Refund Analysis Report

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This report provides an analysis of refunds for orders made on the 12Go platform. The data covers multiple years, focusing on the refund rates and their trends. The report includes visual comparisons of key metrics and provides actionable insights based on the findings.

Refund Statistics:

Total Orders: 3,217,702

Total Refunds: 194,453

Overall Refund Percentage: 6.04%

Yearly Refund Statistics:

2019: 1 of every 11 orders refunded (0.0892 refund rate)

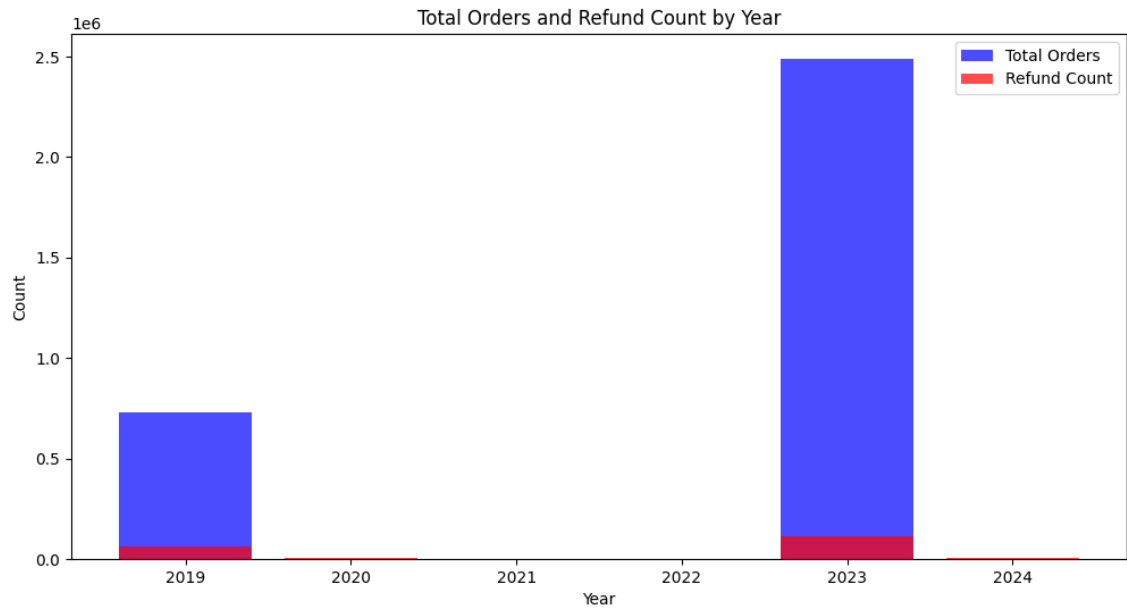
2020: 1 of every 0 orders refunded (Anomaly refund rate)

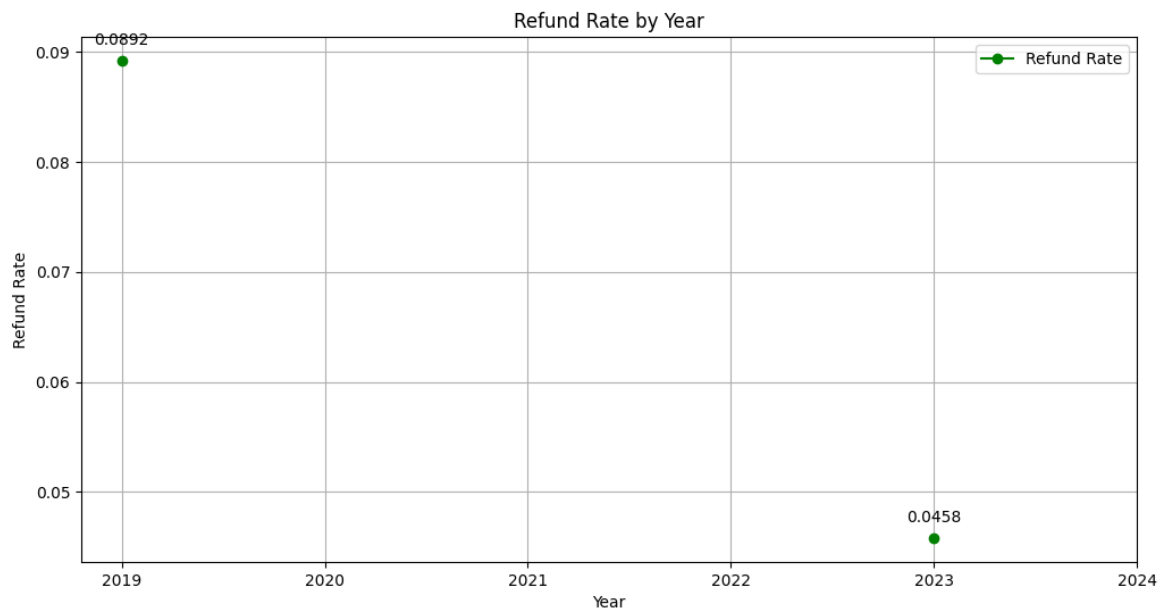
2021: N/A (No Orders)

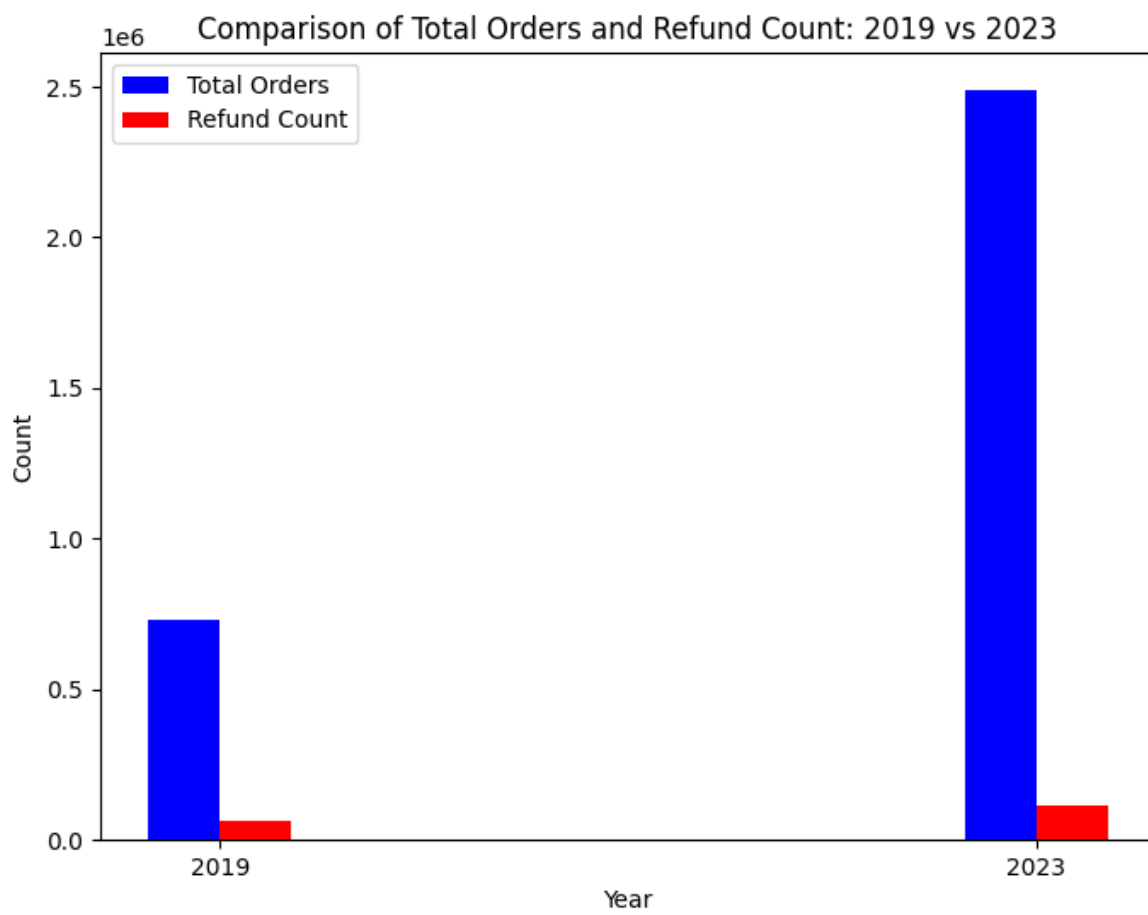
2022: N/A (No Orders)

2023: 1 of every 22 orders refunded (0.0458 refund rate)

2024: 1 of every 0 orders refunded (Anomaly refund rate)







Actionable Insights

1. Station-Specific Decline: Certain stations may show a higher decline in EPS, indicating decreased demand or increased competition. Consider targeted marketing or adjusting services at these stations.
2. Operator Performance: Identify underperforming operators who might be causing operational inefficiencies or customer dissatisfaction. Work with them to improve service quality.
3. Vehicle Class Impact: Analyze which vehicle classes are contributing to the decline in EPS. Adjust pricing, add value-added services, or promote higher-margin classes accordingly.
4. Country-Specific Trends: Tailor marketing efforts and pricing strategies to reflect regional demand differences by analyzing country-specific EPS trends.
5. Survey for gaining more detailed insights: <https://forms.gle/GvGb62oUDZ2KMMGw6>