

When Fashion Fights Back: Understanding Returns

Return Avengers: Mission Impossible

“Mission: To reduce product returns in fashion e-commerce”



Your returns self-destruct in 5 seconds 💣



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👻 Profit Eaters

📦 Inventory Hostages

😞 Customer Satisfaction Killers

The problem:

Which customer and product features best predict product returns in e-commerce, and how can retailers use this to reduce returns?



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How we uncovered the clues: our data & methodology

- 🔍 We went digging: ASOS and TheLook datasets.
- 🤔 We connected the dots: Who? What? Why? Where?
- 🧠 We built a crystal ball: No magic, just math!



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Meet the Return Villains! (The usual suspects)



- ① Your past predicts your future!
- ② Some clothes are return magnets!
- ③ Location, location, frustration!



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🚫 What Doesn't Matter (Spoiler!):

- ❑ 1 Gender? Nope!
- ❑ 2 Premier membership? Nope!
- ❑ 3 Age? doesn't matter much.



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How We Stop the Boomerang?!

- 1 Better product pages 🖼️
- 2 Localized advice 🌐
- 3 Friendly nudges ✨
- 4 Brand fixes 🤝



Communication Strategy (Who Cares & Why)

AUDIENCE: MID-SIZED FASHION RETAILER IN GREECE 👗

🎯 Why This Rocks for E-commerce Retailers?

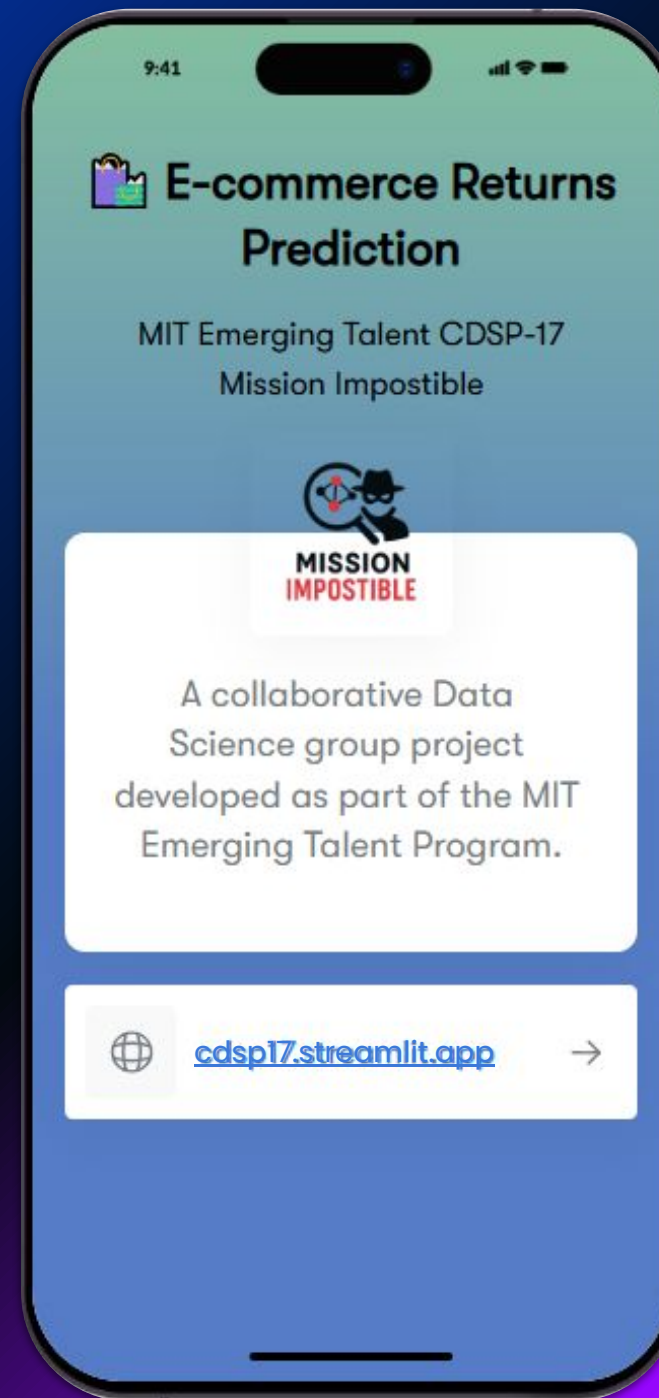
- Win-Win: Happier customers + fatter profits.
- Pilot it! Start small → measure results → scale up.
- Fewer returns = more money for cooler things (like MIT interns! 😊).
- Sustainable practices: fewer shipments, greener fashion. 🌱



Communication Artifact

Key features:

- Quick visual comparison
- Intuitive, interactive
- Clear takeaways



- Returns aren't fate, they're feedback!



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THANK YOU

Team of Imposters:



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