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ANALYTICS

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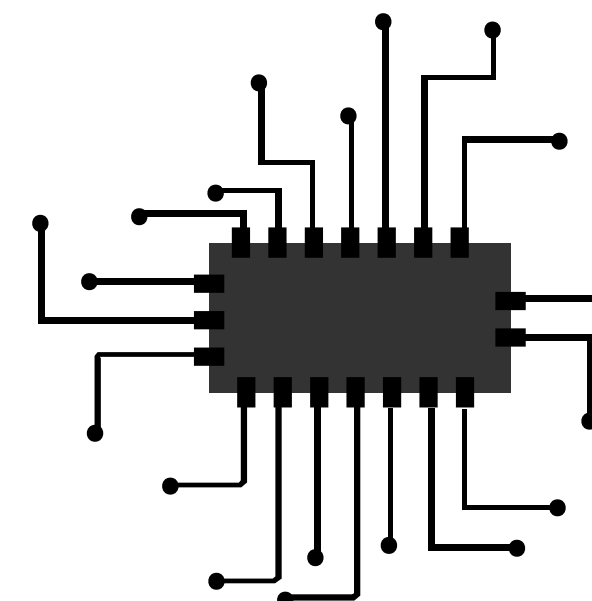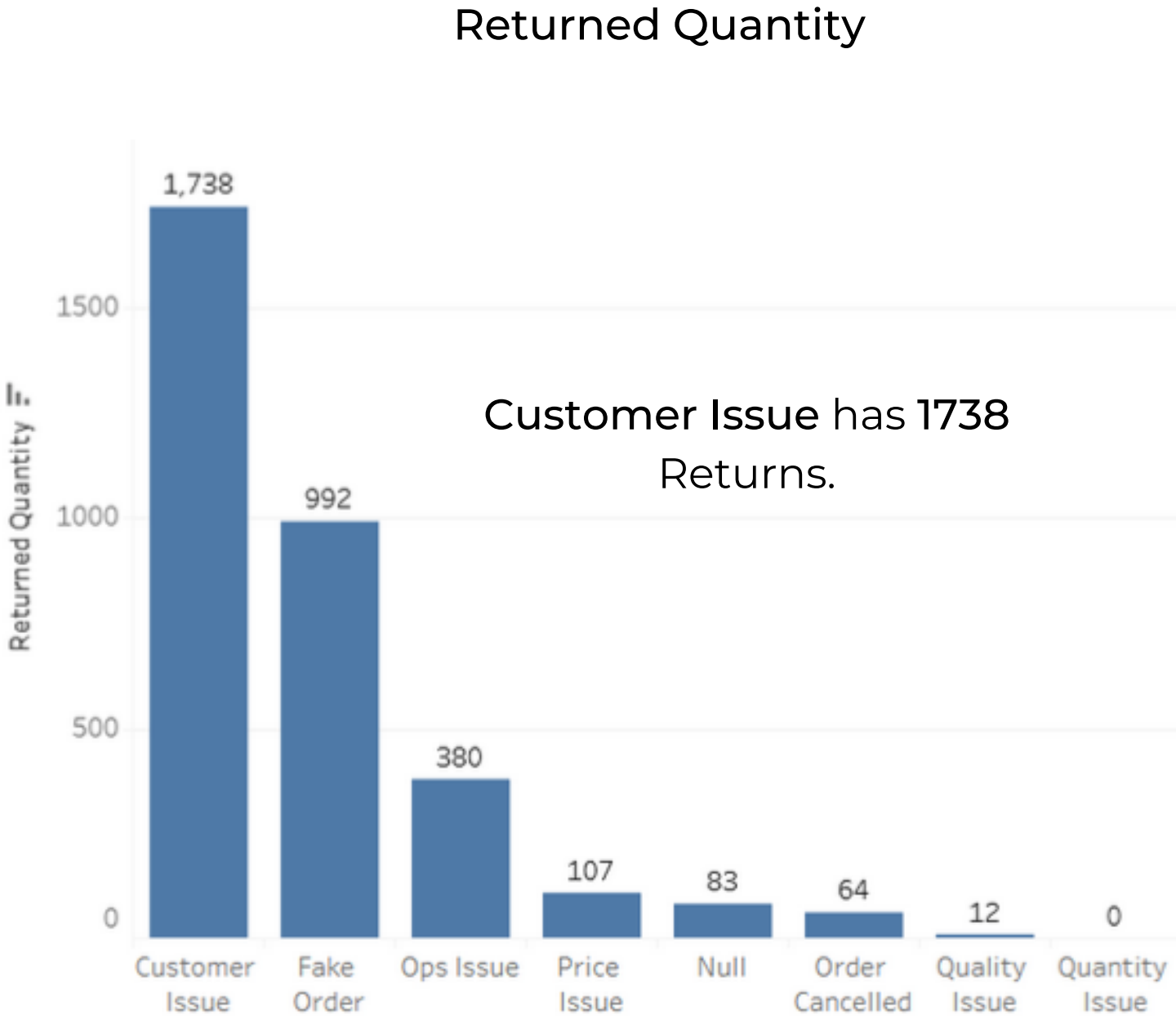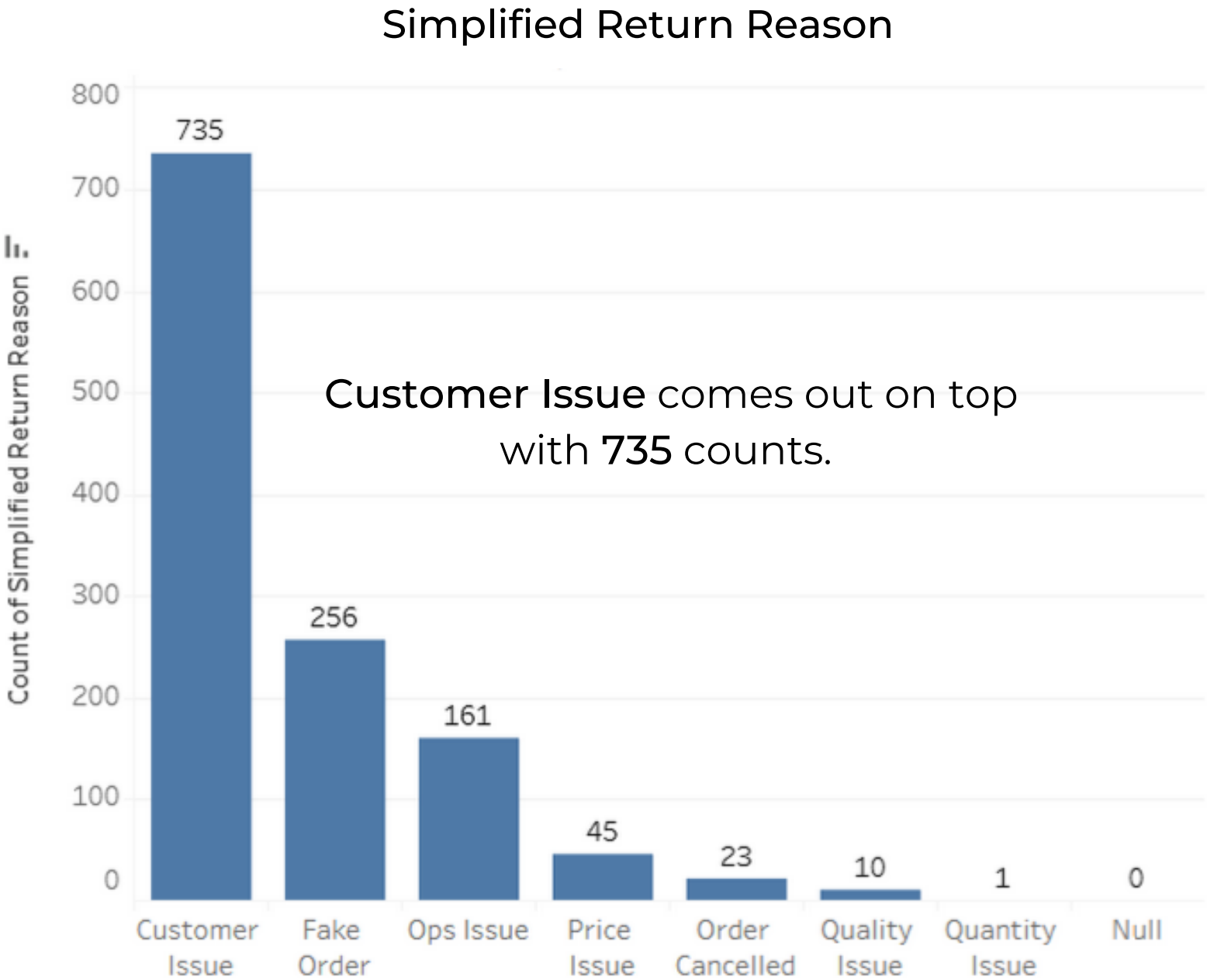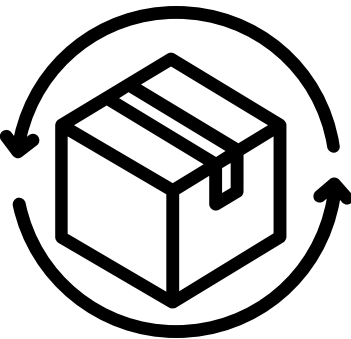
LET'S BEGIN!

I'm Kumayl.

A Management Sciences **major** and a Computer Sciences **minor**.

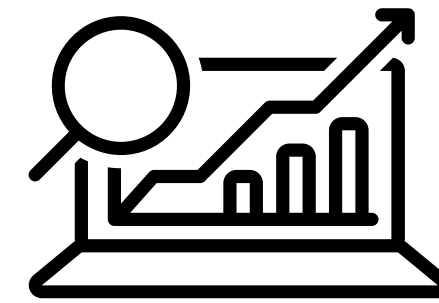A data-driven entrepreneurial mindset with a **drive** for generating key insights and **reccomendations**.

WHY DO RETURNS HAPPEN?

Simplified Return Reason

Customer Issue comes out on top with **735** counts.

Returned Quantity

Customer Issue has **1738** Returns.

LETS DIVE DEEPER....

- Hayatabad has the highest returns.
- University Town's majority returned orders are due to customer issues.
- All of Civil Lines Towns orders (225) are fake orders
- Highest Fake orders from Civil Lines Towns.
- Highest order returns due to price issue is in Warsak road Town.
- Highest order returns due to Ops issues is in Hayatabad Town.
- Customer issues not a major reason in Kohat Road. Fake Orders and Ops issues take the lead there

City / Town

Gujranwala | Peshawar

Simplified Return Reason
- Null
- Customer Issue
- Fake Order
- Ops Issue
- Order Cancelled
- Price Issue
- Quality Issue
- Quantity Issue

Returned Quantity: 600, 500, 400, 300, 200, 100, 0

Eminabad and Kam.. | Alam Chawk .. | Civil Lines Town | Pindi B ypass.. | Hayataba d town | Gulbahar town | University Town | Kohat Road.. | Main City town | Warsak Road T.. | Mardan
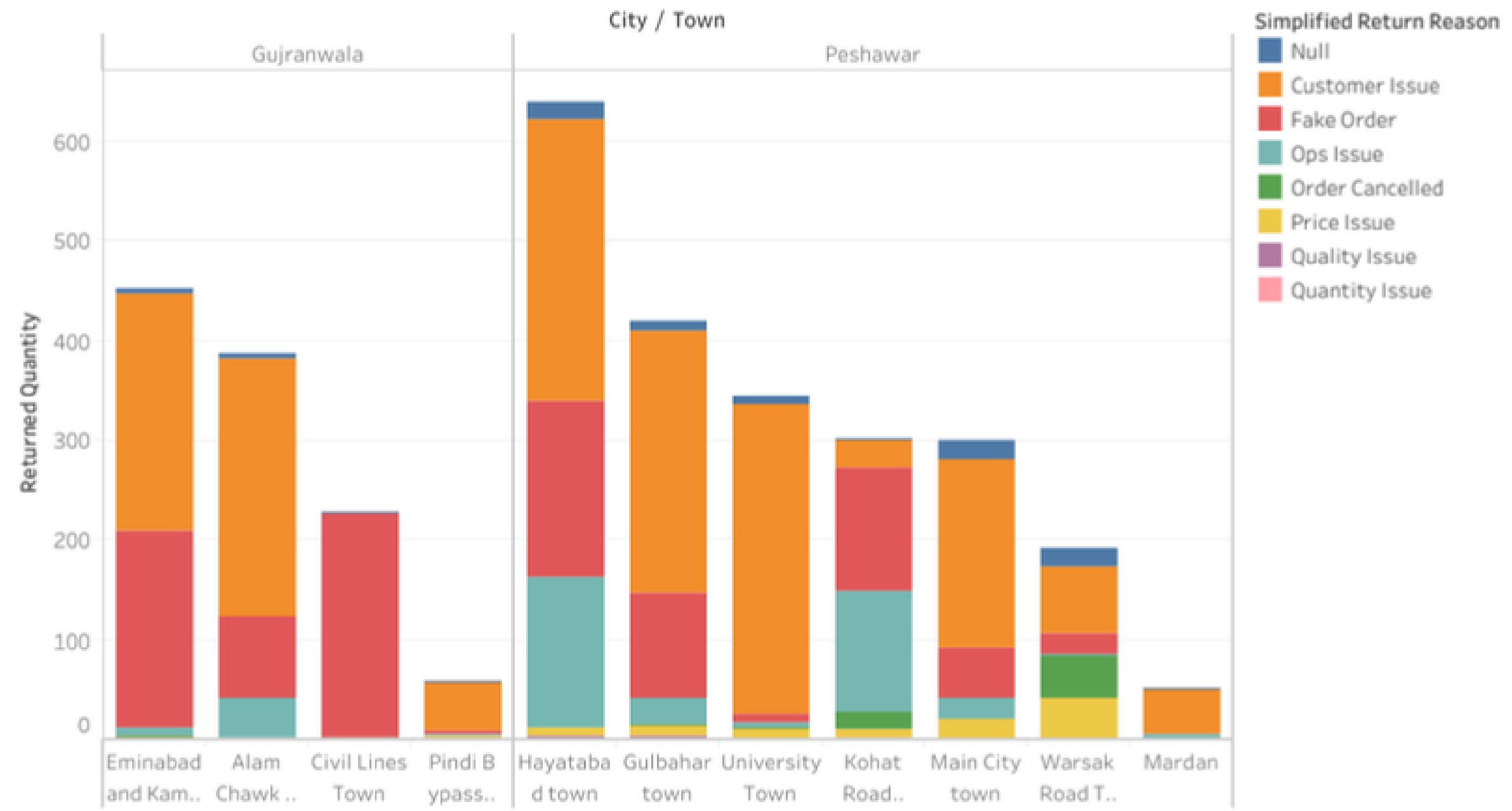
RETURNS ACROSS REGIONS
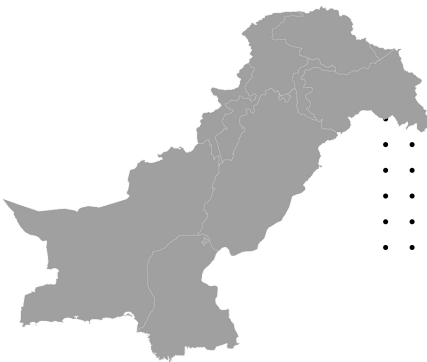
Town vs UC vs RQ
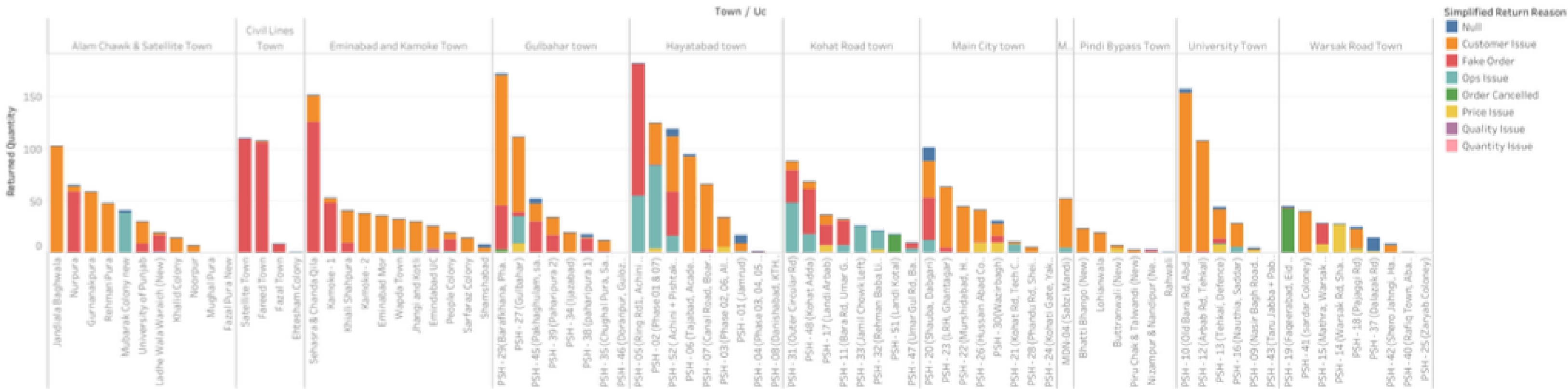
Fake orders from 3/4 of the UCs in **Civil Lines Town**. This needs investigation.
The UC **PSH-05** in **Hayatabad** has the highest returns. Majority of these orders were **fake**.

SHAHEENS AND RETURNS
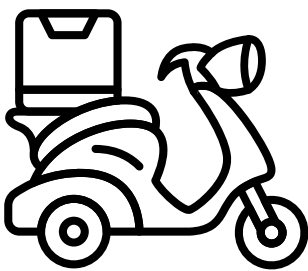
Shaheen ID vs Returned Quantity
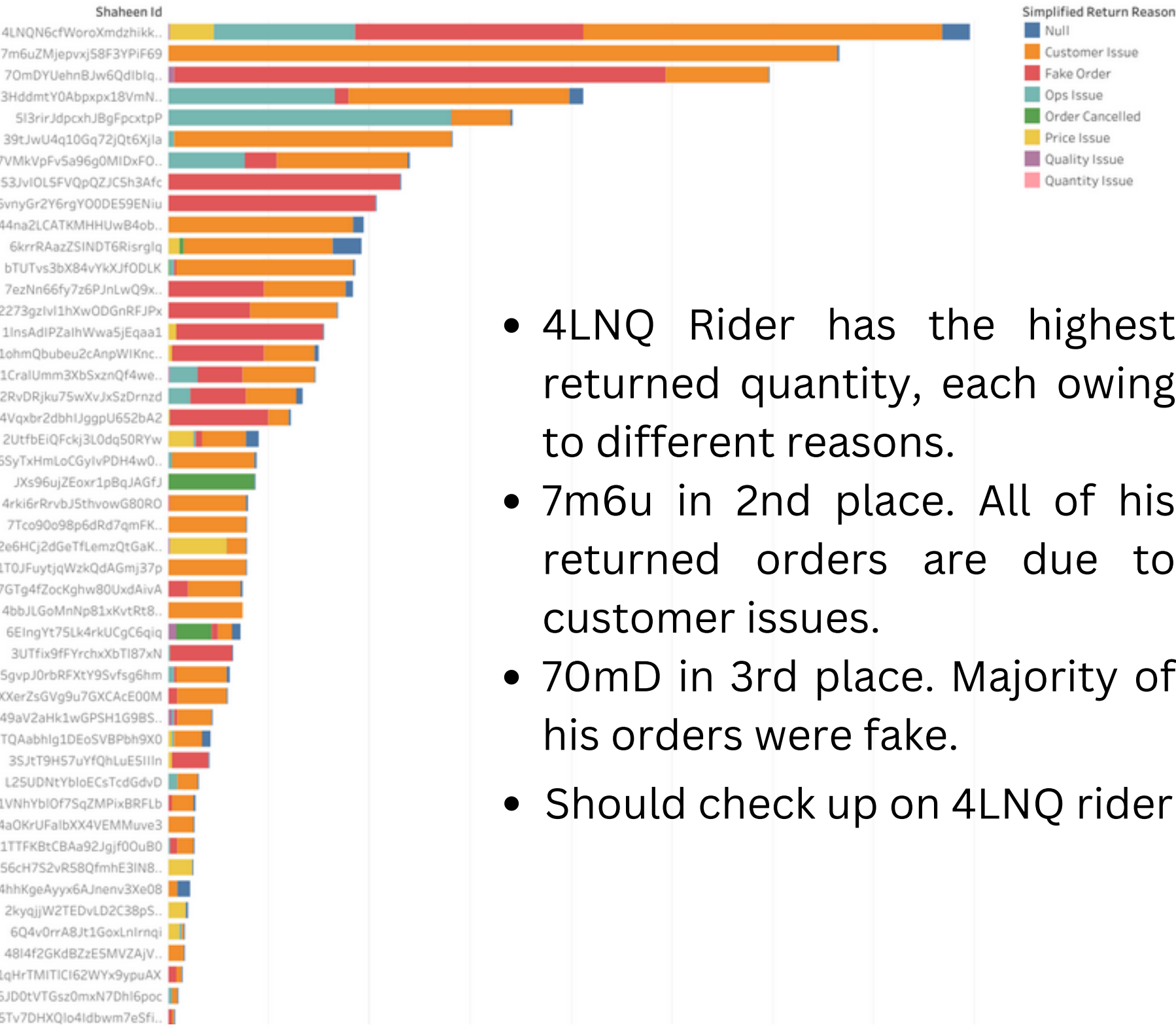
- 4LNQ Rider has the highest returned quantity, each owing to different reasons.
- 7m6u in 2nd place. All of his returned orders are due to customer issues.
- 70mD in 3rd place. Majority of his orders were fake.
- Should check up on 4LNQ rider

LET'S BREAK THIS DOWN

TOURS AND RETURNS

Town & Tour vs RQ
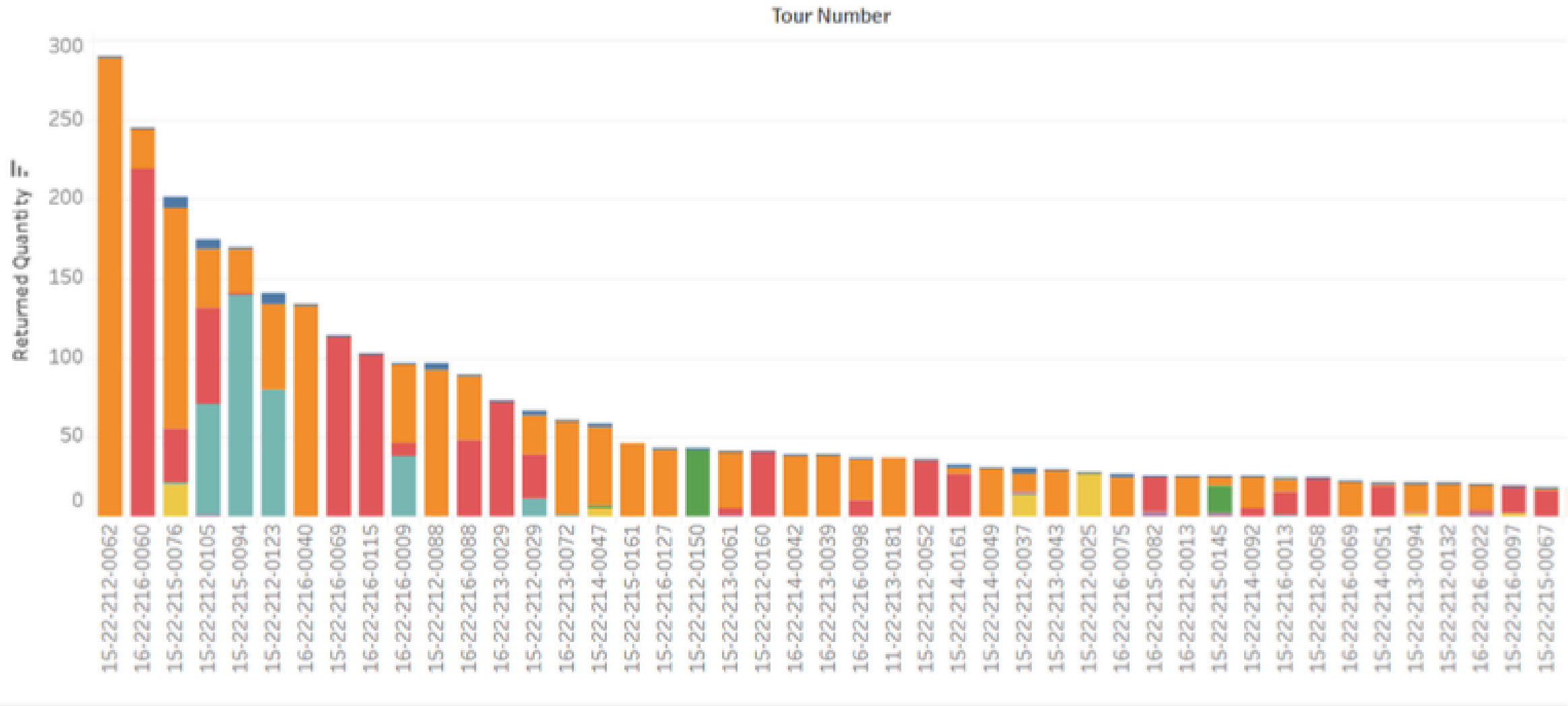
Tour 15-22-212-0062 has the highest orders returned. All because of customer issues. The second highest tour has majority fake orders. Customer issues seems rampant among all tours. Some tours are just plagued with fake orders.

SHAHEEN AND TOURS TAKEN 🛵

Shaheed ID vs Tours vs Returned Quantity

Town
- Alam Chawk & Satelli...
- Civil Lines Town
- Eminabad and Kamok...
- Gulbahar town
- Hayatabad town
- Kohat Road town
- Main City town
- Mardan
- Pindi Bypass Town
- University Town
- Warsak Road Town

Shaheen Id	Tour Number	
4LNQN6cfWoroXmdzhikk..	15-22-215-0076	Customer Issue / Fake Order / Customer Issue
	15-22-212-0105	Ops Issue / Fake Order / Customer Issue
	15-22-214-0051	Fake Order

Returned Quantity (0, 20, 40, 60, 80, 100, 120, 140, 160, 180, 200)

7m6uZMjepvxj58F3YPiF69	15-22-212-0062	Customer Issue / Customer Issue
	15-22-216-0127	Customer Issue
	15-22-215-0015	
	15-22-214-0152	

(0, 20, 40, 60, 80, 100, 120, 140, 160, 180, 200, 220, 240, 260, 280, 300)

7OmDYUehnBJw6QdIbIq..	16-22-216-0060	Fake Order
	16-22-215-0082	
	16-22-212-0013	
	16-22-214-0010	
	16-22-213-0010	

(0, 20, 40, 60, 80, 100, 120, 140, 160, 180, 200, 220, 240)

3HddmtY0Abpxpx18VmN..	15-22-212-0123	Ops Issue / Customer Issue
	15-22-215-0161	Customer Issue
	15-22-214-0062	
	15-22-216-0102	

(0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100, 110, 120, 130, 140)

- Each rider completes 3-4 tours.
- 15-22...0076 is suspisous. 200 returned orders. Across so many different regions, having a multitude of reasons. Must be investigated.
- 4LNQ only rider that had returns in all of the tours that they did
- All tours that have more than one reason for returns should be investigated

WEEKDAY AND RETURNS 📅

Order Weekday Vs Returns

Weekday of..

Thursday	
Wednesday	
Sunday	
Saturday	
Monday	
Tuesday	
Friday	

Returned Quantity (0 100 200 300 400 500 600 700 800 900 1000 1100)

Town
- Alam Chawk & Satellite Town
- Civil Lines Town
- Eminabad and Kamoke Town
- Gulbahar town
- Hayatabad town
- Kohat Road town
- Main City town
- Mardan
- Pindi Bypass Town
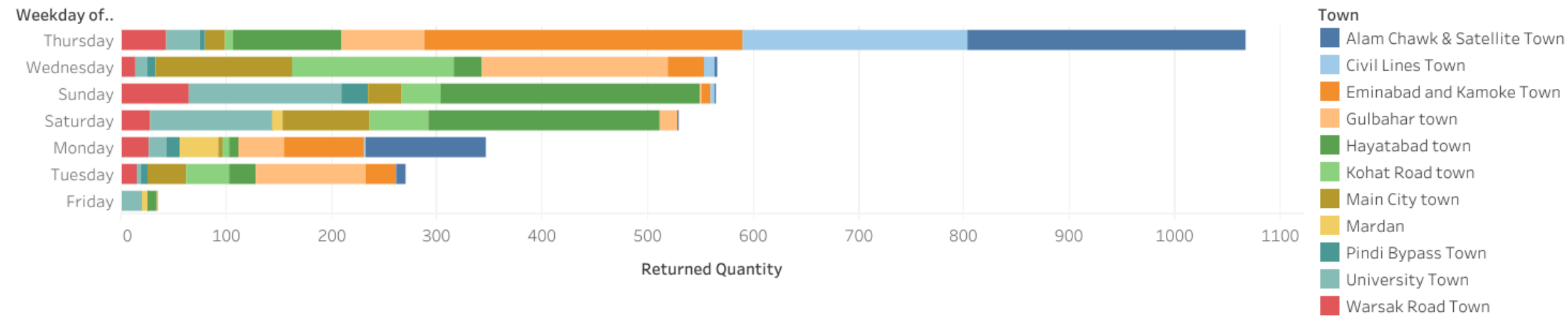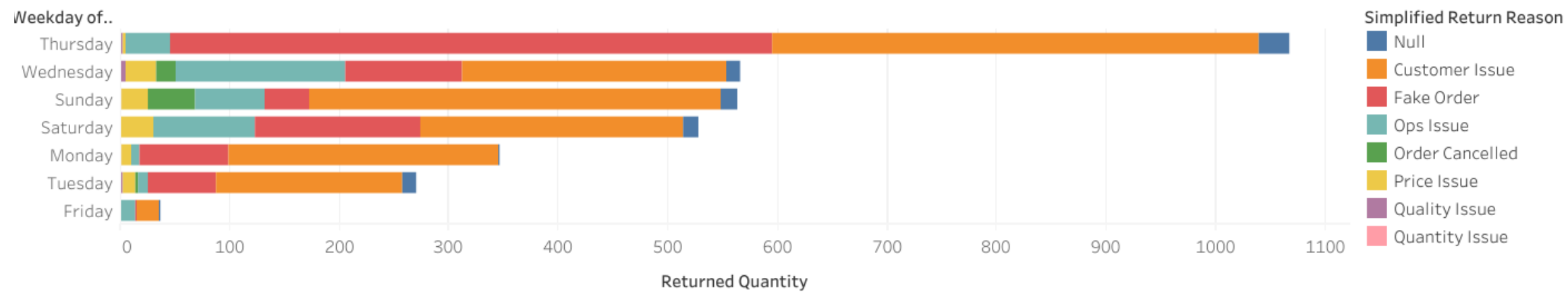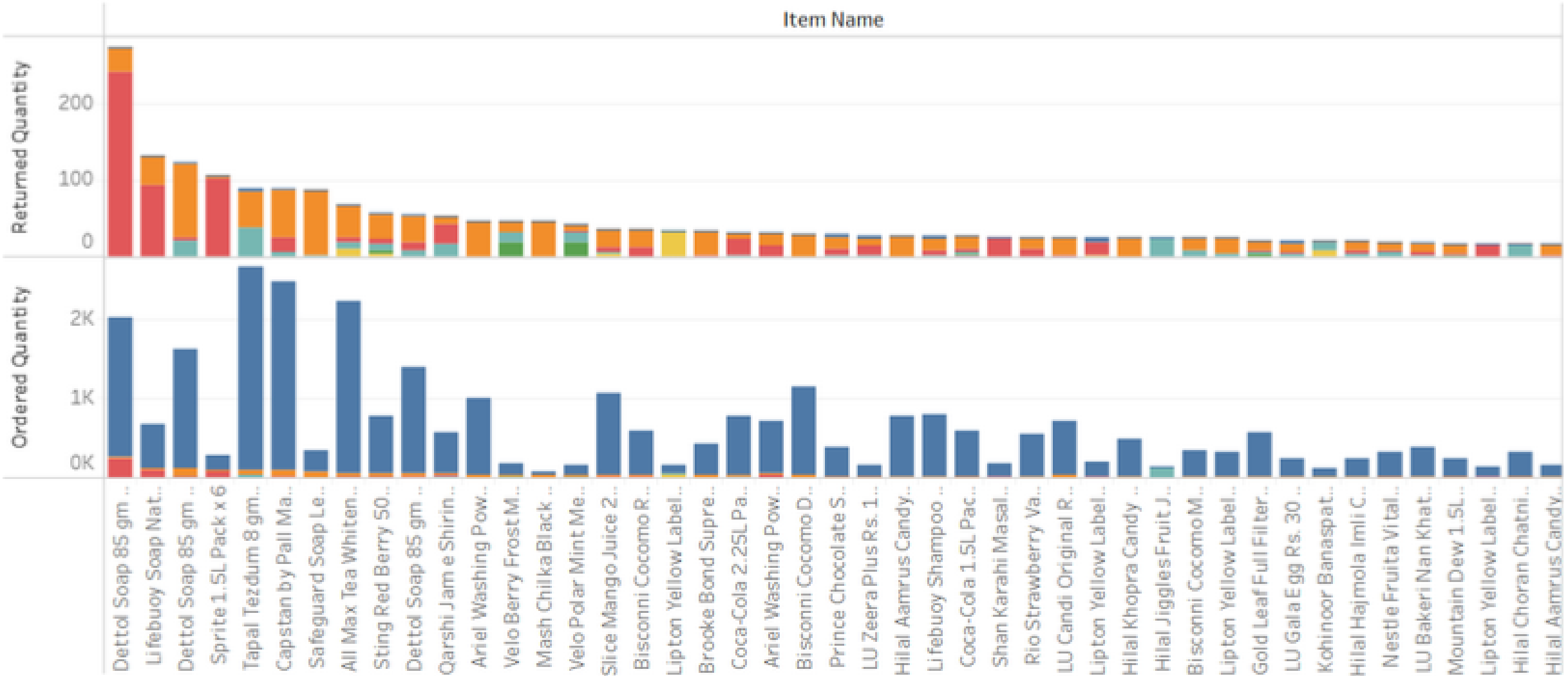- University Town
- Warsak Road Town

Order Weekday Vs Returns

Weekday of..

Thursday	
Wednesday	
Sunday	
Saturday	
Monday	
Tuesday	
Friday	

Returned Quantity (0 100 200 300 400 500 600 700 800 900 1000 1100)

Simplified Return Reason
- Null
- Customer Issue
- Fake Order
- Ops Issue
- Order Cancelled
- Price Issue
- Quality Issue
- Quantity Issue

- Most returned orders on Thursdays
- Fake orders are the majority reason for returns on Thursdays
- Almost all orders returned by Alam Chawk and Civil Lines Town are on Thursdays.

WHAT ITEMS ARE RETURNED

Item Name

Returned Quantity

Ordered Quantity

Dettol Soap 85 gm ... | Lifebuoy Soap Nat... | Dettol Soap 85 gm ... | Sprite 1.5L Pack x 6 | Tapal Tezdum 8 gm... | Capstan by Pall Ma... | Safeguard Soap Le... | All Max Tea Whiten... | Sting Red Berry 50... | Dettol Soap 85 gm ... | Qarshi Jam e Shirin... | Ariel Washing Pow... | Velo Berry Frost M... | Mash Chilka Black ... | Velo Polar Mint Me... | Slice Mango Juice 2... | Bisconni Cocomo R... | Lipton Yellow Label... | Brooke Bond Supre... | Coca-Cola 2.25L Pa... | Ariel Washing Pow... | Bisconni Cocomo D... | Prince Chocolate S... | LU Zeera Plus Rs. 1... | Hilal Aamrus Candy... | Lifebuoy Shampoo ... | Coca-Cola 1.5L Pac... | Shan Karahi Masal... | Rio Strawberry Va... | LU Candi Original R... | Lipton Yellow Label... | Hilal Khopra Candy ... | Hilal Jiggles Fruit J... | Bisconni Cocomo M... | Lipton Yellow Label... | Gold Leaf Full Filter... | LU Gala Egg Rs. 30... | Kohinoor Banaspat... | Hilal Hajmola Imli C... | Nestle Fruita Vital... | LU Bakeri Nan Khat... | Mountain Dew 1.5L... | Lipton Yellow Label... | Hilal Choran Chatni... | Hilal Aamrus Candy...

Highest returned item is Dettol Soap. This happened because of a large fake order in Civil Lines Town. There seems to be no correlation between quantitiy ordered and returned.

TIME TO DISPATCH? ⏳

Time to Dispatch vs Returned Quantity
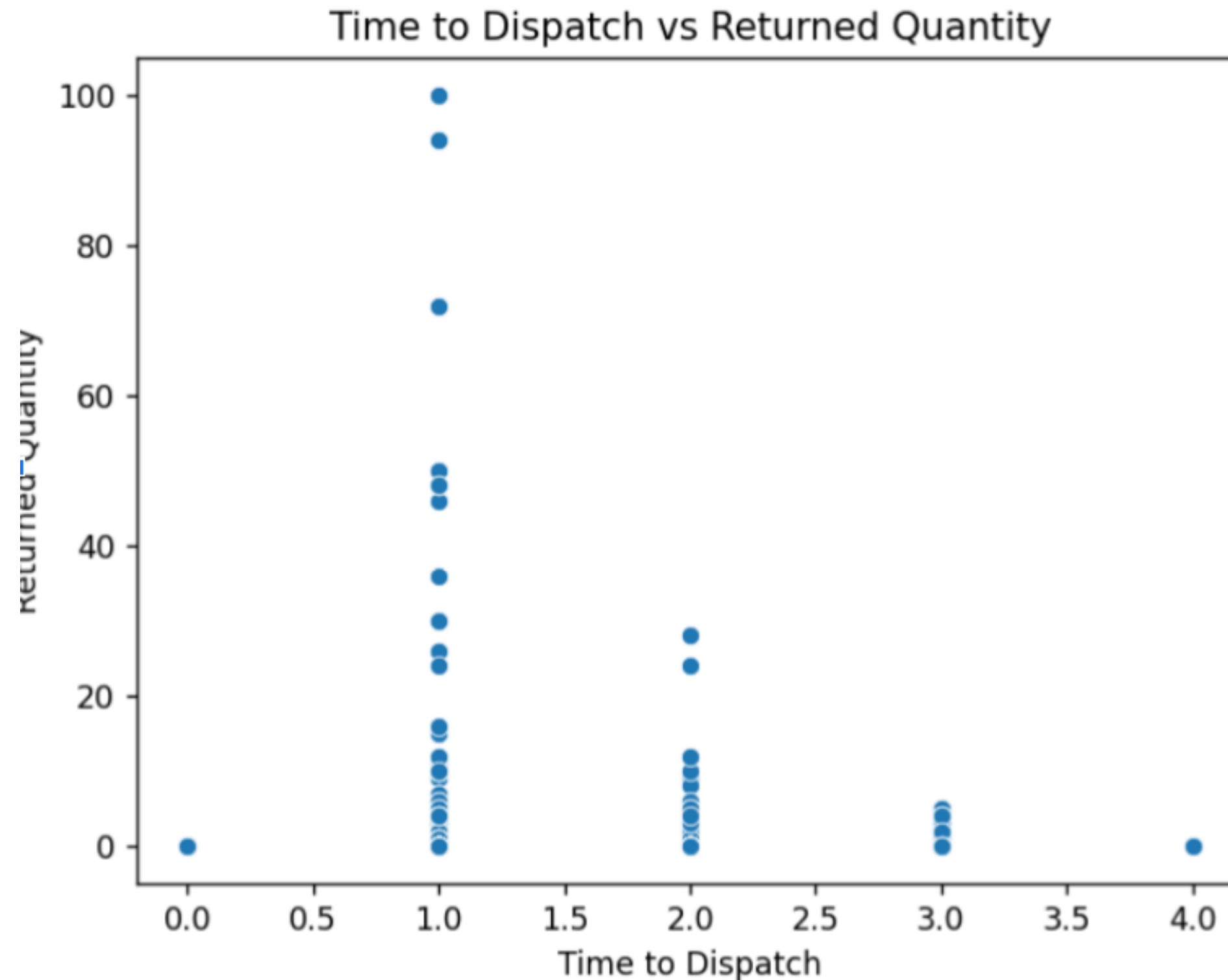
Time taken to dispatch order **does not** influence weather people will return the order or not. There seems to be no correlation.
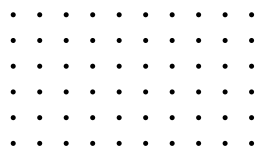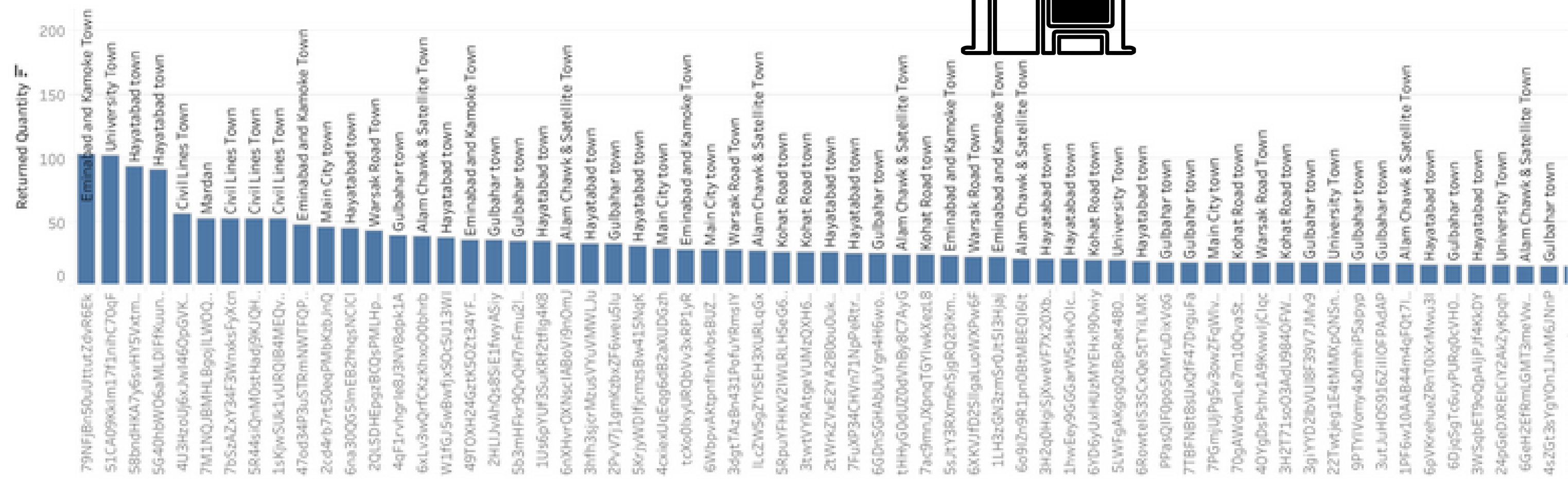
WAREHOUSE AND RETURNS
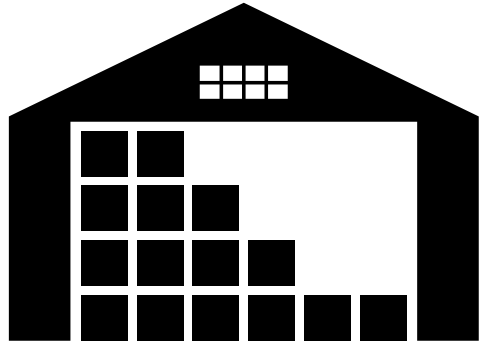
- P1 Warehouse with the most returns, followed by G1 and then ISB1.
- Hayatabad in P1, Mardan in ISB1, and Eminabad in G1 all contribute to the highest returns in the warehouses
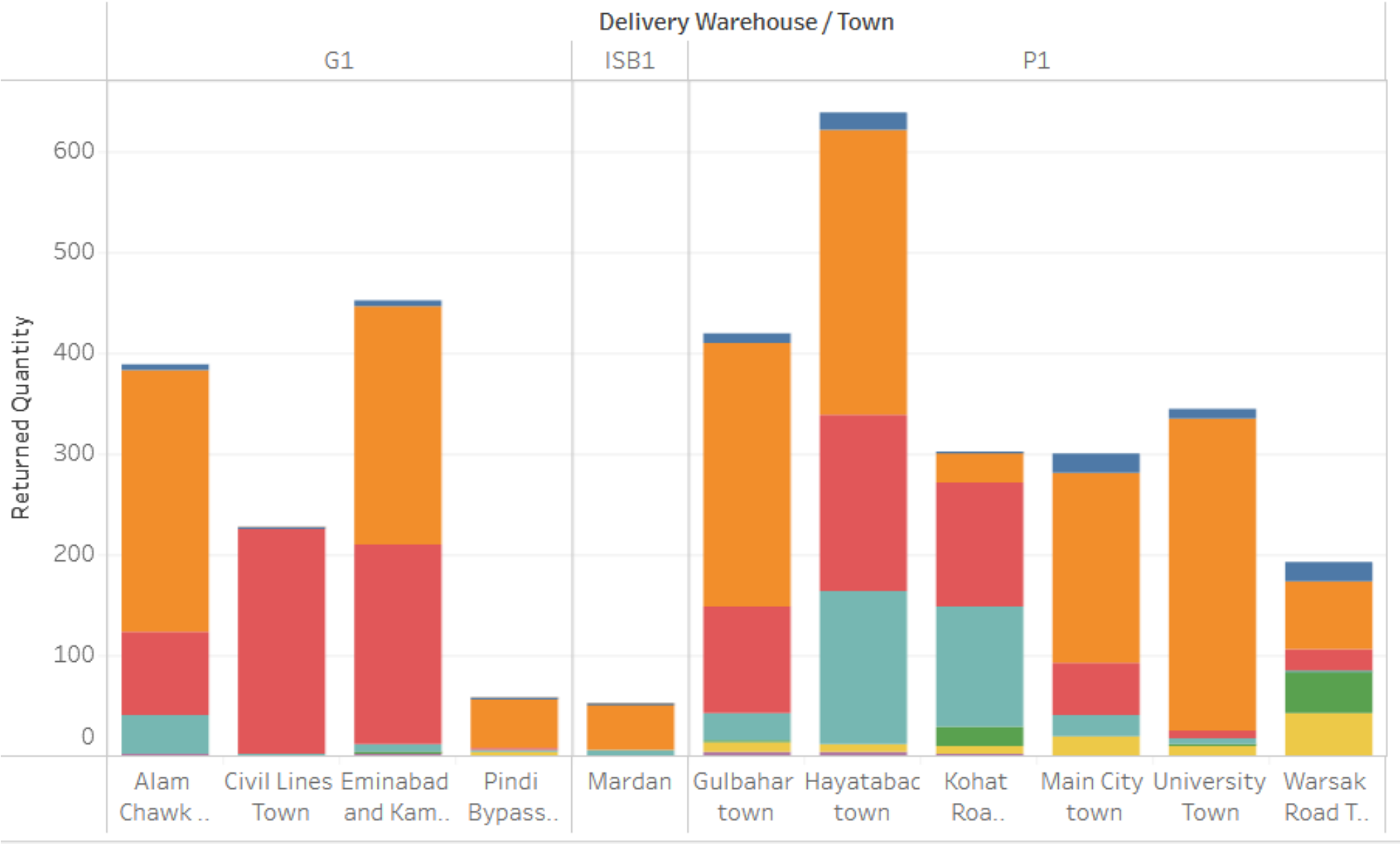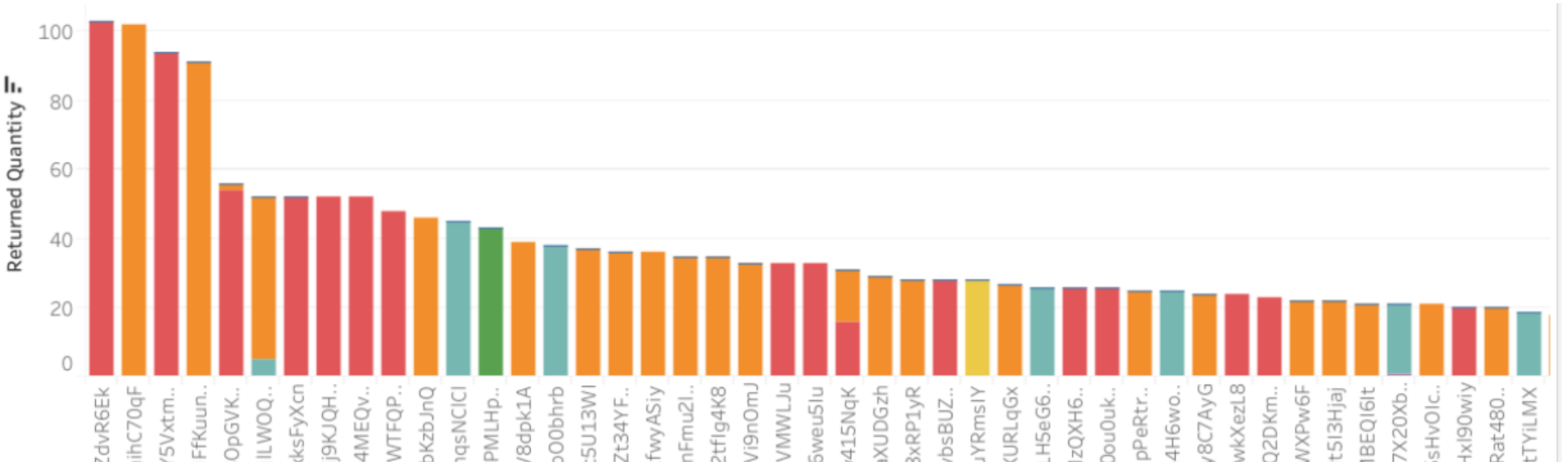
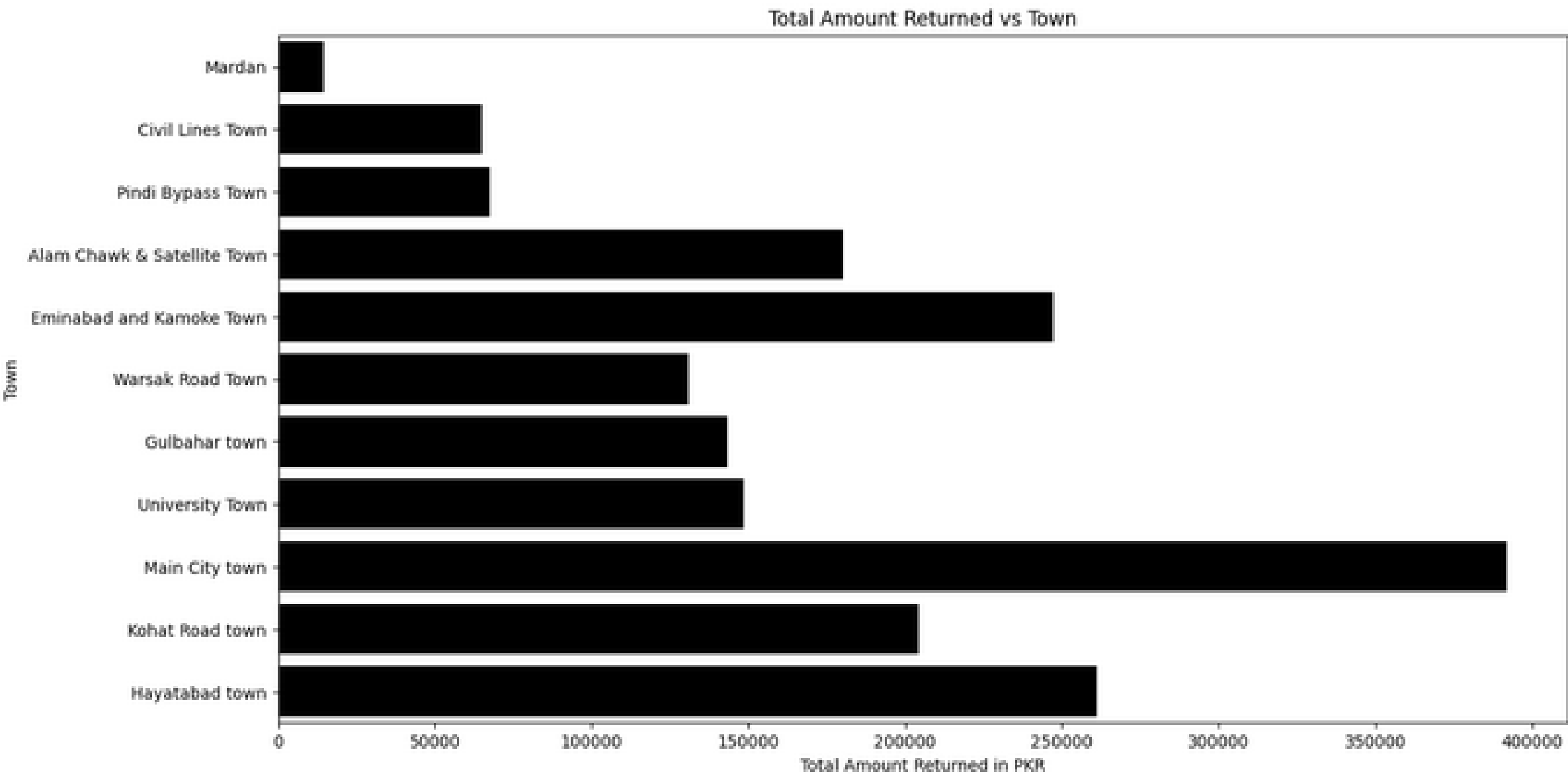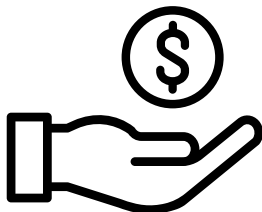The problem of fake orders is highlgihted here too

RETURNS BY STORE ID

Highest Returns are from Store ID 79FJ from Eimanabad and Kamoke Town. This is followed by 51CA from university town and then 58bn from Hayatabad Town

PKR LOST IN RETURNS/TOWN

Total Amount Returned vs Town

Total amount in PKR returned maximum in Main City Town.

Recall how maximum returns were from Hayatbad but Main City town is financially more unfeasible.

SUGGESTIONS

- Hayatabad has the highest returns, primarily due to operational issues, while University Town experiences a majority of returns due to customer issues

- All orders in Civil Lines Town are fake, emphasizing the need for investigation and potential collaboration with law enforcement agencies.

- Warsak Road Town has the highest returns due to price-related issues, highlighting the importance of reviewing pricing strategies.

- Operational issues are predominant in Hayatabad Town, indicating the need for process improvements.

- Kohat Road experiences high returns due to fake orders and operational issues, requiring efforts to combat fraudulent activities.

- Fake orders are prevalent in 3/4 of the UCs in Civil Lines Town, necessitating a comprehensive investigation.

- UC PSH-05 in Hayatabad has the highest returns, primarily due to fake orders.

- Rider 4LNQ and 7m6u have high return rates, requiring individual performance evaluations and targeted training.

- Tours 15-22-212-0062 have the highest returns due to customer issues, emphasizing the need for improved customer service.

- Thursdays witness the highest number of returns, mainly attributed to fake orders.

- Dettol Soap has the highest return rate due to a large fake order in Civil Lines Town.

- Dispatch time does not significantly influence return rates.

- P1 Warehouse has the highest returns, indicating the need for operational improvements.

- Hayatabad, Mardan, and Eminabad contribute to the highest returns in their respective warehouses.

- Store ID 79FJ in Eimanabad and Kamoke Town has the highest returns.

- Main City Town experiences the highest total amount returned in PKR.

- Balancing return reduction efforts in Hayatabad with financial feasibility in Main City Town is crucial.

Recommendations:

- Investigate and address operational issues in Hayatabad, Warsak Road Town, and Kohat Road.
- Improve customer service in University Town and Kohat Road.
- Conduct a comprehensive investigation into fake orders in Civil Lines Town and specific UCs.
- Strengthen fraud prevention measures in Hayatabad and UC PSH-05.
- Provide targeted training and performance evaluations for riders with high return rates.
- Enhance customer service during tours and implement fraud detection systems.
- Increase product authenticity verification and educate customers about counterfeit products.
- Optimize operations in P1, G1, and ISB1 warehouses.
- Collaborate with stores in Eimanabad, Kamoke Town, University Town, and Hayatabad Town.
- Analyze and optimize inventory management, pricing strategies, and customer support in Main City Town.

THANK YOU!