Market Research & Insights Assignment

Task Title: Analysis of Returns in Fashion E-commerce Websites

Task Description:
Your task is to conduct a market research analysis on the rate of returns for online fashion purchases due to unfitting sizes or items not looking as expected. Choose at least five popular fashion e-commerce websites and gather data on the percentage of returned orders attributed specifically to these reasons.

Instructions:
1. Select Websites: Choose three distinct fashion e-commerce websites (e.g., Myntra, Nykka, Ajio, etc.) known for their significant online presence and customer base.

2. Data Collection:
  - Collect data on the total number of orders placed within a specified recent period (e.g.,last six months, last year).
   - Determine how many of these orders were returned.
   - Specifically, identify the number and percentage of returns that were due to items being unfit or not looking as expected based on the customer's online purchase.

3. Analysis:
  - Analyze and summarize your findings for each website.
  - Compare the rates of returns across the selected websites.
  - Provide insights into any patterns or trends you observe (e.g., variations in return rates based on the type of clothing or demographic factors).

4. Presentation: Prepare a detailed report of your findings, including tables, charts, and graphs where applicable to illustrate your data analysis. Ensure your report is clear and well-structured, with conclusions drawn from your research.

5. Submission: Submit your report in the specified format (PPT, PDF) and include any raw data or supplementary information used in your analysis.
Submission should be done through google form [link].

Additional Notes:
- Use reliable sources for your data collection.
- Ensure confidentiality and ethical considerations in handling any sensitive data.
- Aim for a comprehensive understanding of the factors influencing return rates in online fashion retail.

Deadline:[30th June, 2024]

Evaluation Criteria:
- Accuracy and completeness of data collection.
- Depth of analysis and insights provided.
- Clarity and organization of the final report.

This task aims to test your research and analytical skills while providing valuable insights into consumer behavior in the context of online fashion retail.