

1. SPECIFICATION OF BUSINESS PROCESSES

1. BUSINESS GOALS OF THE ORGANIZATION

“Outspire” is a clothing store that sells clothes, shoes, and accessories both for men and women. All products are sold both online and in stationery shops. The main goal of the “Outspire” is to achieve the lowest possible number of returns. To achieve this goal the CEO of the company assumes **monthly returns decrease to about 5% of all sold products**. The decreasing number of returns is connected with increasing profit. The other main goal for Outspire is to **increase the total profit by the end of the year by 10%**. The CEO of the company monitors two main metrics: the monthly profit of all products sold and the number of returns. Currently, the biggest problem of the CEO is to answer the question: what are the main reasons for returns in the analyzed month?

The most important business issues in the online clothing shop include online management of returns and audit of the webpage (the comprehensive analysis of a site in terms of its performance, including page speed, technical issues, and user experience). Each sold product is of a certain size, for example, S, M, or L, in the case of products such as accessories the size is defined as universal. In addition, clothes are ordered from various sewing rooms. Each store is managed by one person.

The CEO of the company would like to analyze the reasons for returning products purchased on the Outspire store website, adjust to customer preferences more closely, select the products that are in demand, standardize the sizes, complete any gaps in product descriptions on the website and improve the quality of website usage. All of that is due to minimizing the number of returning products.

The owner wishes to know what the bestsellers among available models are and what colors are chosen the most often. In addition, the CEO wonders when we can observe the most returns, is it connected with the day of the week or Christmas time.

2. BUSINESS PROCESSES

Management of returns

- a) A general description of the business process and a description of the performance metrics generated by this process, and possible current analytical problems.

Management of return is a business process that goes as follows: a person can buy our clothes in two ways - online or in a specific store. In both options, the customer receives a receipt that allows him/her to return the bought item within 30 days. The person can either go back to the previously visited store or ship the package to us via package locker. The person receives a refund in the form in which he made the purchase - cash or a refund to a bank account. If we receive a return we check the condition of the clothes (e.g. if they are dirty, ripped, etc) and if the person is allowed to return them. If everything's alright then we return the money back to the customer and take the returned item to the laundry and then

again to the magazine for further sale. If something went wrong with the return process or clothes are unacceptable, we do not return the money. In order to consider a return by “Outspire”, the return form must be completed. Such a form requires providing personal data that is necessary for the process of taking into consideration the return, and the reason for the return, most often the reasons will be listed with the option of selecting one or more (e.g. undersized/oversized sizing, the product does not match the one on the website, the item came damaged, etc). The customer can also provide a reason not included in the previously mentioned list.

b) Typical questions

What is the average number of returns during a particular month over the last 3 months?

What percentage of the returned clothes were in bad/normal/good condition each month from the past 12 months?

What percentage of returned items went back again to the sale in the last 3 months?

What kind of items were the most frequently returned in the previous year?

After what time usually are the clothes returned after the purchase (in days) in the last month?

Are there more returns on female or male clothes in accordance to last year?

What loss has been generated by products that didn't go back again to the sale in the last 3 months?

What percentage of customers thinks that the return process was easy during last year?

c) Data

All data about returns is extracted from the return system – “ReturnMaster”. The return system stores information about the seller making the transaction, the transaction number, the items purchased within this transaction, the price for which the item was purchased, and information about each customer, including their name, contact information, purchase history and return history. Moreover, the payment method (card or cash) is settled. This Data Source would allow the online clothing shop to easily track customer returns and use this information to improve their business processes and customer service.

In addition, data about employees and cloth stores are stored in the EXCEL sheet.

Audit of web page

- a) A general description of the business process and a description of the performance metrics generated by this process, and possible current analytical problems.

Audit of a web page is a business process that goes as follows: every month the person responsible for the audit of the webpage firstly must conduct a general evaluation (visiting the webpage, getting a feel for its overall design and layout, looking for any design flaws, broken links, or formatting issues). Then he/ she must check the page speed by using some of the tools: Google PageSpeed Insights or GTmetrix to check the page load time. Further, evaluation of the content must be performed (analyze the quality of the content on the page

and make sure the text is readable, relevant, and error-free). Another important thing is to check for broken links - using a tool like Broken Link Checker. The last thing is to review the security by ensuring that the webpage is secure and uses HTTPS.

Audit of the webpage is a business process that should influence these parameters changing:

1. The level of bounce rate decreases since the navigation is clear and users understand what to do next.
2. Session duration should grow.
3. Users execute the main CTA (Call-to-action).

The business process of auditing a web page of a clothing store "Outspire" involves evaluating the website's performance, user experience, and e-commerce functionality. The audit may include reviewing the website's design and layout, analyzing the shopping cart, wishlist, and checkout process, and assessing the quality and amount of product information and images.

The goal of the audit is to identify areas where the website may be improved in terms of user experience, purchases, and overall performance. The CEO wants to achieve a webpage that has a user-friendly interface, has easy navigation and the whole process of looking for things and purchasing them is a pleasure. Aspects that the CEO would like to improve are for sure product photos - the number of photos should be sufficient for customers and fully reflect the real product (show significant details and seams).

The performance metrics generated by this process may include measures such as website traffic, conversion rates, average order value, and customer retention rates.

b) Typical questions

Are all photos loaded correctly during last month?

What percentage of clients think that the website is user-friendly and easy to navigate during the last year?

On which day there was the biggest traffic on the page during last month?

Is the speed of loading the web page satisfying (less than 2.5s) last month?

How many broken links were on the website last month?

Is there any correlation between the number of sales and the speed of loading the page in the last year?

c) Data

All data about auditing the webpage is fetched from the Excel. An Excel file can be used to store and manage data related to the online clothing shop's website traffic and user behavior. Here is an example of how the data might be structured:

- Column 1: Date/Time
- Column 2: User ID
- Column 3: Page URL
- Column 4: Page Title

- Column 5: Referral Source
- Column 6: Time Spent on Page

This Excel file can be used to identify any unusual website traffic patterns, user behavior, or potential security breaches that may be affecting the online clothing shop's webpage.