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Bazaar

Bazaar-Case Study Analysis

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Problem Statement

01

What happened?

Our analysis indicates a rise in the frequency of returned items

02

Why does it matter?

It is possible for our competitors to gain a competitive advantage over us in particular regions.

03

What should we do next?

Determine system issues' root cause(s) and take appropriate corrective action.

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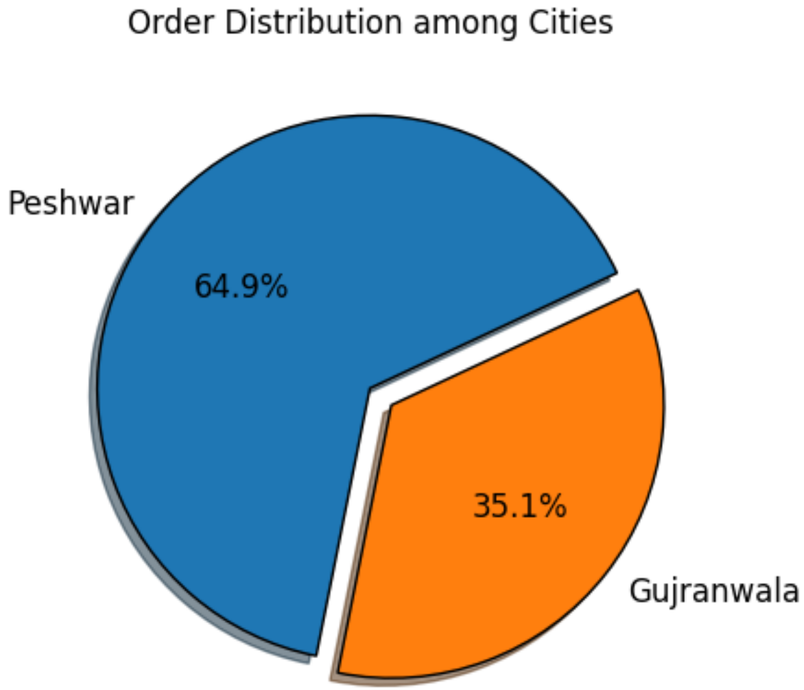
Bazaar Distribution

- **Peshawar is the superior region for our bazaar operations**



- **This elevates the likelihood of encountering problems originating from Peshawar.**

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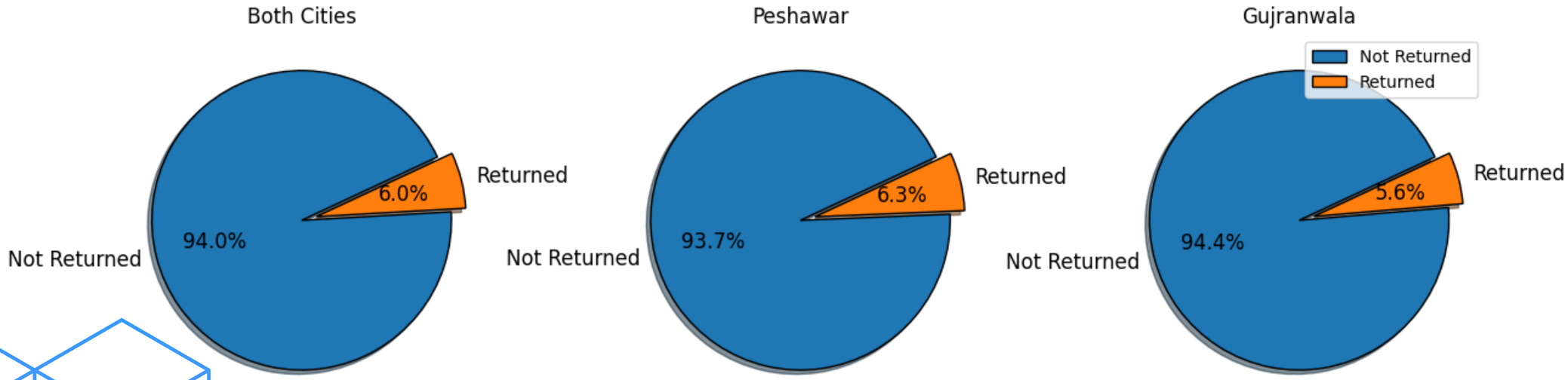

CITY	RETURN PCT	NOT-RETURN PCT
PESHAWAR	6.3	93.7
GUJRANWALA	5.6	94.4
BOTH	6.0	94.0

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Top 2 critical issues:

1. **CUSTOMER ISSUE**
2. **FAKE ORDER**

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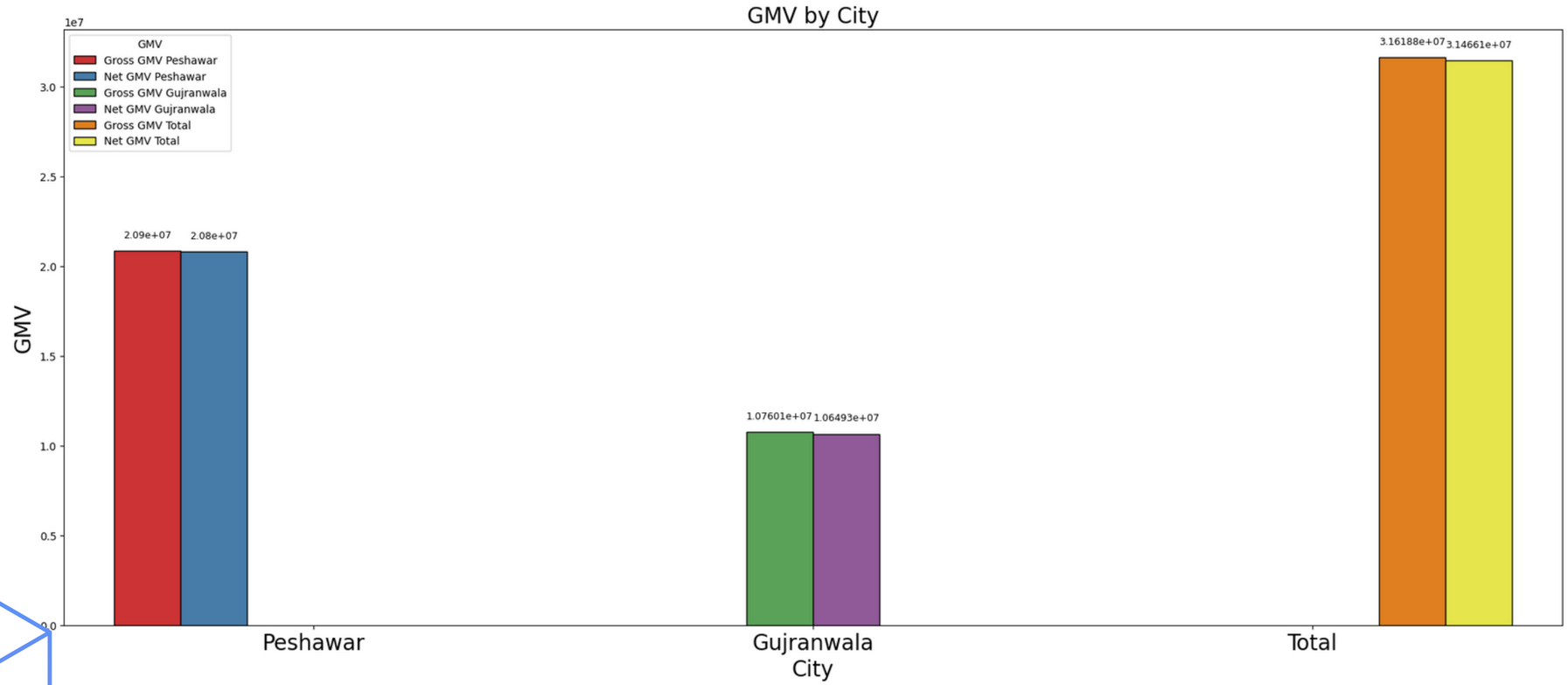

TOTAL DIFFERENCE IN GROSS GMV AND NET GMV= $1.5x10^5$

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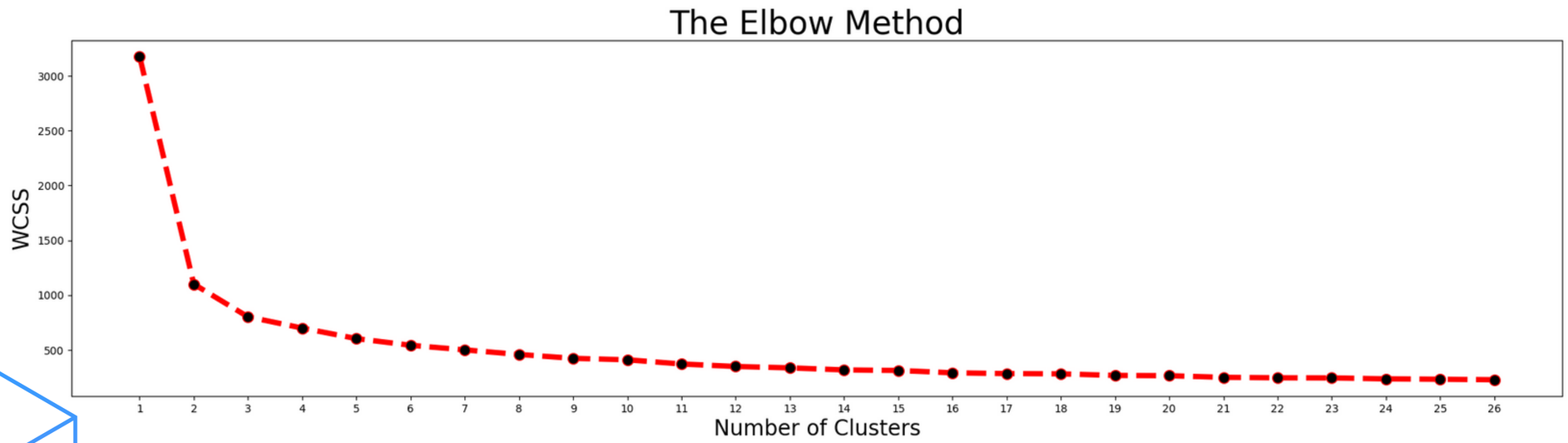

- **WITHIN SUM OF SQUARES IS LARGE**
- **CONCLUSION: NO PATTERNS IN DATASET**

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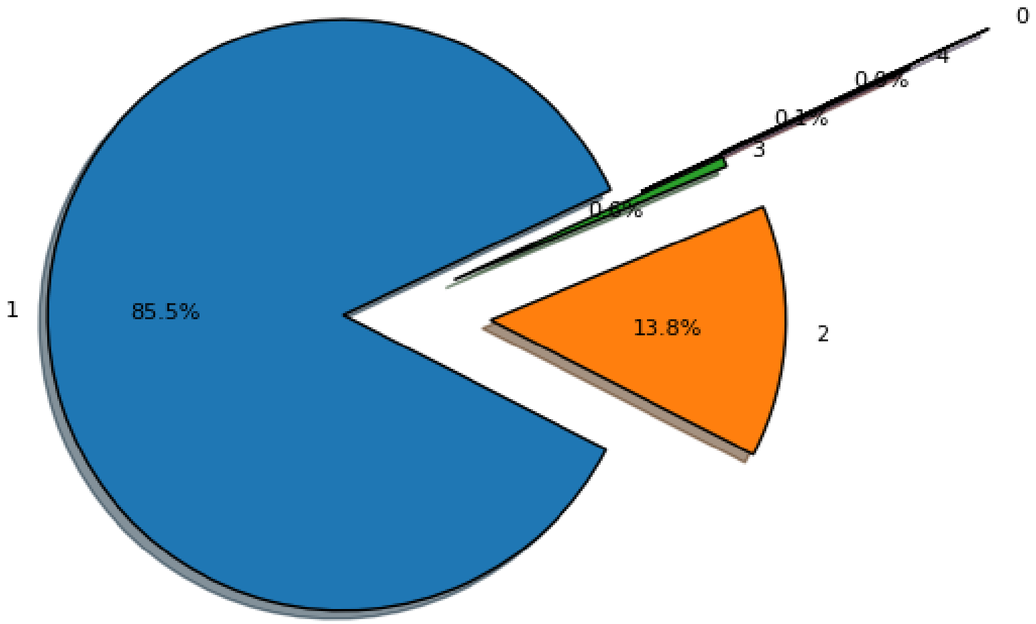
NO DELAY IN DISPATCH OR ORDER DATE.



THUS RULING OUT THE POSSIBILITY OF IT BEING THE CORE ISSUE.

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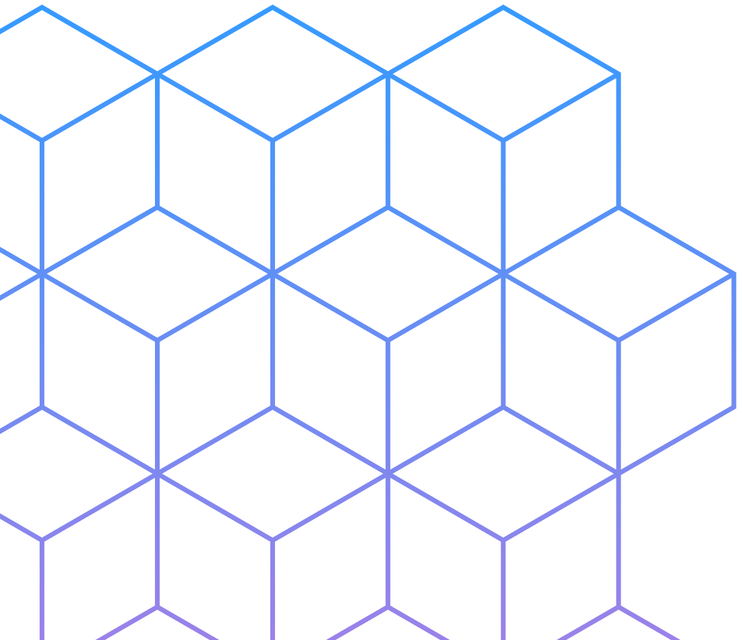
NO CORRELATION FOUND IN THE DATA; THEREFORE, FURTHER INVESTIGATION BEYOND THE DATA IS REQUIRED



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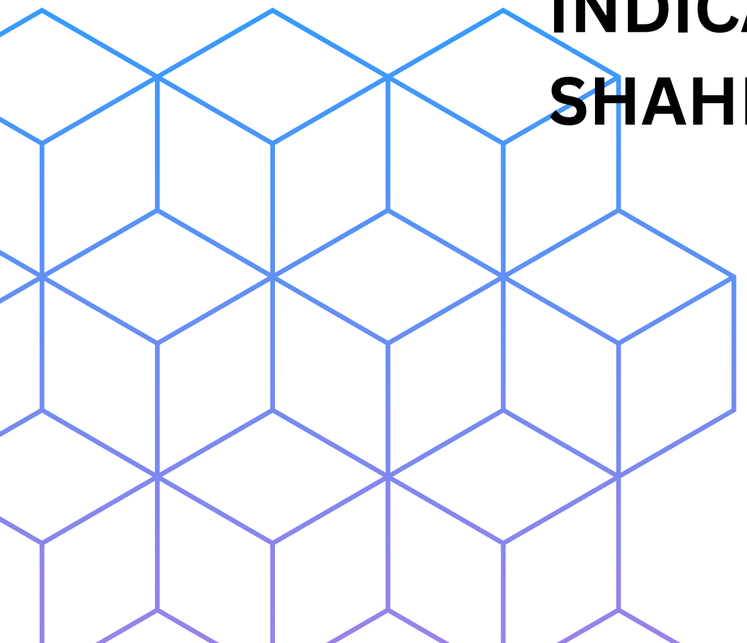
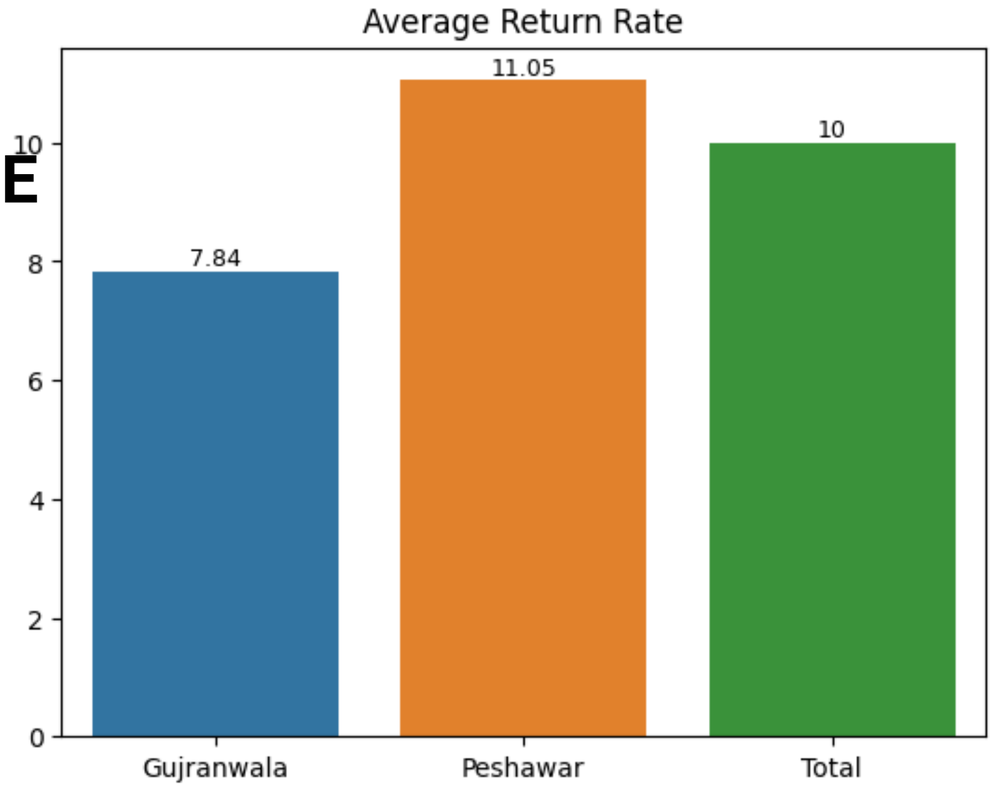
FIRST ASSUMPTION: THERE IS ISSUE IN SHAHEENS

HIGH RETURN PERCENTAGE INDICATES AN ISSUE WITH SHAHEEN'S.





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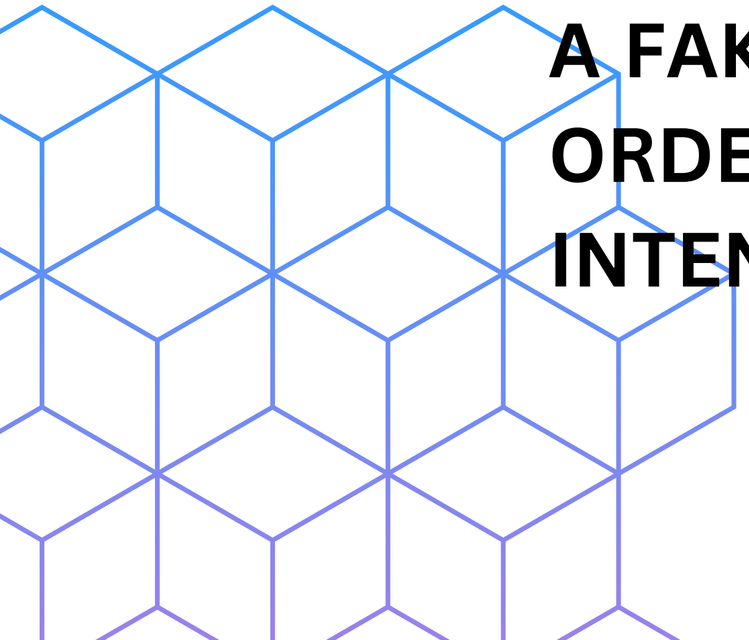
SECOND ASSUPTION: FAKE ORDERS INDICATE A SECURITY ISSUE



A FAKE ORDER ON AN ECOMMERCE PORTAL IS AN ORDER THAT HAS BEEN PLACED WITH THE INTENTION OF DEFRAUDING THE SELLER

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WHAT TO DO NOW?

1. **ENHANCE SHAHEEN QUALITY BY UPGRADING TRANSPORT VEHICLES.**
2. **ESTABLISH QUALITY STANDARDS FOR SHAHEEN AND TRANSPORT VEHICLES.**
3. **STRENGTHEN SERVER SECURITY.**