

CASE STUDY - بازار - OVERVIEW

Please select city:

Gujranwala
Peshawar



In Peshawar, total orders delivered are 3096. With a return rate of 8.59%.

Bazaar's dataset is about delivery data of key cities in Pakistan, Peshawar and Gujranwala. In this case study, we will analyze delivery orders that were returned between August 1st, and August 5th. We will present the status of the orders, and the significance of these return orders. This dataset contained at least 19,000 rows.



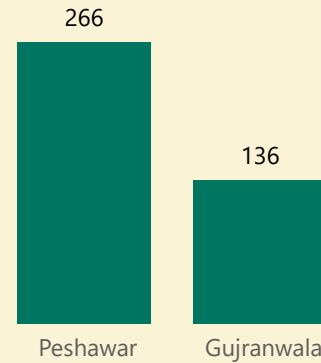
5404
Total_orders

402
return_orders

7.44
Del_return_Rate

Total orders that were dispatched between August 1st and August 5th are 5402 out of which 402 orders were returned by customers. This establishes Bazaar's return rate at 7.44 %.

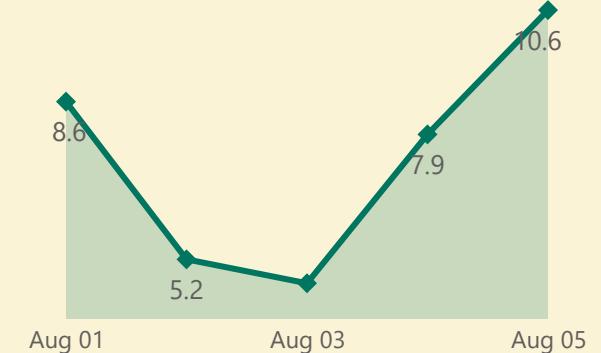
What happened with the deliveries?



Out of 402 total return orders, Peshawar had the highest return orders, 266, seconded by Gujranwala, 136.

In Gujranwala, total orders delivered are 2308. With a return rate of 5.89%.

What happened with the return rate?



CASE STUDY - بازار - OVERVIEW

Please select city:

Gujranwala
Peshawar



In Peshawar, 116 orders had customer issue and 43 orders were fake. Max items, 147, were returned on August 1st.

Which item is the **king** of returns?



Dettol Soap 85 gm Original Pack of 3
274 Qty_Returned

64165

Qty_Ordered

3376

Qty_Returned

39

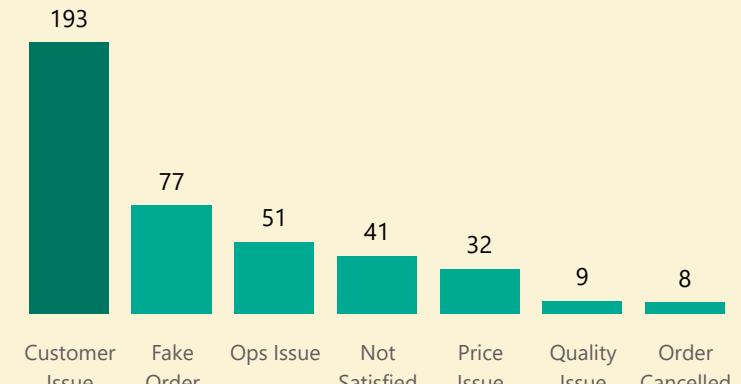
Out_of_Stock

We find that a significant quantity of items are returned. This is a key indicator of high cost of return Bazaar see over a period of 5 days. This also hints towards an overall increase in customer dissatisfaction.



In Bazaar's 402 return orders, Customer Issue Orders are the most reported issue at 193 orders.

What is the **issue** with the **deliveries**?



What is the breakdown of **return orders**?



CASE STUDY - بازار - OVERVIEW

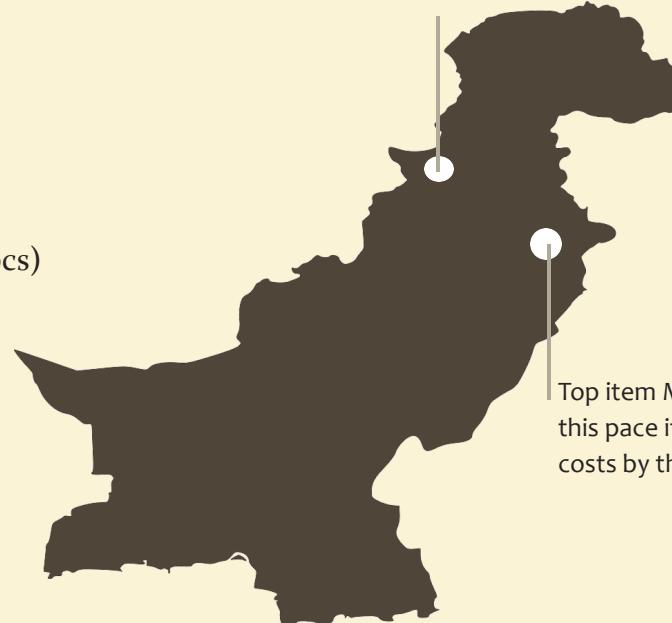
Please select city:

Gujranwala
Peshawar

Bazaar can recover about 1/3 of it's revenue lost to returns if it reassesses strategy and reduces return orders for current Top 5 highest return cost items.

Top 5 Highest return cost items?

- All Max Tea Whitener 223 ml Carton (27 pcs)
- Capstan by Pall Mall (10 packs)
- Mash Chilka Black 25 Kg
- Sprite 1.5L Pack x 6
- Sufi Banaspati Ghee 1 Kg Carton (16 pcs)



About a million rupees is lost to Customer Issue and half million to Fake Orders and Ops Issue. Bazaar can boost it's revenue by solving these issues.

1,851,426.00

Total Revenue Lost

5

total_days

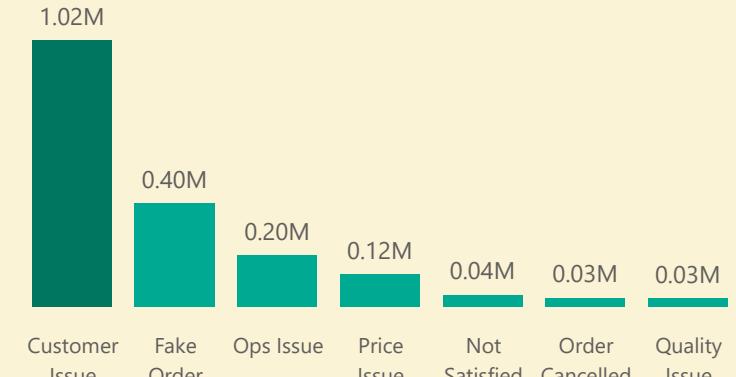
Which item is the **king** of returns?



Dettol Soap 85 gm Original Pack of 3
274 Total_Qty_Returned 42,024.00 Revenue_Lost

We find that the total revenue lost in Peshawar is 1,851,426 Rupees. Bazaar lost this revenue from 2 cities in 5 days. Dettol is the item that had highest returned quantity and lost more than 42k Rupees in revenue. Losing majority revenue to fake orders.

Why the **issue** with the deliveries **matters**?



Top item Mash loses 200k rupees in 5 days. With this pace it's expected to lose a million in return costs by the end of September.

Why the **future** matters?



CASE STUDY - بازار - OVERVIEW

Please select city:

Top 5 Highest return cost items?

- All Max Tea Whitener 223 ml Carton (27 pcs)
- Kohinoor Banaspati Ghee 5 Kg Tin
- Lipton Yellow Label Tea 950 gm
- Mash Chilka Black 25 Kg
- shama ghee 5 kg tin

1,297,755.00

Total Revenue Lost

5

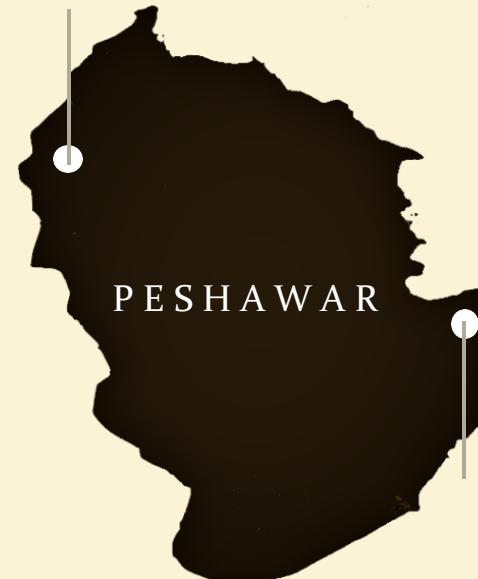
total_days

Which item is the king of returns?



133	Total_Qty_Returned	Lifebuoy Soap Nature 128 gm
10,773.00	Revenue_Lost	

We find that the total revenue lost in Peshawar is 1,259,962 Rupees. Bazaar lost this revenue from one city in 5 days. Life Buoy is the item that had highest returned quantity and lost more than 10k Rupees in revenue. Losing majority revenue to fake orders.

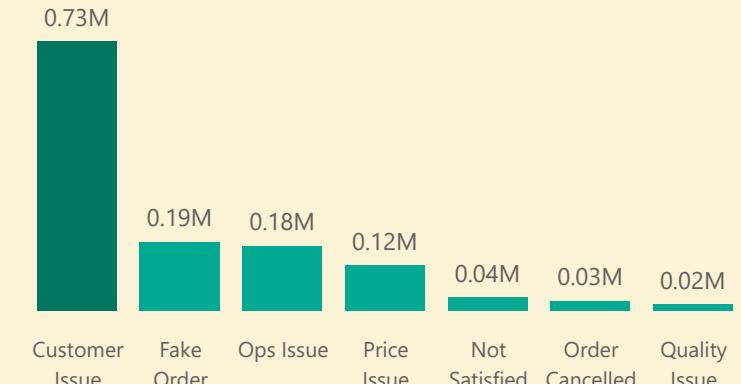


About more than half a million rupees is lost to Customer Issue and quarter million to Fake Orders. This suggests these causes are mission critical and should be immediately addressed.

Top return item Mash loses 270k rupees in 5 days. This is 20% of total lost revenue.

Top item Mash lost equivalent amount to remaining top 4 return cost items. Mash is a staple product and is delivered in bulk size hence we see lower return quantity but higher return costs.

Why the **issue** with the deliveries **matters**?

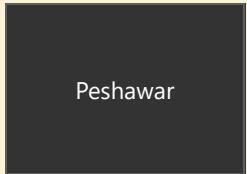


Which item is the king of **return cost**?

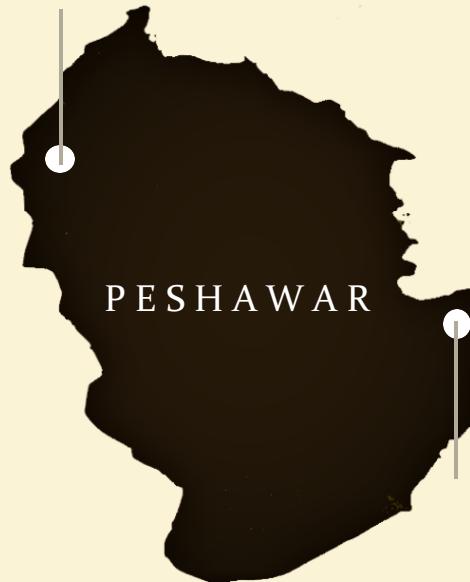
Mash Chilka Black 25 Kg	All Max Te...	Kohino...
273.70K	59.51K	45.75K
Lipton Y...	40.57K	shama g...
		39.31K

CASE STUDY - بازار - Top 5

Please select city:



In Peshawar Top 5 Highest return cost items make up 40% of the total revenue lost to returns.



Top 5 Highest return cost items?

- All Max Tea Whitener 223 ml Carton (27 pcs)
- Kohinoor Banaspati Ghee 5 Kg Tin
- Lipton Yellow Label Tea 950 gm
- Mash Chilka Black 25 Kg
- shama ghee 5 kg tin

458,844.00

Total Revenue Lost

5

total_days

Within Top 5 Highest return cost items total revenue lost in Peshawar is 458,844 Rupees. Bazaar lost this revenue from one city in 5 days. All Max Tea Whitener is the item that had highest returned quantity and lost about 60k Rupees in revenue.

Which item is the king of returns?



All Max Tea Whitener 223 ml Carto...

69

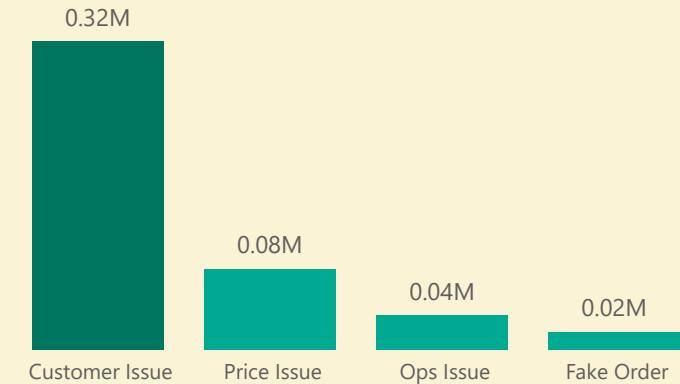
Total_Qty_Returned

59,510.00

Revenue_Lost

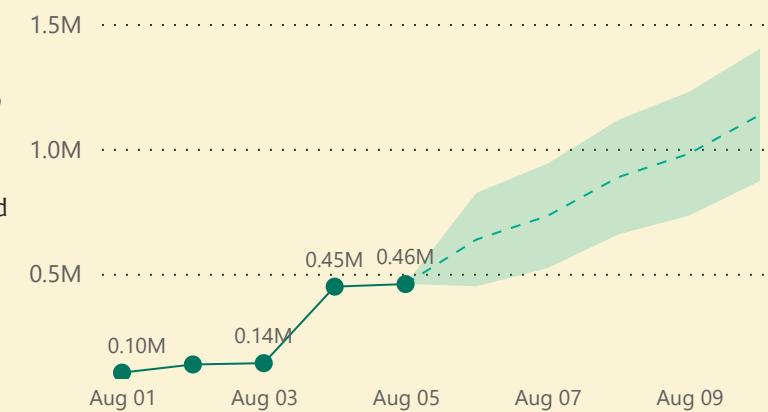
Bazaar's future indicates Top 5 returned items will lose 1 million more in revenue in next 5 days. These items hold major contributions in revenue loss.

Why the **issue** with the deliveries **matters**?



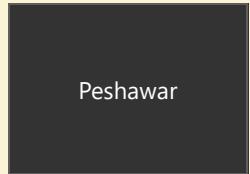
King of returns All Max holds 1/4th contribution in Total Revenue lost within Top 5 Highest return cost items.

What does the **future** hold?



CASE STUDY - بازار - Top 5

Please select city:



Top 5 Highest return cost items?

- All Max Tea Whitener 223 ml Carton (27 pcs)
- Kohinoor Banaspati Ghee 5 Kg Tin
- Lipton Yellow Label Tea 950 gm
- Mash Chilka Black 25 Kg
- shama ghee 5 kg tin

40,574.00

Total Revenue Lost

4

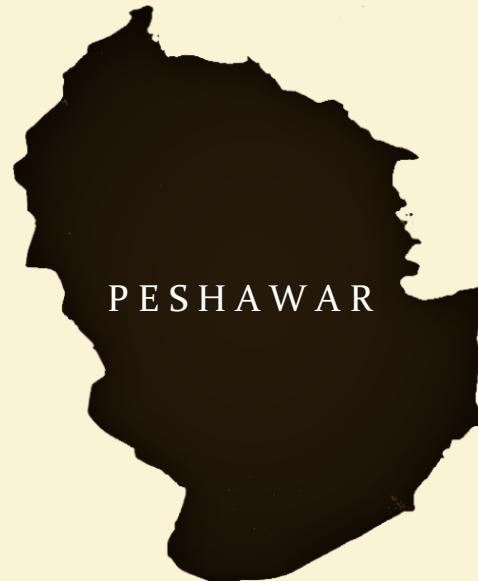
total_days

Which item is the king of returns?



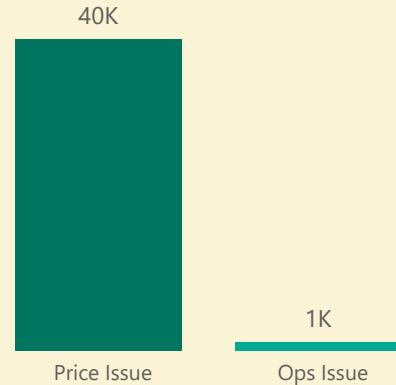
Lipton Yellow Label Tea 950 gm	35	40,574.00
Total_Qty_Returned		Revenue_Lost

Within Lipton return total revenue lost in Peshawar is 40,574 Rupees. Bazaar lost this revenue from one city in 4 days. Lipton is the item that see 35 (910 gm) packs returned and lost about 40k Rupees in revenue.



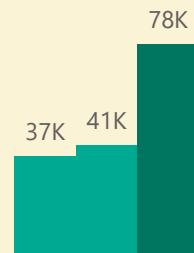
Why the issue with the deliveries matters?

Lipton; we find that 95% of revenue is lost to returns due Price Issue. Bazaar needs to maintain competitive prices and offer promotions on this item to boost recovery.



What is the cost breakdown?

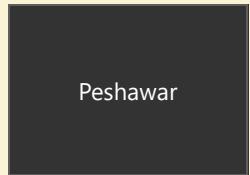
● Sum of gross_nmv ● Sum of loss ● Sum of gross_gmv



Lipton Yellow Label
Tea 950 gm

CASE STUDY - بازار - Top 5

Please select city:



Top 5 Highest return cost items?

- All Max Tea Whitener 223 ml Carton (27 pcs)
- Kohinoor Banaspati Ghee 5 Kg Tin
- Lipton Yellow Label Tea 950 gm
- Mash Chilka Black 25 Kg
- shama ghee 5 kg tin

273,700.00

Total Revenue Lost

1

total_days

Which item is the **king** of returns?



Mash Chilka Black 25 Kg

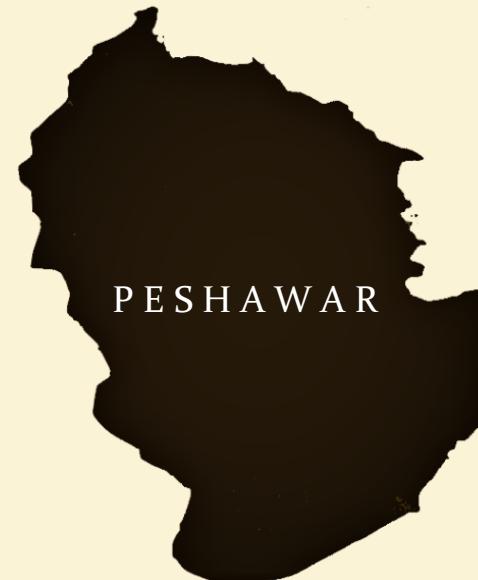
46

Total_Qty_Returned

273,700.00

Revenue_Lost

Within Mash Chilka return total revenue lost in Peshawar is 273,700 Rupees. Bazaar lost this revenue from one city in 1 day. Mash Chilka is the item that see 46 packs returned and lost about 270k Rupees in revenue.



Why the **issue** with the deliveries **matters**?

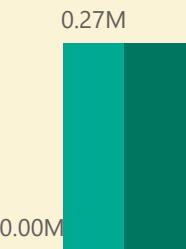
Mash Chilka; we find that all revenue is lost to returns due Customer Issue. Bazaar needs to reassess assortments and further analyze items to ensure quality is maintained.



Customer Issue

What is the cost breakdown?

● Sum of gross_nmv ● Sum of loss ● Sum of gross_gmv



Mash Chilka Black 25 Kg

Mash see's that 100% of orders placed were returned.

CASE STUDY - بازار - Top 5

Please select city:



Top 5 Highest return cost items?

- All Max Tea Whitener 223 ml Carton (27 pcs)
- Kohinoor Banaspati Ghee 5 Kg Tin
- Lipton Yellow Label Tea 950 gm
- Mash Chilka Black 25 Kg
- shama ghee 5 kg tin

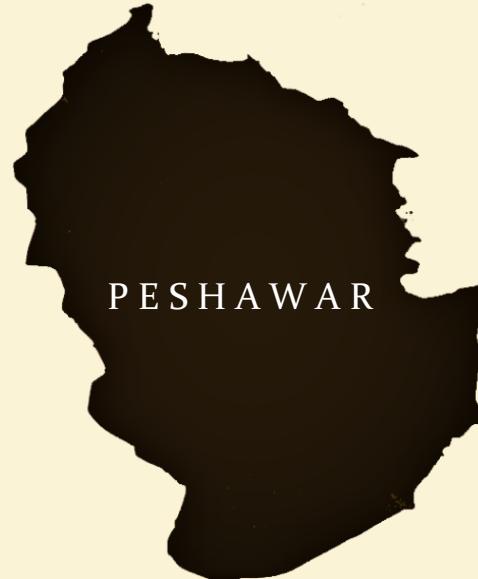
39,310.00

Total Revenue Lost

4

total_days

Within Shama Ghee return total revenue lost in Peshawar is 39,310 Rupees. Bazaar lost this revenue from one city in 4 days. Shama Ghee is the item that see 15 packs returned and lost about 40k Rupees in revenue.



Which item is the king of returns?



shama ghee 5 kg tin

15

Total_Qty_Returned

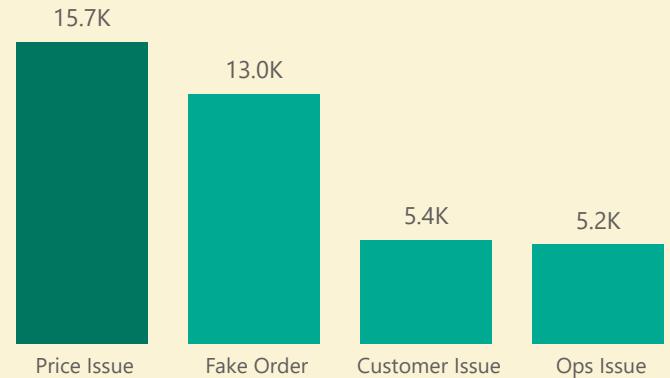
39,310.00

Revenue_Lost

Mash see's that 90% of orders placed were returned.

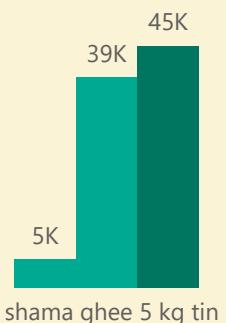
Why the issue with the deliveries matters?

Shama Ghee; we find that 90% revenue is lost to returns due Price Issue and Fake Order. Bazaar needs to analyze items to ensure quality is maintained.



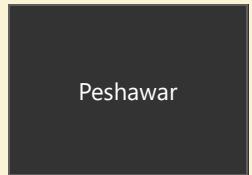
What is the cost breakdown?

● Sum of gross_nmv ● Sum of loss ● Sum of gross_gmv



CASE STUDY - بازار - Top 5

Please select city:



Top 5 Highest return cost items?

- All Max Tea Whitener 223 ml Carton (27 pcs)
- Kohinoor Banaspati Ghee 5 Kg Tin
- Lipton Yellow Label Tea 950 gm
- Mash Chilka Black 25 Kg
- shama ghee 5 kg tin

45,750.00

Total Revenue Lost

4

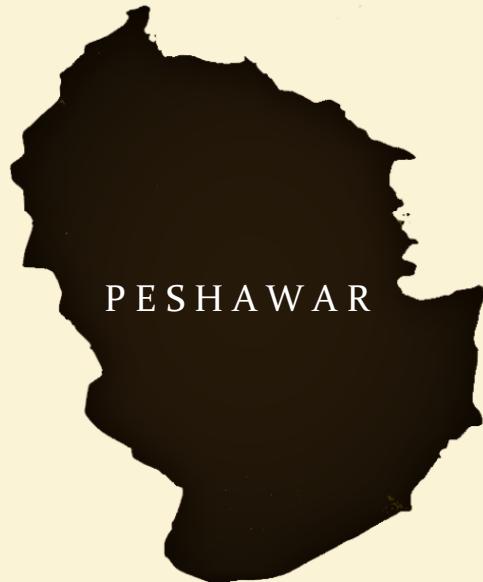
total_days

Which item is the king of returns?



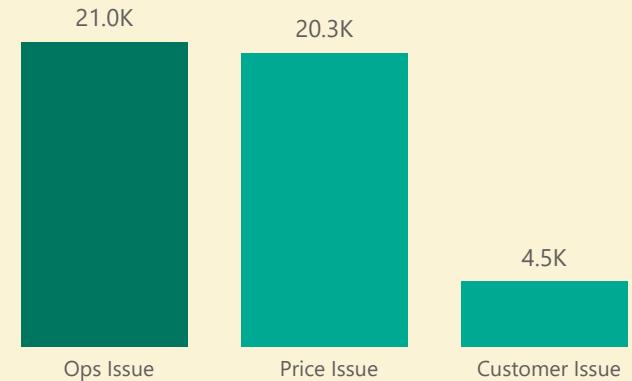
Kohinoor Banaspati Ghee 5 Kg Tin	21	45,750.00
	Total_Qty_Returned	Revenue_Lost

Within Kohinoor Banaspati return total revenue lost in Peshawar is 45,750 Rupees. Bazaar lost this revenue from one city in 4 days. Kohinoor Banaspati is the item that see 21 packs returned and lost about 45k Rupees in revenue.



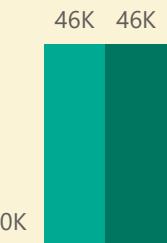
Why the **issue** with the deliveries **matters**?

Kohinoor Banaspati; we find that 90% revenue is lost to returns due Ops Issue and Price Issue. Bazaar needs to analyze inventory and supply chain pipeline and maintain market competitive pricing.



What is the cost breakdown?

● Sum of gross_nmv ● Sum of loss ● Sum of gross_gmv



Kohinoor Banaspati
Ghee 5 Kg Tin

CASE STUDY - بازار - OVERVIEW

Please select city:

Gujranwala
Peshawar

Top 5 Highest return cost items?

- Capstan by Pall Mall (10 packs)
- Dettol Soap 85 gm Original Pack of 3
- Prime Banaspati Ghee 1 Kg Carton (16 pcs)
- Sprite 1.5L Pack x 6
- Sufi Banaspati Ghee 1 Kg Carton (16 pcs)

553,671.00

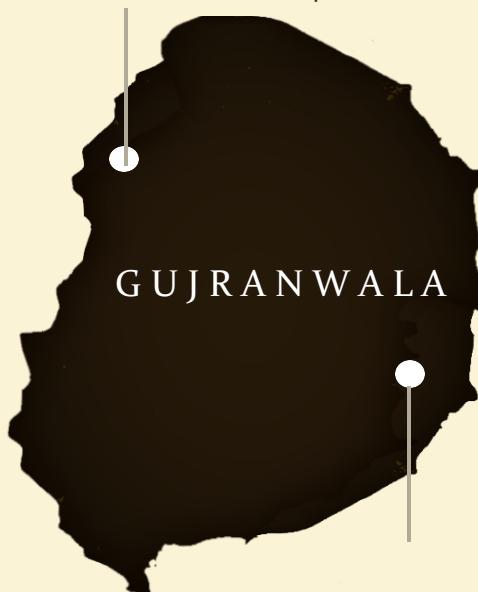
Total Revenue Lost

5

total_days

We find that the total revenue lost in Peshawar is around 0.5 million Rupees. Bazaar lost this revenue from one city in 5 days. Dettol is the item that had highest returned quantity and lost more than 42k Rupees in revenue. Losing majority revenue to fake orders.

In Gujranwala, we find significant revenue lost to returns in 5 days. We found out that similar to Peshawar a greater proportion of revenue is lost to Customer Issue and Fake Orders. Fake Orders suggests items could be expired, not labelled, and broken (item/seal). A thorough assessment of assortments is required.



Which item is the king of returns?



Dettol Soap 85 gm Original Pack of 3
274 Total_Qty_Returned 42,024.00 Revenue_Lost

About 300K is lost to Customer Issue and 200K to Fake Orders. 80% of revenue lost to returns is lost to these 2 issues in less than a week.

Top return cost item sprite loses 63k rupees. With this pace it's expected to lose a million in return costs by the end of next month.

Top items combined lost around 260K in revenue indicating 47% is revenue lost in Peshawar to these items.

Why the **issue** with the deliveries **matters**?



Which item is the king of **return cost**?

Sprite 1.5L Pack x 6	Sufi Banaspat...	Prime Banas...
63.00K	50.34K	47.40K
Capstan by Pall Mall (10...	Dettol Soap 85 gm Original P...	
53.08K	42.02K	

CASE STUDY - بازار - Top 5

Please select city:

- Gujranwala
- Peshawar

Top 5 Highest return cost items?

- Capstan by Pall Mall (10 packs)
- Dettol Soap 85 gm Original Pack of 3
- Prime Banaspati Ghee 1 Kg Carton (16 pcs)
- Sprite 1.5L Pack x 6
- Sufi Banaspati Ghee 1 Kg Carton (16 pcs)

255,839.00

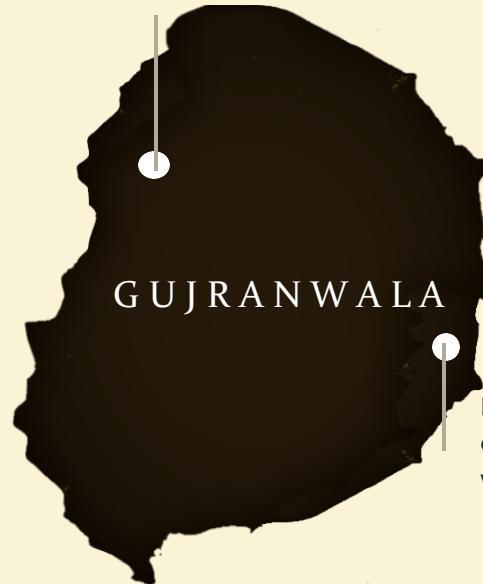
Total Revenue Lost

5

total_days

Within Top 5 Highest return cost items; total revenue lost in Gujranwala is 255,839 Rupees. Bazaar lost this revenue from one city in 5 days. Dettol Soap Original is the item that had highest returned quantity and lost about 40k Rupees in revenue.

In Gujranwala Top 5 Highest return cost items make up 45% of the total revenue lost to returns.



Which item is the king of returns?



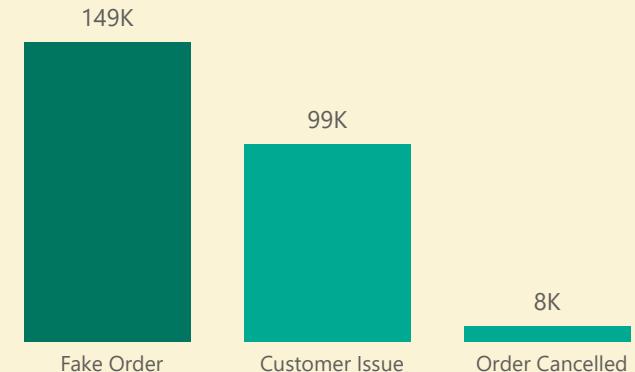
Dettol Soap 85 gm Original Pack of 3	274	42,024.00
	Total_Qty_Returned	Revenue_Lost

Within Top 5 highest return cost items; 70% revenue is lost to Fake Orders, seconded by Price Issue. Fake Orders tarnishes the reputation of the brand which makes it difficult to acquire new customers.

King of returns Dettol holds 1/6th contribution in Total Revenue lost within Top 5 return cost items.

Bazaar's future indicates Top 5 returned will lose 0.25 million more in revenue in next 5 days. Immediate reassessment of strategy must be done.

Why the **issue** with the deliveries **matters**?



What does the **future** hold?



CASE STUDY - بازار - Top 5

Please select city:

- Gujranwala
- Peshawar

Top 5 Highest return cost items?

- Capstan by Pall Mall (10 packs)
- Dettol Soap 85 gm Original Pack of 3
- Prime Banaspati Ghee 1 Kg Carton (16 pcs)
- Sprite 1.5L Pack x 6
- Sufi Banaspati Ghee 1 Kg Carton (16 pcs)

63,000.00

Total Revenue Lost

1

total_days

Within Sprite; total revenue lost in Gujranwala is 63,000 Rupees. Bazaar lost this revenue from one city in 1 day. Sprite 6 pack see 100 packs returned.



Which item is the king of returns?



Sprite 1.5L Pack x 6	100	63,000.00
	Total_Qty_Returned	Revenue_Lost

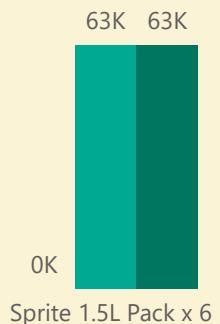
Sprite; we find that all revenue is lost to returns due to Fake Orders. Bazaar needs to ensure quality is maintained. Fake Order could mean expired, broken, used product.

Why the issue with the deliveries **matters**?



What is the cost breakdown?

● Sum of gross_nmv ● Sum of loss ● Sum of gross_gmv



Sprite see's that 100% of orders placed were returned.

CASE STUDY - بازار - Top 5

Please select city:



Top 5 Highest return cost items?

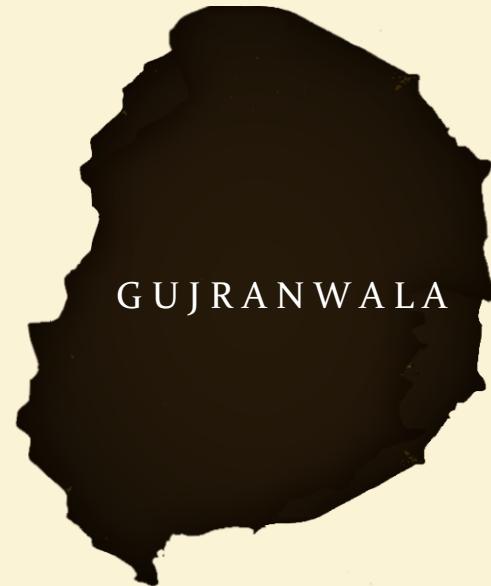
- Capstan by Pall Mall (10 packs)
- Dettol Soap 85 gm Original Pack of 3
- Prime Banaspati Ghee 1 Kg Carton (16 pcs)
- Sprite 1.5L Pack x 6
- Sufi Banaspati Ghee 1 Kg Carton (16 pcs)

50,340.00

Total Revenue Lost

5

total_days



Which item is the king of returns?



Sufi Banaspati Ghee 1 Kg Carton (1...

6

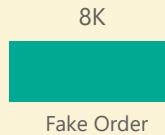
Total_Qty_Returned

50,340.00

Revenue_Lost

Within Sufi Banaspati Ghee; total revenue lost in Gujranwala is 50,340 Rupees. Bazaar lost this revenue from one city in 5 days.

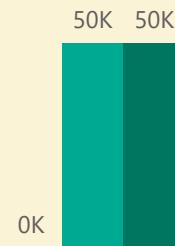
Why the issue with the deliveries **matters**?



Sufi Banaspati Ghee; we find that all revenue is lost to returns due Customer Issue and Fake Orders. Loses 80% revenue to Customer Issues.

What is the cost breakdown?

● Sum of gross_nmv ● Sum of loss ● Sum of gross_gmv



Sufi Banaspati Ghee see all orders returned.

Sufi Banaspati Ghee 1 Kg Carton (16 pcs)

CASE STUDY - بازار - Top 5

Please select city:

Gujranwala
Peshawar

Top 5 Highest return cost items?

- Capstan by Pall Mall (10 packs)
- Dettol Soap 85 gm Original Pack of 3
- Prime Banaspati Ghee 1 Kg Carton (16 pcs)
- Sprite 1.5L Pack x 6
- Sufi Banaspati Ghee 1 Kg Carton (16 pcs)

53,075.00

Total Revenue Lost

4

total_days

Which item is the king of returns?



Capstan by Pall Mall (10 packs)

55

Total_Qty_Returned

53,075.00

Revenue_Lost

Within Capstan by Pall Mall; total revenue lost in Gujranwala is 53,075 Rupees. Bazaar lost this revenue from one city in 4 days.



G U J R A N W A L A

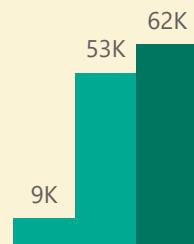
Why the issue with the deliveries matters?



Capstan; we find that all revenue is lost to returns due Customer Issue and Fake Orders. Loses 80% revenue to Customer Issues.

What is the cost breakdown?

● Sum of gross_nmv ● Sum of loss ● Sum of gross_gmv



Capstan by Pall Mall
(10 packs)

CASE STUDY - بازار - Top 5

Please select city:



Top 5 Highest return cost items?

- Capstan by Pall Mall (10 packs)
- Dettol Soap 85 gm Original Pack of 3
- Prime Banaspati Ghee 1 Kg Carton (16 pcs)
- Sprite 1.5L Pack x 6
- Sufi Banaspati Ghee 1 Kg Carton (16 pcs)

47,400.00

Total Revenue Lost

4

total_days

Which item is the **king** of returns?



Prime Banaspati Ghee 1 Kg Carton ...

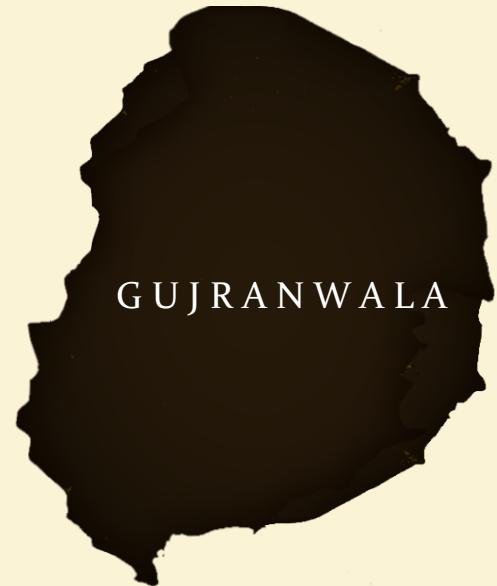
6

Total_Qty_Returned

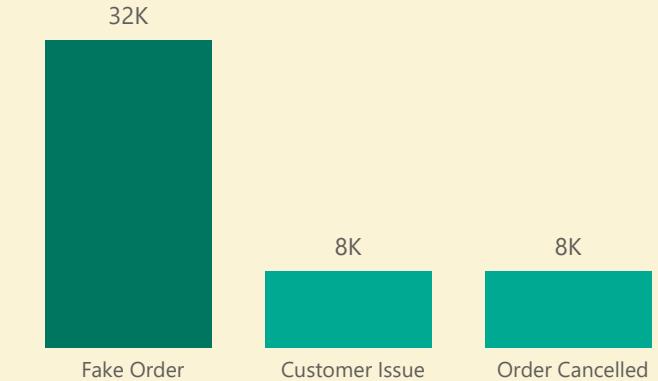
47,400.00

Revenue_Lost

Within Prime Banaspati Ghee by Pall Mall; total revenue lost in Gujranwala is 47,400 Rupees. Bazaar lost this revenue from one city in 4 days.

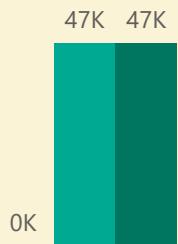


Why the **issue** with the deliveries **matters**?



What is the cost breakdown?

● Sum of gross_nmv ● Sum of loss ● Sum of gross_gmv



Prime Banaspati
Ghee 1 Kg Carton (...)

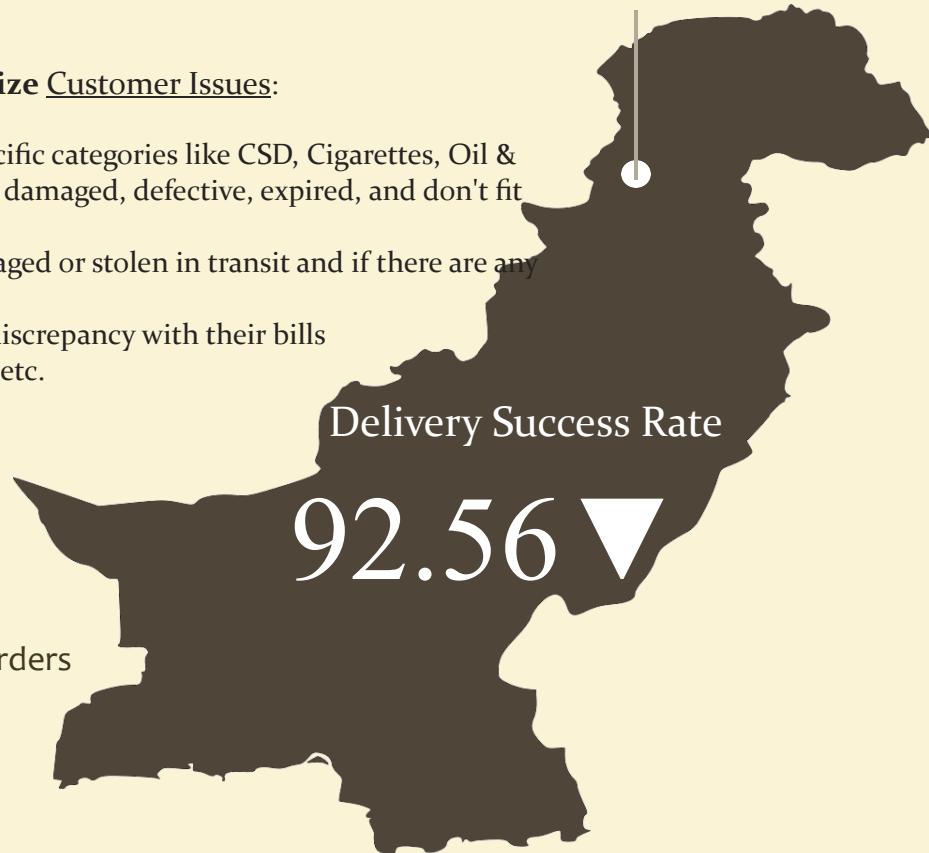
CASE STUDY - بازار - NEXT STEPS

Solving 20% of problems reported i.e. Customer Issue and Fake Orders can help Bazaar recover 80% revenue lost to returns.

Here's how Bazaar can minimize Customer Issues:

- Check the assortments for specific categories like CSD, Cigarettes, Oil & Ghee to see if any products are damaged, defective, expired, and don't fit the right description/label.
- Check if the products are damaged or stolen in transit and if there are any shipping delays.
- Check if the customers had a discrepancy with their bills (overcharged by driver/riders) etc.

5404	402
Total_orders	return_orders
7.44	Del_return_Rate



Bazaar's current delivery success rate in Pakistan based on data from 2 cities is 92.56%. Bazaar needs to implement these steps to increase success rate up to 99%. This KPI will help us track if we have achieved our goal.

Here's how Bazaar can minimize Fake Orders:

- Check if the assortments have any counterfeit products. Counterfeiting is a serious concern which can tarnish retailers and Bazaar's reputation.
- Create a quality control policy and deploy it in Bazaar's warehouse.
- It is highly unlikely that customers such as Kiryana stores are attempting fraudulent returns if it is true such customers can be blacklisted.

Here's how Bazaar can minimize Price Issue:

- Check with market research team to get estimates of prices of retailers and third party vendors in the region to maintain competitive pricing.
- Reassess prices and descriptions of SKU in Bazaar's app to ensure these are updated.
- Reassess marketing campaign that is not reflecting current SKU prices giving customers inaccurate impression.
- Offer promotions on key categories in order to boost recovery of revenue.

Here's how Bazaar can minimize Ops Issue, Quantity Issue, Quality Issue:

- Verify prices and descriptions of SKU in Bazaar's app to ensure these are updated. Customers might be under the incorrect impression.
- Keep a diligent inventory check to ensure Kiryana Stores are receiving the right order with the right quantity and items are not out of stock.