Business Analyst Project Report

Project: E-commerce Product Returns Analysis

Date: July 6, 2025

Analyst: [Your Name]

# 1. Project Overview

The online store has seen a rise in product returns, affecting customer satisfaction and profitability. I analyzed return data to identify which products and regions are contributing most to returns, and to suggest improvements.

# 2. Key Findings

- Return Status Summary:  
 - Pending: 9  
 - Rejected: 10  
 - Returned: 6

- Most Common Return Reason: Changed mind

- Top Returned Product: Jeans

- Region with Most Returns: South

- Average Days to Return: 8.24 days

# 3. Recommendations

- Review product descriptions and sizing information for jeans to reduce unnecessary returns  
- Investigate high rejection rates — ensure the return policy and approval process are clear to customers  
- Address high return volume in the South region by checking packaging, delivery issues, or customer expectations  
- Provide follow-up messaging to customers who mark “Changed mind” to better understand dissatisfaction  
- Consider a returns dashboard to monitor trends more regularly

# 4. Next Steps

- Conduct customer surveys focused on the 'Changed mind' return reason  
- Evaluate logistics and regional fulfillment differences for South region orders  
- Test clearer return policy messaging on jeans product pages

# 5. Tools Used

- Microsoft Excel / Google Sheets (data analysis)  
- Word / Google Docs (report writing)