



Loyola MSBDA Analytics Capstone Project Proposal 2019

Company Profile

Groupon, Inc., operates online local commerce marketplaces around the world that connects merchants to consumers by offering goods, services and travel deals at a discounted price. Groupon Goods division offers customers the ability to find deals on merchandise across various product lines like electronics, sporting goods, jewelry, toys, household items and apparel. Our strategy is simple, we want to grow our customer base, increase frequency of purchase and deliver solid profit margins.

Our mission is to be the Daily Habit in Local Commerce.

Project Title

Identify Trends in Customer Refund Data

Project Description

Problem statement:

Today's online shopping experience is often supplemented by consumers sharing their purchases and opinions on social channels. With social media platforms like Youtube, Instagram, Twitter and Facebook bringing in increasing amounts of traffic, possessing high refunds rates can quickly apply negative connotations to our image. As a result, our operations team is continually challenging our ecommerce goals, working with the global data science teams to make sure we can more accurately identify new ways to solve our most common customer pain points.

So we seek to understand: What is driving refunds? What refund sub-buckets are driving the majority of refunds? Any seasonality trends? How can we improve the CX experience to reduce refunds? Simply put, If you can reduce returns and refunds, you make more money!

Goals:

The goal of this project will be to understand refunds at the category level, identify root causes, identify trends by employee and allow us to model how much savings we can achieve by reducing the current refund rates by 50%.

Data:

Data will be provided upon acceptance of this project along with a data dictionary. Year 2016 - 2019 data will be provided, from Groupon Operations team.

Project Coordination

Groupon POC is Milan McGraw, Senior Manager of Strategy and Analytics, and is the go-to-person for the coordination and engagement strategy, alternative contact will be Ann Mathew, Program Manager Operations. We will meet bi-monthly at Groupon Chicago Headquarters on progress updates. No NDA will be required

Project Expectations

The final deliverable of this study will allow us to explore profitability, refund rates, refund errors, employee profitability, and various performance metrics over time.