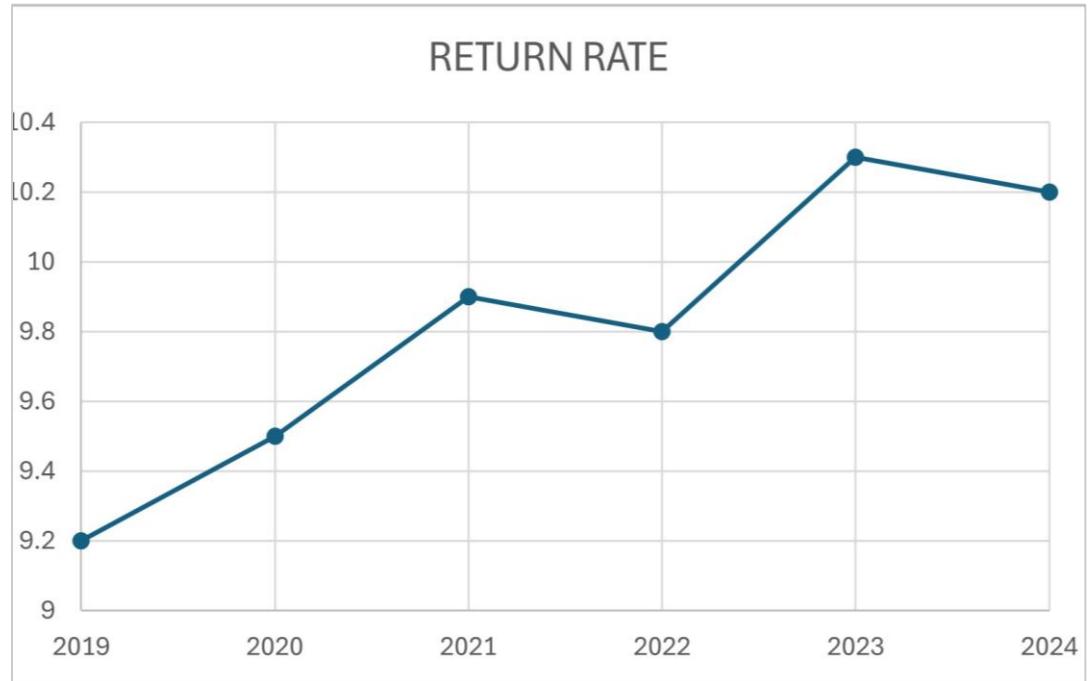


Urban Hamster Clothing: Return Policy Case Study

Analysis & Business Recommendations

Presented by: Logan Kaliba

Urban Hamster Return Rate Overview



- Overall Return Rate: 10.0%
- Industry Average: 13.2% (Capital One Shopping, 2025)
- Return rate 24% lower than the national average
- Lost revenue due to returns: \$1.09M

Return Trends & Product Categories

- • Most returned categories:
 1. Pants
 2. Leggings
 3. Socks & Hosiery
- • Return rate rising since 2019 – gradual increase over time

Improving Policy, Boosting Trust

- Extend return window to 30 days
 - Accept items in 'resalable condition'
 - Cover return shipping & offer scannable barcodes
 - Add online return request option
- Improves buyer trust, satisfaction, and potential sales