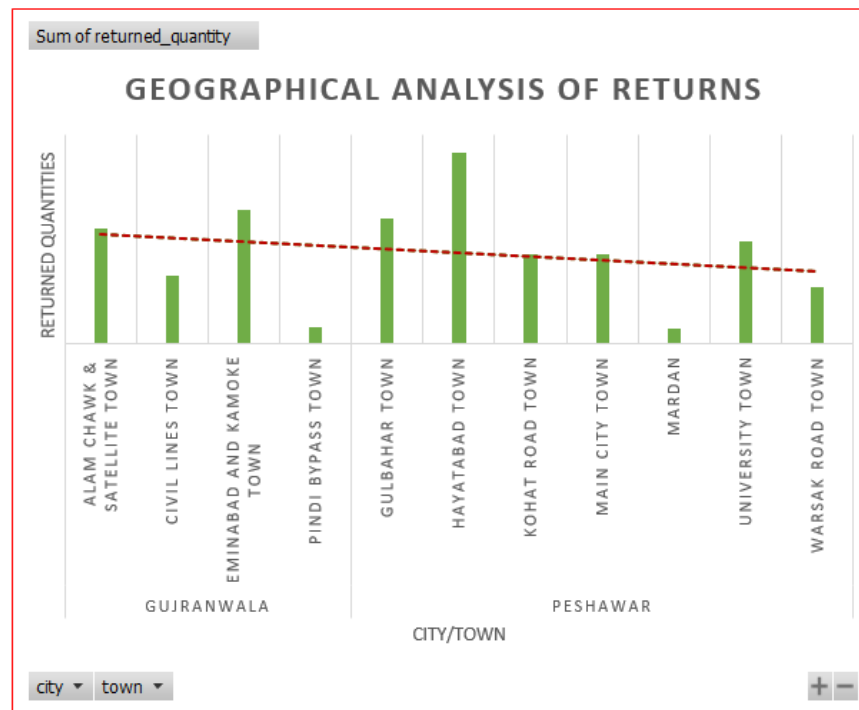


Row Labels	Sum of returned_quantity
<b>Gujranwala</b>	<b>1126</b>
Alam Chawk & Satellite Town	388
Civil Lines Town	228
Eminabad and Kamoke Town	452
Pindi Bypass Town	58
<b>Peshawar</b>	<b>2250</b>
Gulbahar town	420
Hayatabad town	640
Kohat Road town	302
Main City town	300
Mardan	52
University Town	344
Warsak Road Town	192
<b>Grand Total</b>	<b>3376</b>



**delivery\_wareho...**

- G1
- ISB1
- P1

**delivered\_by**

- BAZAAR\_RIDER
- MANUAL\_TOUR

**order\_channel**

- ADMIN\_COMMANDO
- AGENT\_APP
- CUSTOMER\_APP
- SPOT\_SALE

**uc**

- Bhatti Bhango (New)
- Buttranwali (New)
- Ehtesham Colony
- Eminabad Mor
- Emindabad UC
- Fareed Town
- Fazal Pura New
- Fazal Town
- Gurnanakpura
- Jandiala Baghwala
- Jhangi and Kotli
- Kamoke - 1

**dispatch\_date**

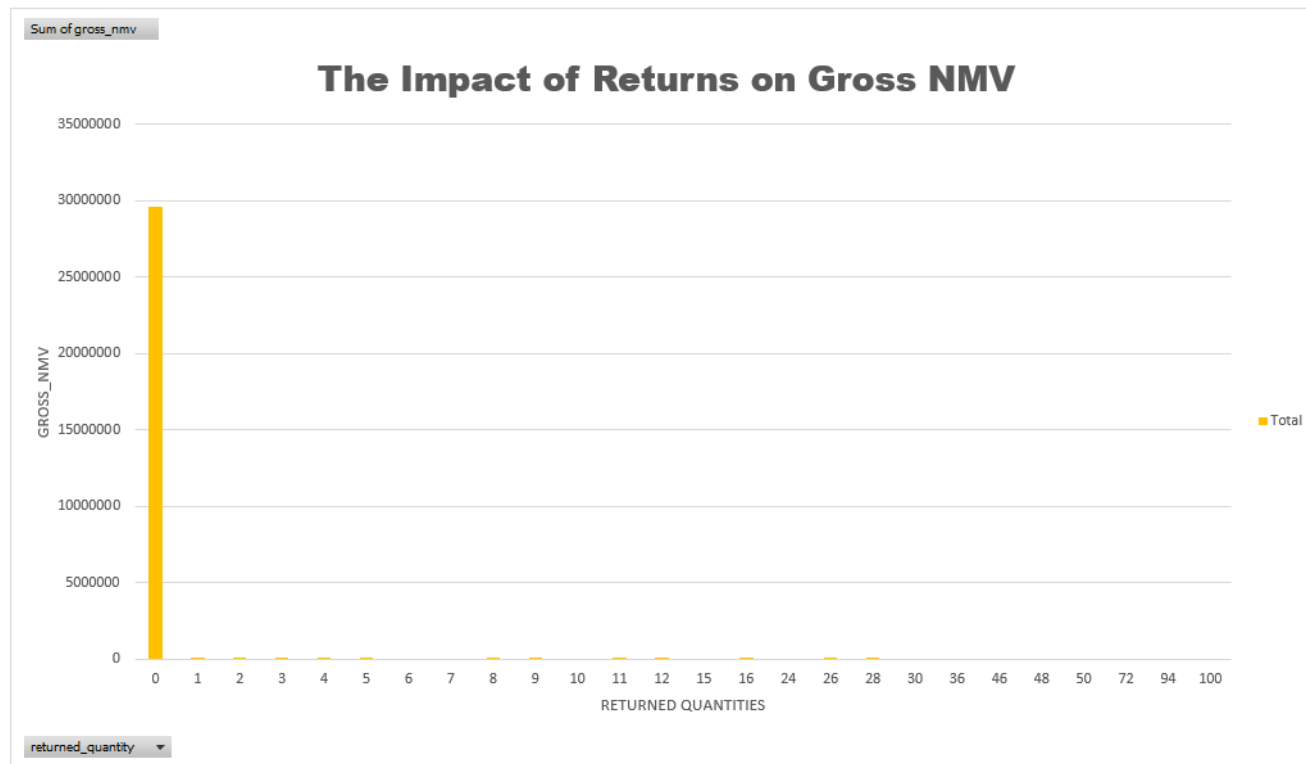
All Periods DAYS

JUL 2022

11 12 13 14 15 16 17 18 19 20 21 22

Peshawar has the highest number of returned quantity among all cities in the dataset, with a total of 2250 returns. The top 3 towns with the highest number of returns are Alam Chawk & Satellite Town (388), Hayatabad town (640), and Gulbahar town (420). The lowest number of returns were observed in Mardan (52), Warsak Road Town (192), and Pindi Bypass Town (58). Eminabad and Kamoke Town has a relatively high number of returns (452) compared to other towns in Gujranwala. The returned quantity varies significantly across different cities and towns, indicating that the reasons for returns may differ based on geographical location, local customer behavior, or other factors. This highlights the importance of conducting further analysis to identify the root causes of returns in each location and develop targeted solutions.

Row Labels	Sum of gross_nmv
0	29607057
1	84460
2	19751
3	318
4	4178
5	1180
6	0
7	0
8	218
9	178
10	0
11	43
12	3348
15	0
16	2180
24	0
26	8272
28	25960
30	0
36	0
46	0
48	0
50	0
72	0
94	0
100	0
<b>Grand Total</b>	<b>29757143</b>



order_channel
ADMIN_COMMANDO
AGENT_APP
CUSTOMER_APP
SPOT_SALE

delivery_type
DELIVERY_ORDER
SPOT_SALE

town
Alam Chawk & Sate...
Civil Lines Town
Eminabad and Kam...
Gulbahar town
Hayatabad town
Kohat Road town
Main City town
Mardan

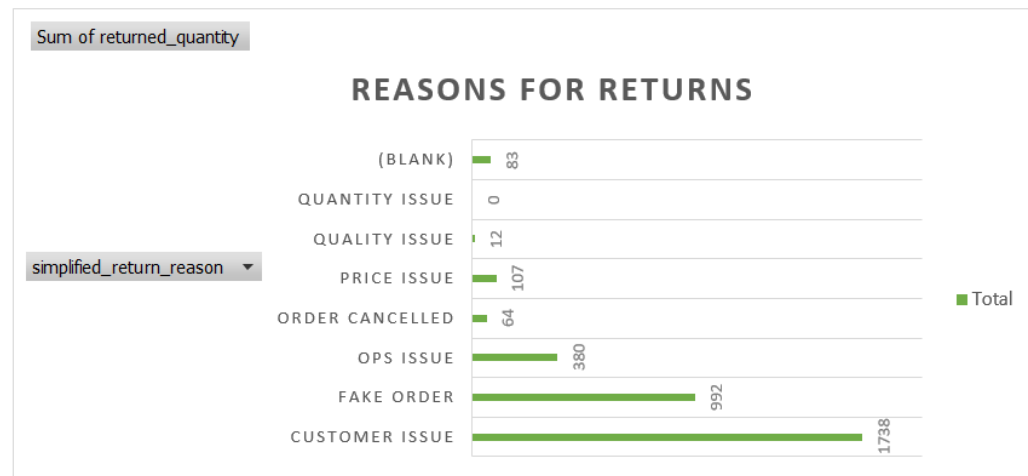
city
Gujranwala
Peshawar

The highest gross NMV is in the 0 returns category, which suggests that items with fewer returns are generating the most revenue.

The total gross NMV is quite high, but it's important to keep in mind that a portion of this revenue is being lost due to returns.

As the number of returns increases, the gross\_nmv significantly drops to almost negligible which shows the importance as to why this issue matters. This shows a important reason as to why the company is experiencing loss.

Row Labels	Sum of returned_quantity
Customer Issue	1738
Fake Order	992
Ops Issue	380
Order Cancelled	64
Price Issue	107
Quality Issue	12
Quantity Issue	0
(blank)	83
<b>Grand Total</b>	<b>3376</b>



**town**

- Alam Chawk & Satel...
- Civil Lines Town
- Eminabad and Kam...
- Gulbahar town
- Hayatabad town
- Kohat Road town
- Main City town
- Mardan

**city**

- Gujranwala
- Peshawar

**order\_channel**

- ADMIN\_COMMANDO
- AGENT\_APP
- CUSTOMER\_APP
- SPOT\_SALE

**delivered\_by**

- BAZAAR\_RIDER
- MANUAL\_TOUR

**delivery\_warehou...**

- G1
- ISB1
- P1

The total number of returned items for the selected period is 3376, which can be used as a baseline for measuring improvements in the future.

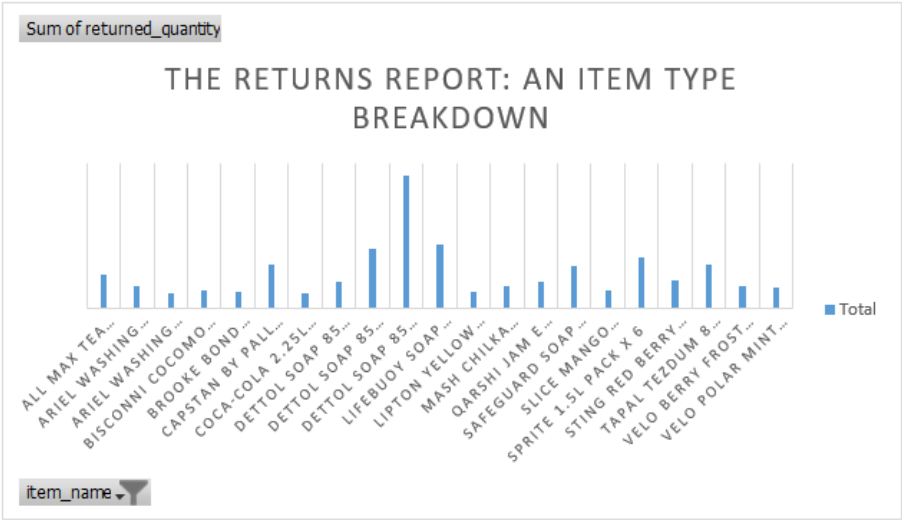
The most common reason for returns is "Customer Issue," with a total of 1738 returned items. This indicates that there may be issues with product descriptions or customer expectations that need to be addressed

"Fake Order" is the second most common reason for returns, with 992 returned items. This may indicate a need for better fraud detection and prevention measures.

"Quality Issue" has a relatively low number of returned items at only 12, suggesting that the quality of products being sold is generally good.

Quantity Issue has no returned items, which may indicate that inventory management and stock levels are being effectively managed.

Row Labels	Sum of returned_quantity
All Max Tea Whitener 223 ml Carton (27 pcs)	69
Ariel Washing Powder 1 Kg Pack	47
Ariel Washing Powder 66 gm Sachet x 6	32
Bisconni Cocomo Rs. 5 Box (30 pcs)	36
Brooke Bond Supreme Tea 90 gm	35
Capstan by Pall Mall (10 packs)	89
Coca-Cola 2.25L Pack x 6	32
Dettol Soap 85 gm Cool	55
Dettol Soap 85 gm Original	123
Dettol Soap 85 gm Original Pack of 3	274
Lifebuoy Soap Nature 128 gm	133
Lipton Yellow Label Tea 950 gm	35
Mash Chilka Black 25 Kg	46
Qarshi Jam e Shirin 800 ml	54
Safeguard Soap Lemon 103 gm	87
Slice Mango Juice 200 ml Carton (24 pcs)	36
Sprite 1.5L Pack x 6	106
Sting Red Berry 500 ml Pack x 12	58
Tapal Tezdum 8 gm Sachet x 10	89
Velo Berry Frost Medium (6 mg)	46
Velo Polar Mint Medium (6 mg)	43
<b>Grand Total</b>	<b>1525</b>



uc
Bhatti Bhango (New)
Buttranwali (New)
Ehtesham Colony
Eminabad Mor
Emindabad UC
Fareed Town
Fazal Pura New
Fazal Town
delivery_wareho...
G1
ISB1
P1

city
Gujranwala
Peshawar
town
Alam Chawk & Sate...
Civil Lines Town
Eminabad and Kam...
Gulbahar town
Hayatabad town
Kohat Road town
Main City town
Mardan
order_channel
ADMIN_COMMANDO
AGENT_APP
CUSTOMER_APP
SPOT_SALE

The top returned item is "Dettol Soap 85 gm Original Pack of 3" with a total of 274 returned quantities.

The top 5 returned items are all FMCG products, indicating that there may be issues with product quality or customer satisfaction.

Tapal Tezdum 8 gm Sachet x 10, All Max Tea Whitener 223 ml Carton (27 pcs), and Capstan by Pall Mall (10 packs) have high numbers of returns, indicating a potential issue with their quality or delivery.

The items that have the highest returned quantity, such as "Dettol Soap 85 gm Original Pack of 3" and "Lifebuoy Soap Nature 128 gm", may have quality issues or other problems that need to be addressed.

By investigating the reasons for returns of these items, the company can identify and address any issues to reduce future returns.

he product descriptions and images on the website or app may not be accurate, leading to customers receiving items that are different from what they expected.

The company can review and update the descriptions and images to improve customer expectations and reduce returns.