

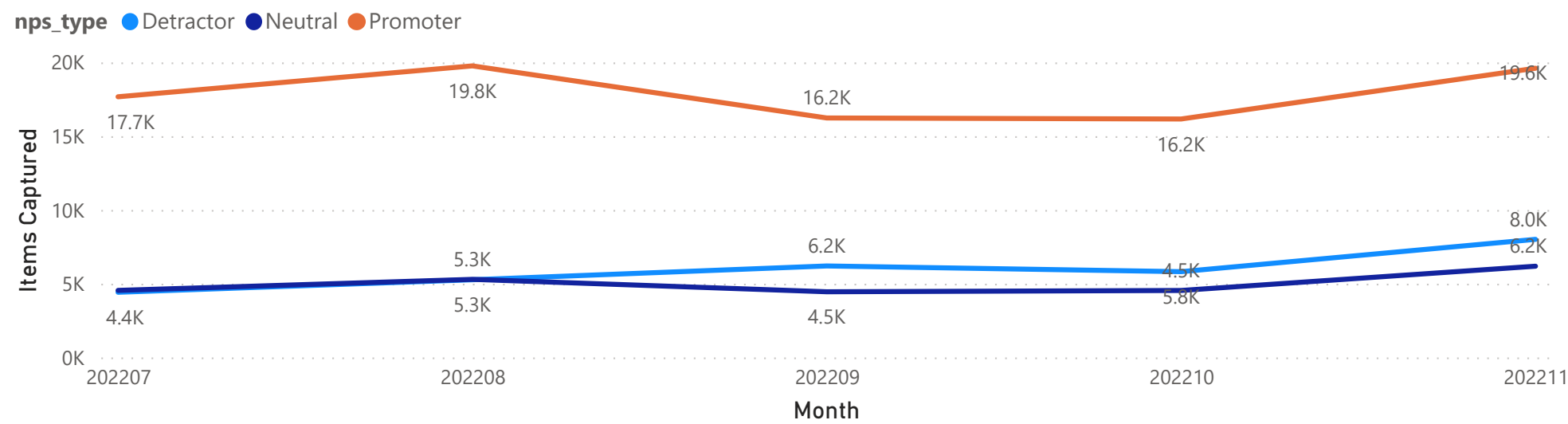
Detractor Summary.

Detractor Metrics Contribution out of total form responses

NPS Type		Detractor				
Month	%Items Captured	%Quality SF Items	%Products Captured	% Sellers Captured	%Unique Buyers	
202207	16.59%	16.25%	18.80%	28.90%	16.51%	
202208	17.37%	16.94%	19.82%	30.65%	17.37%	
202209	23.07%	22.60%	25.97%	37.32%	22.95%	
202210	21.93%	21.43%	24.80%	36.46%	21.79%	
202211	23.69%	23.13%	27.48%	40.00%	23.31%	
Total	20.61%	20.13%	25.92%	45.85%	20.75%	

- venture
- Select all
- BD
- LK
- MM
- NP
- PK

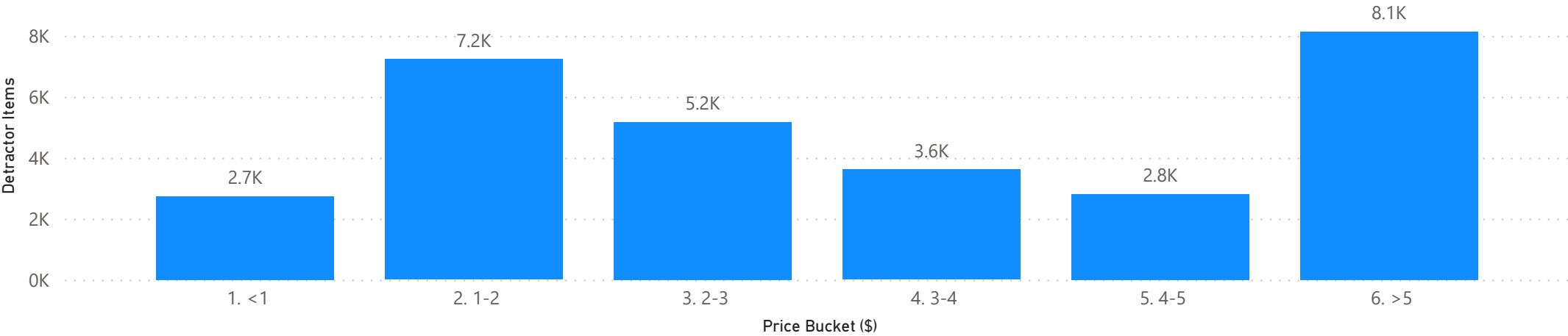
Items Captured by Month and nps_type



Observations:

- Promoter and Detractor Items had an inverse relation after August which saw a huge decrease in NPS Score.

Detractor Items by Price Bucket (\$)



venture

Select all

BD

LK

MM

NP

PK

month

Select all

202207

202208

202209

202210

202211

-8.23

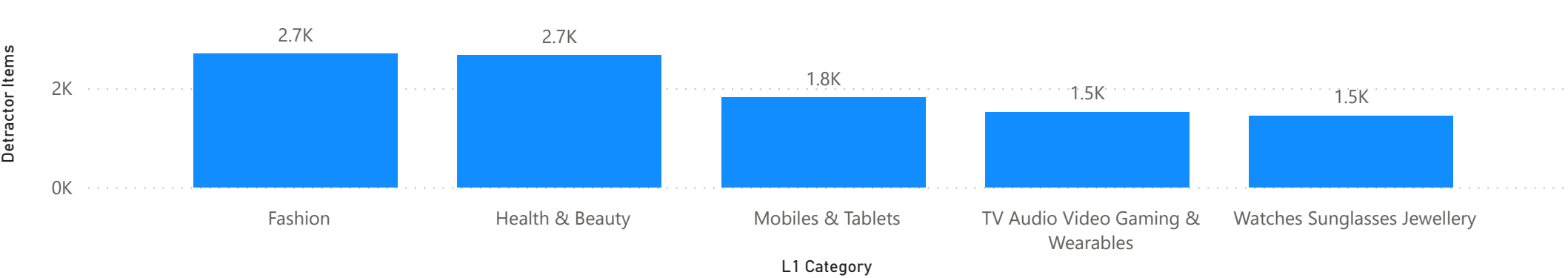
Average Diff b/w
Form and Product
Date

Observations:

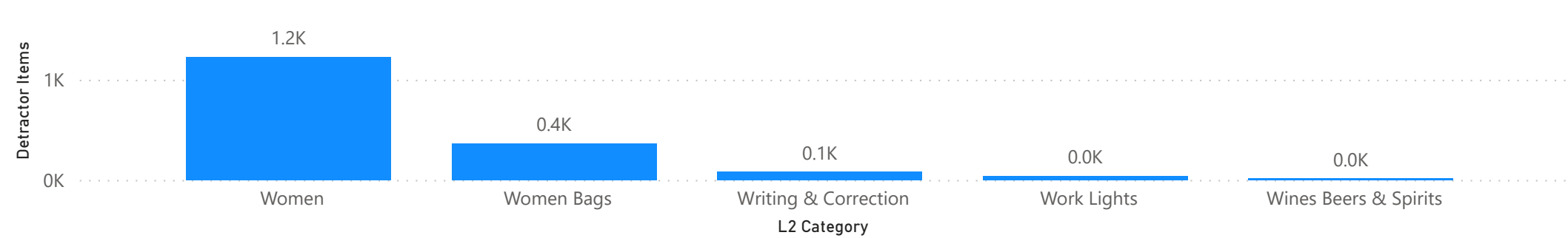
- Low Value Items the most contributing in Detractor Items (<\$5)
- Majority of the Detractor Items have a good product rating of 5.
- On average, a customer takes approximately 8 days to add a product rating after submitting NPS form.

Top 5 Contributing L1-L3 Categories

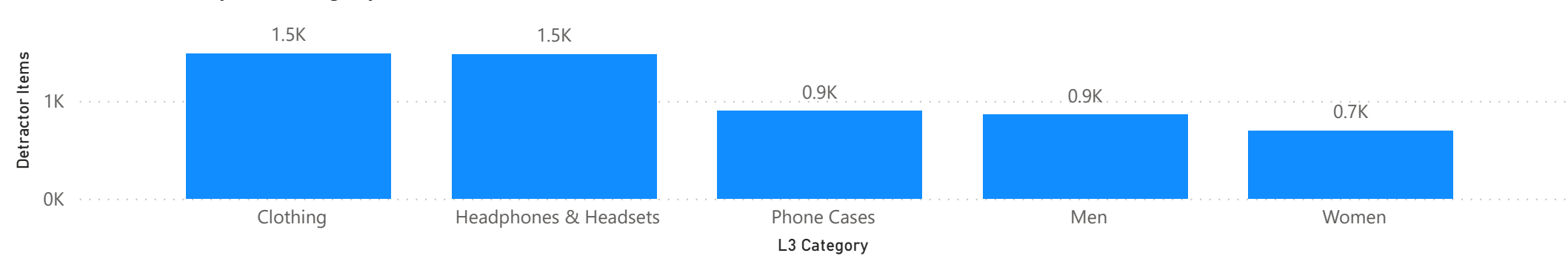
Detractor Items by L1 Category



Detractor Items by L2 Category



Detractor Items by L3 Category



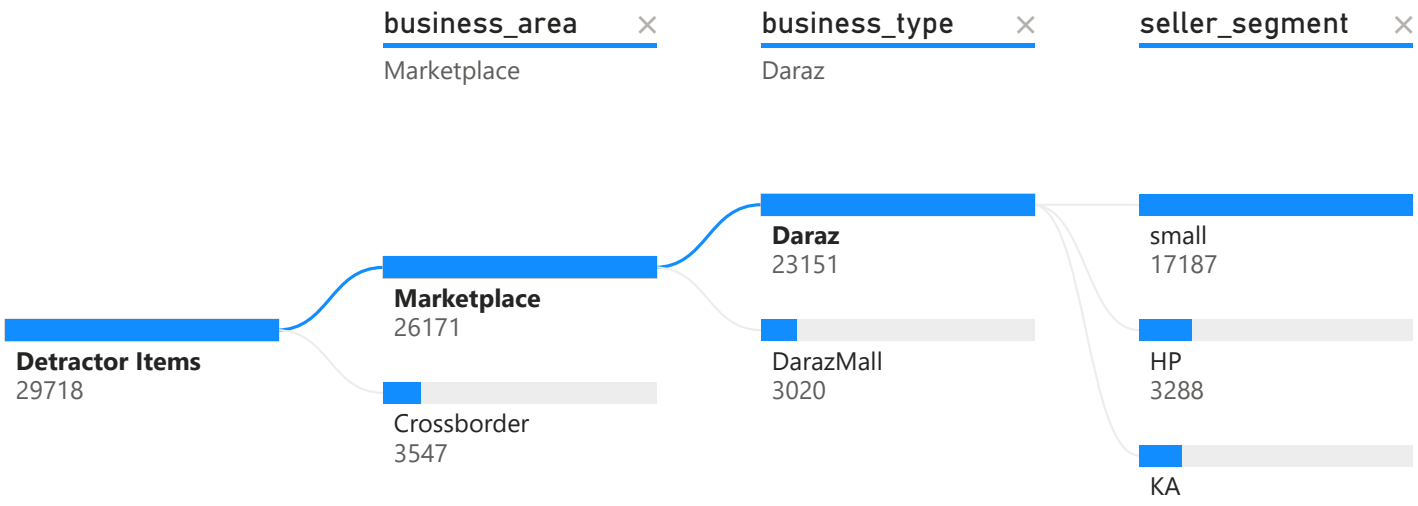
venture

- Select all
- BD
- LK
- MM
- NP
- PK

month

- Select all
- 202207
- 202208
- 202209
- 202210
- 202211

Seller Types



venture

Select all

BD

LK

MM

NP

PK

month

Select all

202207

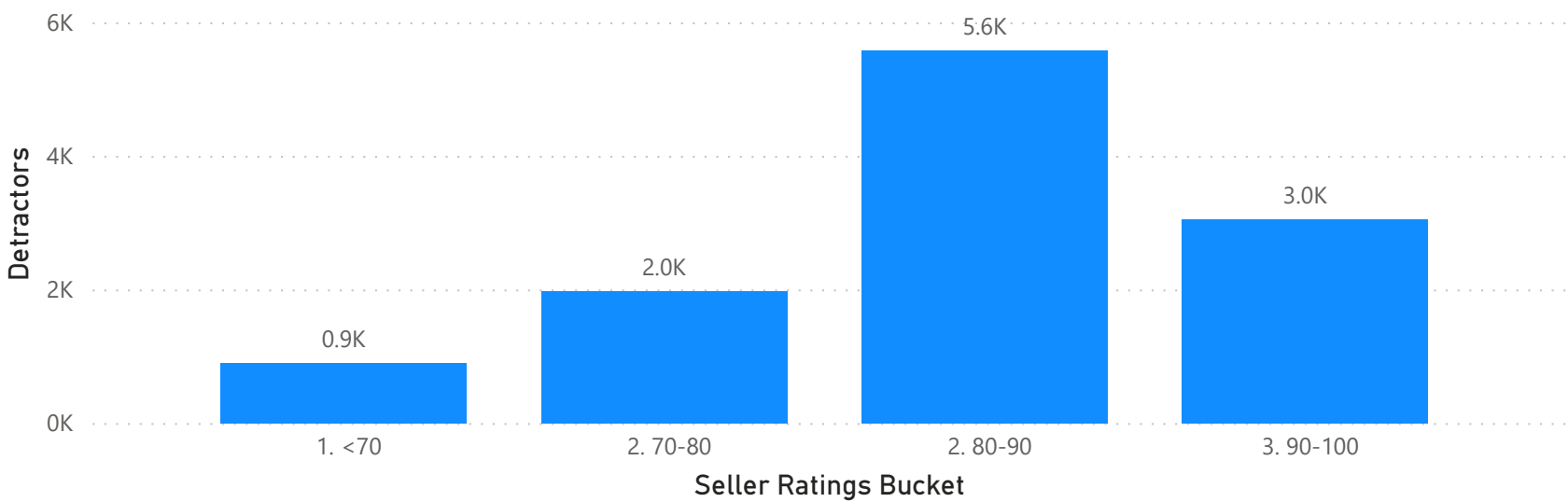
202208

202209

202210

202211

Detractors by Seller Ratings Bucket

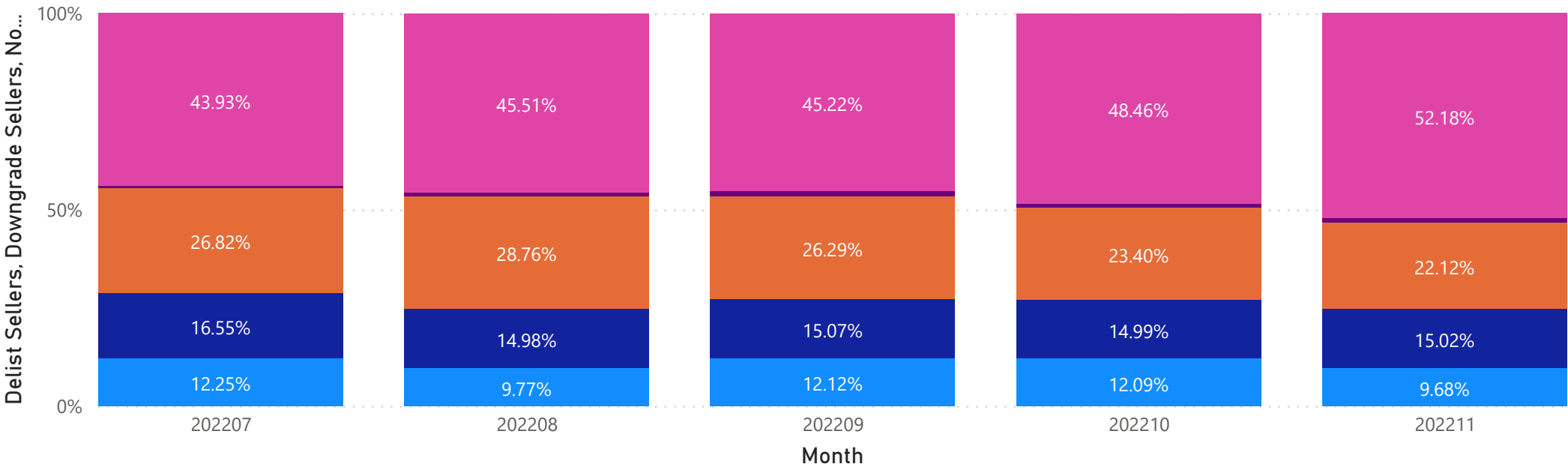


- Observations:**
- Majority Sellers with Detractor Items have a good rating (70 - 100).

Scorecard/PQI Coverage

Delist Sellers, Downgrade Sellers, No Action Sellers, Perm Delist EPP Sellers and Upgrade Sellers by Month

Delist Sellers Downgrade Sellers No Action Sellers Perm Delist EPP Sellers Upgrade Sellers



venture

- Select all
- BD
- LK
- MM
- NP
- PK

month

- Select all
- 202207
- 202208
- 202209
- 202210
- 202211

PQI Capture Criteria:
RTM OR Buyer Compliant OR
Bad Product Rating (1,2,3)

PQI Capture Rate

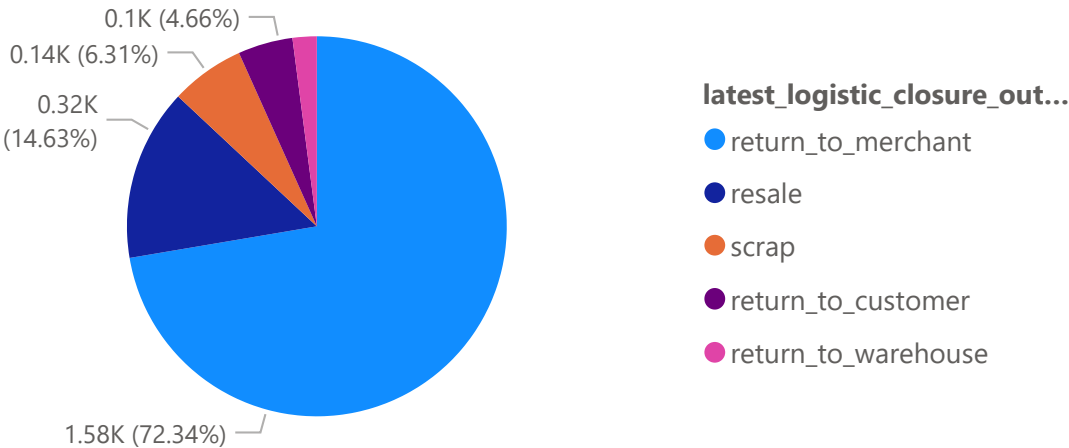
Venture	Captured	Not Captured
BD	15.29%	85.98%
LK	17.32%	83.89%
MM	7.14%	92.86%
NP	16.04%	85.08%
PK	19.31%	82.13%
Total	17.92%	83.45%

Observations:

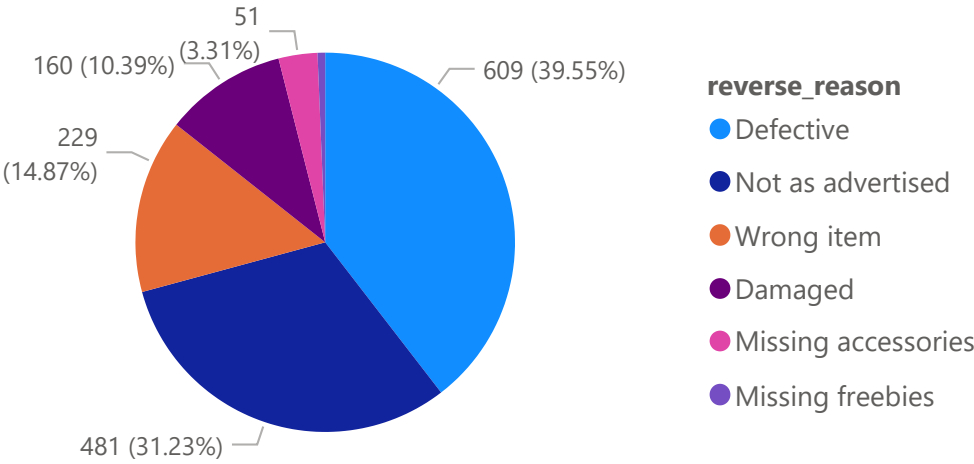
- Majority Sellers with Detractor Items are being upgraded in the scorecard.
- More than 80% of Detractor Products are not captured in our weekly PQI process.

Reasons/RTM/RTC Comparison

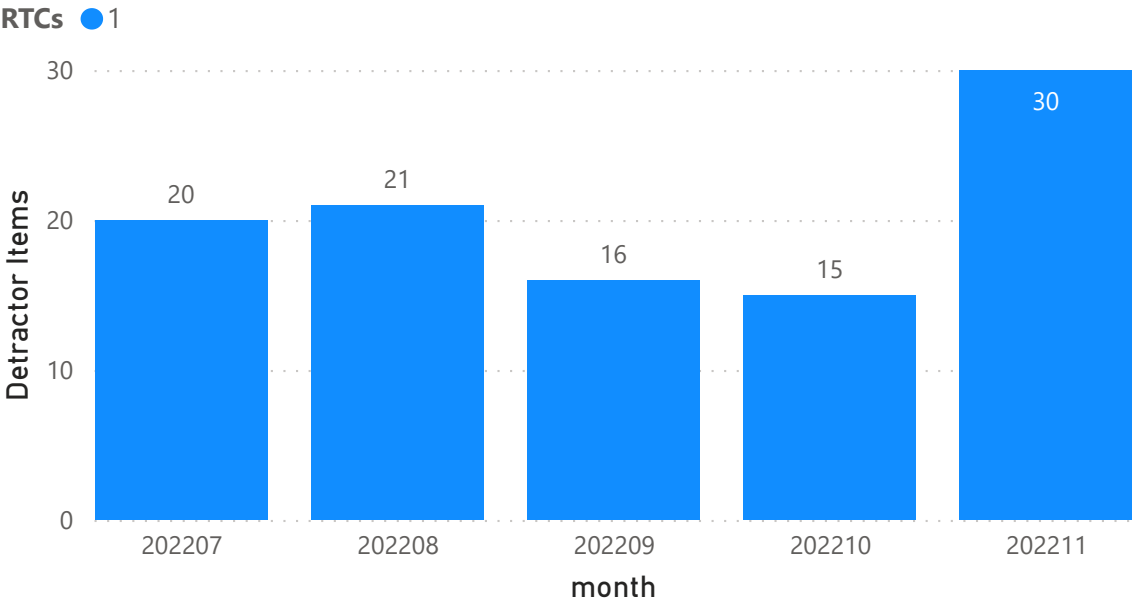
Detractor Items by latest_logistic_closure_outcome



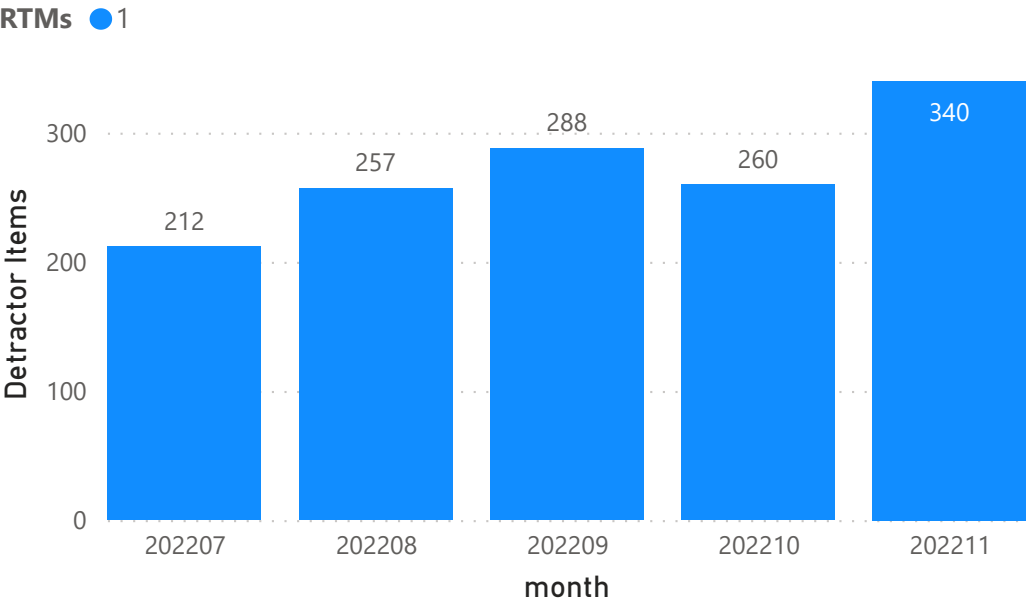
Detractor Items by reverse_reason



Detractor Items by month and RTCs



Detractor Items by month and RTMs



venture

Select all

BD

LK

MM

NP

PK

month

Select all

202207

202208

202209

202210

202211

Return/Delivery Status Analysis

venture

Select all

BD

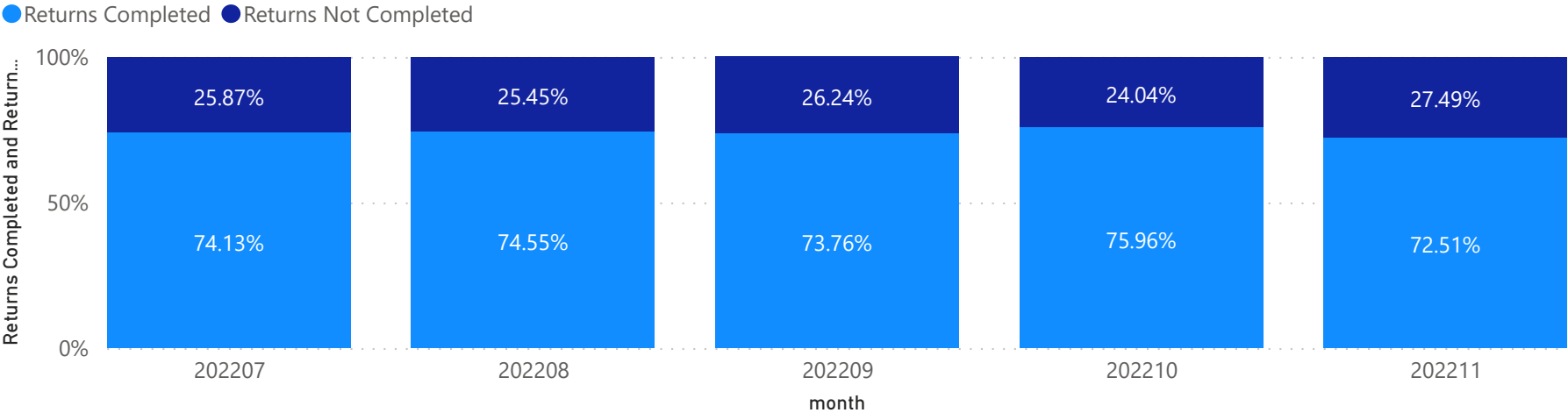
LK

MM

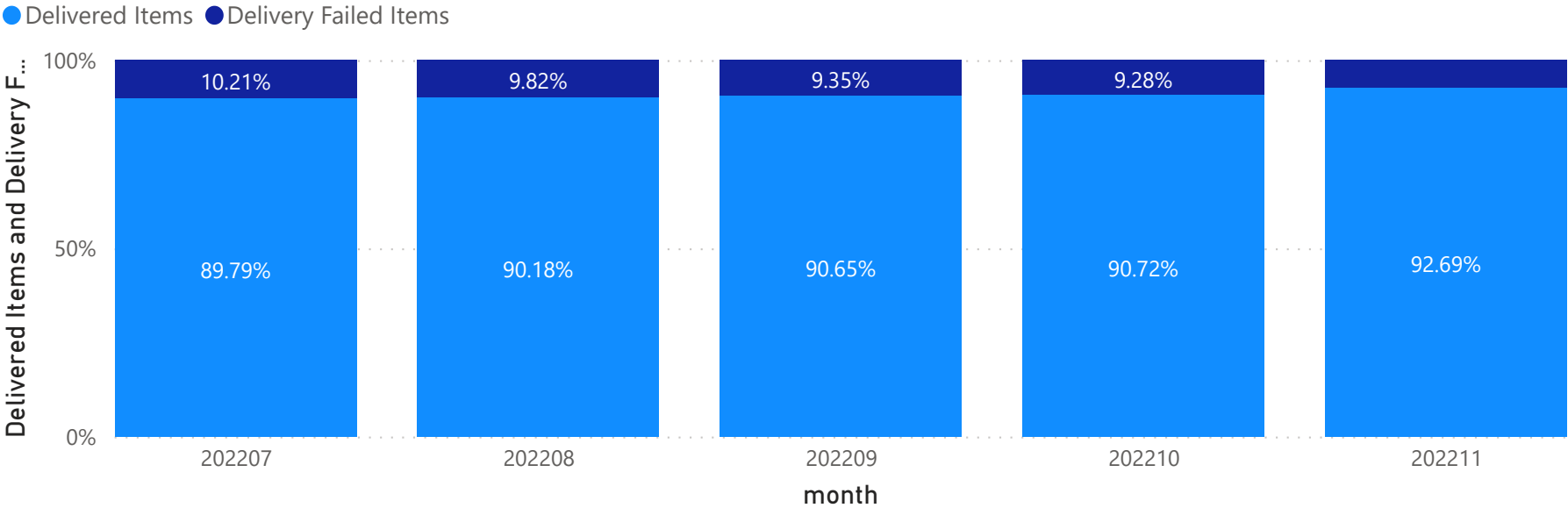
NP

PK

Returns Initated Status By Month (Quality Reasons)



Delivery Status By Month



Observations:

- More than 25% of the detractor items had returns initiated but not completed (quality reasons).
- Orders that were failed deliveries are also being marked as Detractors.

NPS Form L2 Root Causes Mapped to Reverse Reasons

Root Cause L2	Damaged	Defective	Missing accessories	Missing freebies	Not as advertised	Wrong item
<div><div></div></div>	9.47%	42.80%	2.06%	1.23%	30.04%	14.40%
<div><div></div>Authenticity of products</div>	11.11%	46.72%	2.56%	1.42%	27.35%	10.83%
					100.00%	
Durability of the product received	16.88%	55.84%	1.30%	1.30%	18.18%	6.49%
Product received is (not) genuine	9.52%	44.32%	2.93%	1.47%	29.67%	12.09%
<div><div></div>Condition of product received</div>	18.04%	54.57%	3.20%	0.46%	16.67%	7.08%
	33.33%	33.33%			33.33%	
Package in which the product was received was (not) damaged	17.14%	43.81%	4.76%		21.90%	12.38%
Product inside the package was (not) damaged	24.31%	51.39%	4.17%	0.69%	13.89%	5.56%
Product inside the package was (not) defective	13.44%	63.44%	1.61%	0.54%	15.59%	5.38%
<div><div></div>Condition of the product received</div>		75.00%				25.00%
		75.00%				25.00%
<div><div></div>Product (not) received as advertised</div>	6.08%	21.28%	3.72%	0.68%	46.11%	22.13%
		100.00%				
Product (not) received in full with all accessories and/or freebies	10.94%	28.13%	15.63%	3.13%	26.56%	15.63%
Product received (not) matched with the text description/picture/video on the product	3.75%	19.75%	2.50%	0.50%	50.00%	23.50%
Product received in the (in)correct colour, size or variation as ordered	11.02%	22.05%	1.57%		44.09%	21.26%
<div><div></div>Product is as advertised</div>					100.00%	
					100.00%	
<div><div></div>Product quality meets expectations</div>	25.00%				50.00%	25.00%
	25.00%				50.00%	25.00%
Total	10.88%	38.88%	3.06%	0.86%	31.85%	14.49%

venture

Select all

BD

LK

MM

NP

PK

month

Select all

202207

202208

202209

202210

202211

Conclusions and Recommendations:

- Most of the Detractor items being captured have low value (<\$5) with Fashion and Health & Beauty Category products contributing the highest. These products also have a good product rating (5) on the platform.
- Since Product rating and NPS score has a contradiction, product reviews (text) should be an additional metric to scope out and incorporate.
- More than 85% of the Detractor Items are not being captured in the weekly PQI process, hence we can incorporate NPS score as an additional metric in PQI index to increase coverage.
- Average Seller Ratings are good (70-100) with majority sellers being upgraded in the bi-weekly scorecard as well. Hence penalizing on products with low AIV in PQI Index on their order quantity seems the best approach.
- Defective (39%) and Not as Advertised (32%) continues to be the most used reverse reasons with majority portion of the quality returns (72%) have RTM as the logistic closure outcome, which can classify these responses and returns as authentic.
- Around 25% of the Detractor Items had return initiated but not completed due to the items being of low value. We can encourage the customer to complete the return journey through the NPS form or other communication.
- Approximately 10% of the Detractor Items were failed deliveries but the customer has rated a product quality issue on the NPS form. These can be discarded when considering Product Quality NPS.