

Returns and Service Analysis **AJIO**

Return_Refund MonthName State, City Category

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Total Returns 2K	Return Approval Rate 48.45%	Return Rejection Rate 51.55%	Top Return Reason Defective Product	Return Rate 20.0%
Most returning City Thane	Approved Returns Count 969	Rejected Return Count 1K	Top Reason Count 670	Return Rate PY 19.65%
Worst returning Category Jeans	Approval MoM change % 0.05	Top Rejected Reason Late Delivery	Top Reason Share % 33.50%	Return Rate Growth % 2%

Returns by Category

Category	Reason	Total Returns	Approved Count	Rejected Count	Return Rate
Shirt	Wrong Item Shipped	75	46	29	7.5%
T-Shirt	Wrong Item Shipped	82	44	38	8.3%
Blazer	Wrong Item Shipped	92	42	50	8.4%
Sweater	Defective Product	70	40	30	7.2%
Shorts	Defective Product	72	39	33	7.1%
Skirt	Defective Product	74	38	36	7.4%
Blazer	Late Delivery	62	37	25	5.7%
Hoodie	Defective Product	73	37	36	8.0%
Shirt	Late Delivery	72	37	35	7.2%
Total		2000	969	1031	20.0%

Total Returns by State

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Returns Over Time

Month	Approved	Rejected
Jan	80	20
Feb	75	25
Mar	85	15
Apr	70	30
May	90	10
Jun	85	15
Jul	75	25
Aug	95	5
Sep	80	10
Oct	70	20
Nov	90	10
Dec	85	15

Reasons by Category

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