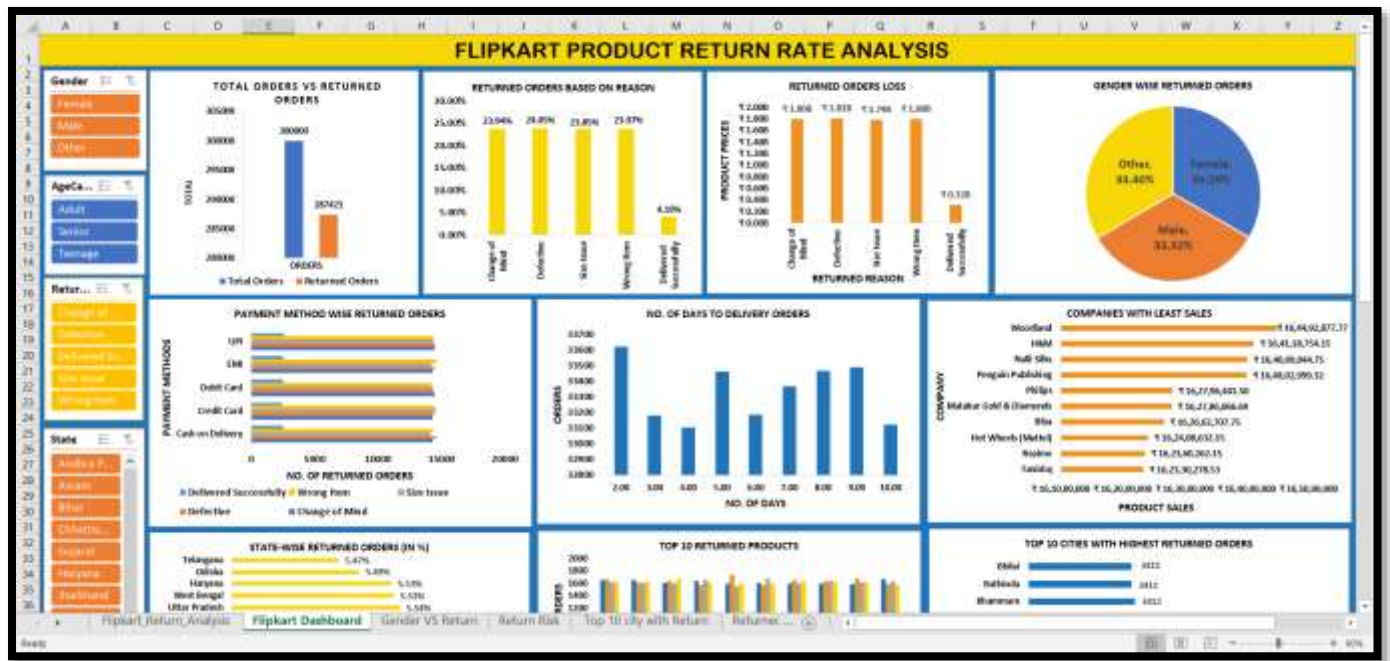


Flipkart Financial Sales Return Analysis (2024–2025)




Project Overview

This project dives deep into **Flipkart's returned orders data from 2024–2025 using Microsoft Excel**. The goal is to extract actionable insights and offer data-driven business solutions using:


Data Cleaning

 Data Visualization (Pivot Tables, Pivot Charts)


 Trend Analysis


 Root Cause Identification


Analytical Insights


 Out of 3 Lakh orders, approximately 2.87 Lakh were returned in 2024–2025

 24.05% of returns were due to Defective products — the leading cause

 Financial loss from defective returns amounted to ₹1.81 Billion

 Nearly 14% of Adults (all genders) returned their orders

 Orders made via EMI had the highest return rate — mostly due to Wrong Item received


 Deliveries taking more than 3 days are a major concern

 Brands with lowest sales include:

Woodland, H&M, Nalli Silks, Penguin Publishing

Philips, Malabar Gold & Diamonds, Biba

Hot Wheels (Mattel), Realme, Tanishq

 Top return-heavy states:

Madhya Pradesh, Assam, Karnataka, Bihar, Gujarat

Chhattisgarh, Jharkhand, Andhra Pradesh, Kerala, Telangana

 Top cities with high returns:

Hubli, Tezpur, Vishakhapatnam, Ujjain, Mysore










Bhilai, Madurai, Agra, Surat, Nagpur

 Most returned products:





Loreal Hair Color, Dell Laptop, Sherlock Holmes Book

Puma Sport Shoes, Remote Control Car, LG Refrigerator



Business Solutions

-  Strengthen packing & picking accuracy before dispatch
-  Implement visual inspection at warehouses before shipping
-  For EMI-based orders, initiate confirmation calls
-  Improve logistics and delivery speed by expanding storehouses in high-return areas
-  Add regional language support for better product understanding
-  Audit vendors selling low-performing products
-  Add video reviews, size charts, detailed specs & FAQs to reduce returns
-  Offer cashback or store credit as alternatives to full returns
-  Suggest product alternatives for customers likely to return an item

Tools Used

-  Microsoft Excel
-  Pivot Tables & Charts
-  Dashboard Design
-  Data Preparation Techniques

Connect With Me

-  LinkedIn: [shraddha-borade](www.linkedin.com/shraddha-borade)
-  Project Folder:[<https://drive.google.com/drive/folders/1z7AQ2DEcW6mdd7jX4Nty6cCL2j0fu0zs?usp=sharing>]

Highlights

Achieved deep analytical insight using just Excel — a powerful example of solving real-world business problems with accessible tools.

 Feel free to fork or star this repo if you found it insightful!