

# RETURNS ANALYSIS REPORT

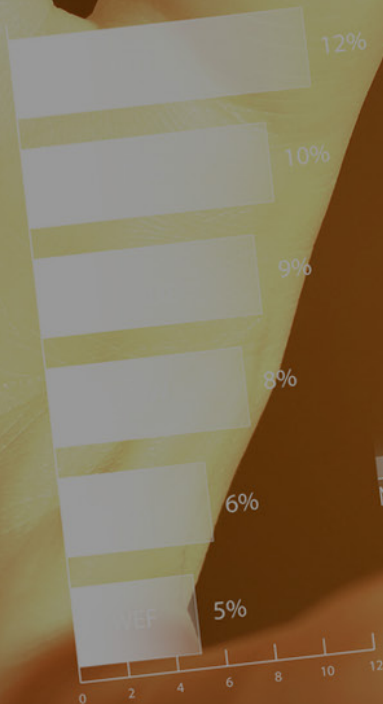
Revenue growth divisions.

Distribution marketing participation in the securities market.

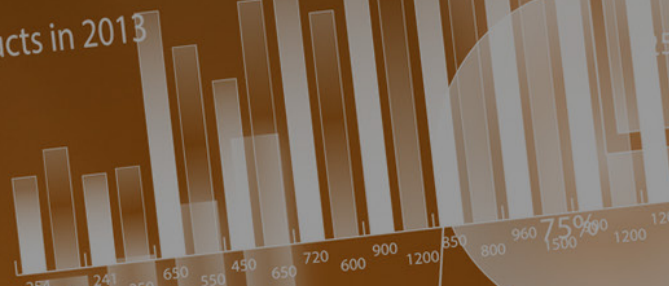


TYU division  
FRT division

Distribution of the securities market key players

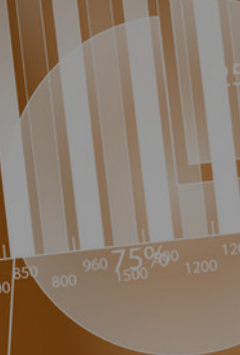


Projected sales of main products in 2013



TYU division				FRT division		
GHT	254	550	254	274	154	415
RDW	254	550	254	274	154	415
TRG	241	450	144	364	954	174
RTG	254	650	874	657	125	274
WEF	784	145	124	752	741	759
HRT	453	784	954	241	741	345

Share of market












**CURRENT RETURN RATE: 4.22%**

TOTAL ITEMS SOLD: **214,407**

TOTAL ITEMS RETURNED: **9,048**

## MOST RETURNED PRODUCTS

PRODUCT	IMAGE	# RETURNED	% RETURNED	RETURN REASONS
Rainbow Jewels (L25x1k)		12	29.3%	Damage
Short Zipper Boot - Clay (P4y89r)		10	18.9%	Too Big Did Not Like
Suede 3" Heel-Mauve (N1o458)		13	18.6%	Too Small Did Not Like
Women's Fitted Shirt-Rose (09Bex3)		12	14.6%	No reason Did Not Like
Men's Fitted Long Sleeve (3b87b1)		10	14.5%	Too Small Not As Pictured
Men's Two-Tone Lace-Up (1A458z)		11	13.8%	No Reason Did Not Like Damage
Men's Waterproof Hiker (G88v3r)		23	12.1%	Damage Too Heavy Too Big
Women's Mesh Running Shoe-Gray (6W55a0)		13	10.8%	Damage Too Big
7-Pocket Waterproof Backpack -Red (2V95j8)		15	10.8%	Wrong Color Not As Pictured

## RETURN REASONS

REASON	# OF RETURNS	% OF TOTAL RETURNS
Did Not Like	2665	29.3%
Damaged/Quality	1612	17.7%
No Reason	1304	14.3%
Too Big	632	6.9%
Too Heavy	551	6.1%
Cancelled	73	0.8%
Too Small	437	4.8%
Not As Pictured	215	2.4%
Lost Package	970	10.6%
Order Error	153	1.7%
Incorrect Color/Item	12	0.13%
Other	424	4.7%

## NOTES / ACTION ITEMS:

- Status on adding earring backs and extenders to site
- Feedback from return reason code "Other" and suggestions for return reason codes
- Prevalence of reason code "Too Heavy"
  - Clip-on earring styles?
  - Add filters on earring category page for earring weights
  - Lobe wonder patches (BB branded?)
  - Bent earring posts

CURRENT ORDERS

**\$1,886.00**

CURRENT RETURNS

**\$552.60**

CURRENT RETURN RATE

**29.3%**



**NAME:** 7-Pocket Waterproof Backpack-Red

**SKU:** 2V95j8

**PRODUCT ID:** 13302289

**DESCRIPTION:** Sturdy, light-weight backpack for travel, work or school use

**CRM TICKETS = 52**



CREATED	ID	ORDER	DESCRIPTION
02/27/2017	255864	817248233	defective item
02/26/2017	255733	817127143	Bad Product
02/24/2017	255649	817243108	Defective Item
02/22/2017	255320	817243581	Broken zipper
02/22/2017	251678	817186479	Torn pocket
02/21/2017	251417	817193102	Handle not attached
02/20/2017	251296	817205530	Side mesh pocket torn
02/17/2017	251182	817218765	Cheap quality
02/11/2017	251081	817222190	Arrived damaged
02/09/2017	251034	817234591	Poorly made
02/07/2017	250987	817235883	Seams are weak
02/03/2017	250762	817258147	Arrived ripped

**RMA's BY ORDER DATE**

