RETURNLOGIC

Returns Optimization 101

Episode 7: Examining Return Reasons

Power of Return Reasons

Return rates are great for identifying products to check out

Return reasons allow you to dive into those returns and summarize them very quickly

Proportion of Returns by Return Reason

Proportion of returns by reason can be calculated as:

1. Price Returned for Reason / Price Returned Total
2. Units Returned for Reason / Units Returned Total

Only need an RMA Items report to do this

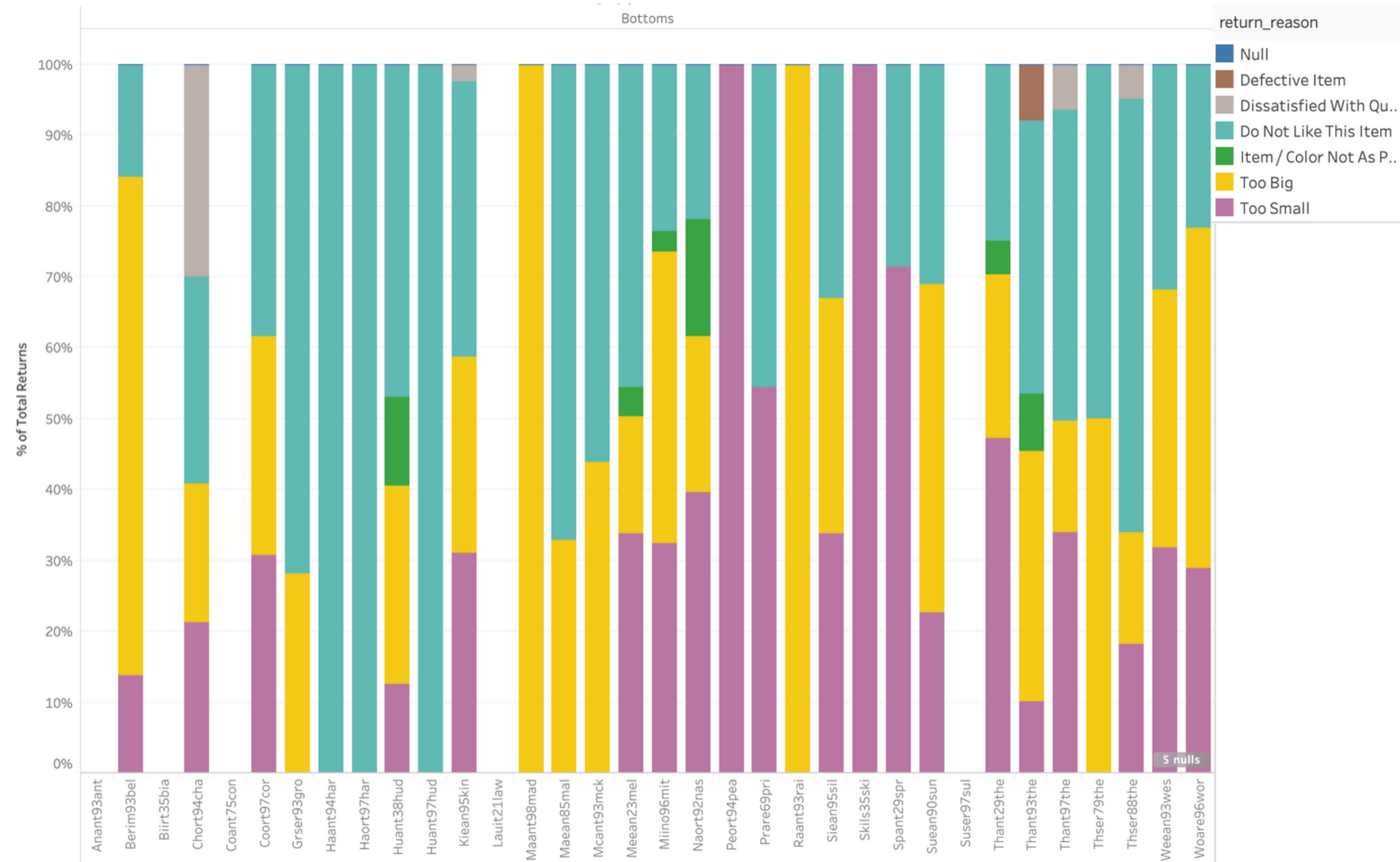|	type	returng
	Exchange	Too Big
7:51 PM	Exchange	Just Didn't Like It
/20 9:29 PM	Exchange	Too Small
7/10/19 2:08 PM	Exchange	Product Was Damaged Up
11/22/19 7:22 AM	Exchange	Too Big
7/8/19 7:31 PM	Refund	Just Didn't Like It
11/22/19 7:22 AM	Exchange	Too Big
11/7/19 1:06 AM	Exchange	Too Small
J17	8/5/19 12:51 PM	Refund	Just Didn't Like It
6020	8/5/19 12:53 PM	Refund	Just Didn't Like It
352551	11/7/19 9:12 PM	Exchange	Too Small
619611	5/7/20 1:20 AM	Exchange	Just Didn't Like It
205939	6/30/19 5:12 PM	Refund	Too Small
582365	4/15/20 1:54 AM	Refund	Just Didn't Like It
200547	6/26/19 1:08 AM	Exchange	Too Small
587613	4/18/20 6:50 PM	Exchange	Just Didn't Like It
213908	7/8/19 7:37 PM	Exchange	Just Didn't Like It
219729	7/12/19 3:15 PM	Exchange	Too Small
209321	7/3/19 1:43 PM	Refund	Just Didn't Like It
375618	11/29/19 4:46 AM	Refund	Too Big
240795	7/30/19 7:11 PM	Refund	Just Didn't Like It
197868	6/24/19 1:54 PM	Refund	Too Big
375617	11/29/19 4:46 AM	Refund	Too Big
300484	9/20/19 12:39 PM	Refund	Too Small
249935	8/8/19 6:26 PM	Refund	Just Didn't Like It
209281	7/3/19 12:27 PM	Exchange	Too Big
246040	8/5/19 1:14 PM	Exchange	Product Was Damaged Upon A
588755	4/19/20 5:53 PM	Refund	Just Didn't Like It
204876	6/29/19 1:42 AM	Refund	Just Didn't Like It
205837	6/30/19 2:56 PM	Refund	Too Big
590740	4/20/20 10:02 PM	Refund	Too Small
98532	6/24/19 7:03 PM	Refund	Too Small
19	7/10/19 2:23 PM	Store Credit	Too Small
	6/27/19 8:10 PM	Refund	Just Didn't Like
	6/21/19 6:20 PM	Exchange	Too Sma
	6/28/19 5:03 PM	Exchange	
	08 PM	Exchange	

Return Reason Breakdown

You can break down all products by their return reasons

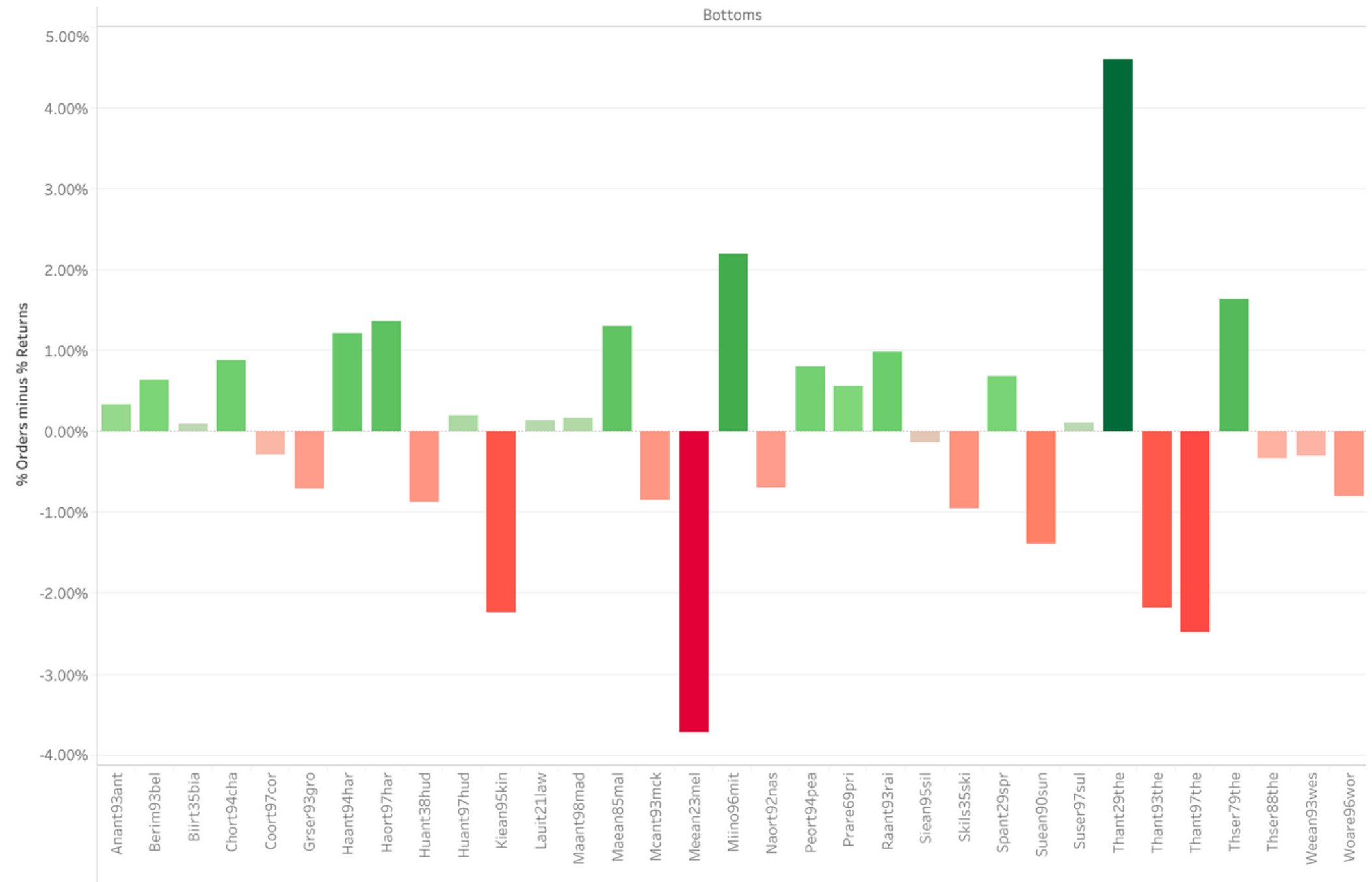But it's hard to gather a lot of insight without the context of return rate

From Return Rates to Return Reasons

Start with return rates...

In this case, the percentage of total orders minus the percentage of total returns

Need to combine RMA Items and Order Items

From Return Rates to Return Reasons

... Then dive into the reasons behind those returns

Perspective with Return Reasons

Sizing is typically the most common reason for returns in fashion / apparel

You would expect that sizing reasons "Too Big" and "Too Small" would occur equally

Perspective with Return Reasons

Issue could be the product or how it's presented

"Too Small" doesn't necessarily mean the product was too small

The shopper may have just expected it to be larger

Key Takeaways

Return reasons are an excellent summary of why products are being returned

Very powerful when used in conjunction with return comments

Returns optimization begins here.