



EXAMPLE DATA — asli seller nahi

Return Report Card — "Demo Store" (made-up seller) Data: 150 EXAMPLE orders (Jul-Sep 2026), file EXAMPLE_orders_150.csv. Har number neeche isi nakli data se nikla hai — yeh kisi asli dukaan ka nahi. Courier kharcha maana gaya (example): delivery Rs 200 + return Rs 150 fi wapas parcel.

1. Seedha Hisab

Cheez	Number
Kul orders	150
Deliver hue	117
Wapas aaye (Returned + RTO)	33
Return %	22.0%
Wapas orders ka COD (sale jo nahi hui)	Rs 94,300
Courier ka zaya kharcha (33 × Rs 350)	Rs 11,550
Kul nuqsan (3 mahine)	Rs 105,850

Matlab: har 100 parcel mein se 22 wapas aaye. Sirf courier ka kharcha hi Rs 11,550 doob gaya — maal wapas aa gaya, lekin paisa nahi.

Bahar ka muqabla (asli sources, sirf andaza ke liye): - OrderNation (ek bara Pakistani online retailer, ~127,000 parcels, Jul 2025-Jun 2026): takreeban har 5 mein se 1 COD parcel wapas aaya (shipped value ka 19.4%). Yeh sirf ek retailer ka data hai, national average nahi: <https://www.ordernation.com/blogs/research/state-of-online-shopping-pakistan-2026> - Kaarobar (5 stores, 11,193 parcels, 180 din, 30 Aug 2026 tak): 27.5% COD parcels wapas. Chhota sample: <https://kaarobarapp.com/research/> - Is example store ka 22% in dono ke beech hai.

2. Wapsi ki Top 3 Wajah

#	Wajah	Wapas orders	Hissa
1	Customer ne inkar kiya (refused)	11	33%
2	Ghalat / adhoora address	8	24%
3	Late delivery	6	18%

Baqi: customer phone nahi utha raha 4, cancel 2, product masla 2.

3. Sab se Bure Shehar aur Courier

Shehar (return %): - Sukkur: 2 mein se 2 wapas (100%) — orders bohat kam, lekin khatra ka ishara - Quetta: 4 mein se 3 wapas (75%) - Sialkot: 5 mein se 2 (40%) - Sab se behtar: Karachi 13.6% (44 orders), Faisalabad aur Hyderabad 14.3%

Courier (return %): - M&P: 8 mein se 5 wapas (62.5%) - Trax: 9 mein se 4 (44%) - Sab se behtar: Leopards 13.5% (37 orders), Call Courier 16.7%

△ Chhote shehar/courier mein orders kam hain (2-9), is liye yeh pakka faisla nahi — agle mahine dobara dekhein.

Product: Lawn Suit sab se zyada wapas (19 mein se 7, 37%), aur Rs 24,400 ka COD wapas aaya. Handbag: 22 mein se 6 (Rs 24,000).

Phone confirmation ka asar (isi data mein): - Phone par confirm kiye orders: 68 mein se 11 wapas = **16.2%** - Bina confirm: 82 mein se 22 wapas = **26.8%** - Farq: takreeban **10.7 points**. (Yeh example data hai; asli seller mein farq kam ya zyada ho sakta hai.)

Baar baar inkar karne wala number: 0300-1112200 ne 3 baar parcel wapas kiya (example number).

Dispatch speed: wapas aane wale orders average 2.3 din mein bheje gaye, deliver hone wale 1.9 din mein. Der se bhejna = zyada wapsi.

4. 5 Aasan Ilaaj (is store ke liye)

1. **WhatsApp par order confirm karein (dispatch se pehle).** Har order par message: "Assalam o Alaikum, aap ka order [product] Rs [amount] [address] par aa raha hai. Confirm karne ke liye 1 likhein." Jawab na aaye to parcel na bhejin. Is data mein confirm orders ka return ~10 points kam tha.
2. **Khatre wale shehar mein advance ya partial payment.** Quetta, Sukkur (aur jo bhi shehar aap ke data mein 35%+ ho) se Rs 300-500 advance (JazzCash/Easypaisa) ya delivery charge pehle lein.
3. **Address check karein.** 24% wapsi ghalat/adhoore address se thi. Order lete waqt mohalla, gali/makaan number, nazdeeki nishani, aur doosra phone number lazmi poochein. Adhoora ho to pehle theek karwayein.
4. **Jaldi dispatch.** Order ke 24 ghante ke andar parcel bhejin. Late delivery 18% wapsi ki wajah thi.
5. **Repeat refusers ko blacklist karein.** Jo number 2 baar inkar kare, us se sirf full advance par order lein. Ek Google Sheet mein list rakhein aur har naye order se pehle number check karein.

Courier par: M&P aur Trax ke wapas orders dobara check karein; agar agle mahine bhi yahi haal ho to un shehron ke liye Leopards/PostEx try karein.

Agla qadam (seller ke liye)

Yahi report aap ke apne courier sheet se: Rs 2,000 (pehle 3 sellers ke liye Rs 1,000 agar case study ki ijazat dein). Customer ke naam sheet se hata dein; data report ke baad delete kar diya jata hai.

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