

Returns Look Back Analysis by Newmine

Streamlined Returns Retrospective | \$25,000 value

Returns Reduction gives retailers the keys to increase EBITDA, enhance customer experience, reduce OPEX, and improve vendor relationships. Every \$1 MM in returns equates to \$0.5 MM in EBITDA.

The Newmine Look Back Analysis (LBA) is a retrospective of your returns data, analyzed by seasoned retail operations and returns reduction experts.

The Look Back Analysis is performed using Newmine's **Chief Returns Officer®** returns reduction platform and delivers a **smarter path forward to returns reduction**.

The LBA includes:

- **Expert Interpretation** of Historical Returns Data
- Recommended Product **Watch Lists**
- Year-Over-Year **Trends**
- **Sentiment Analysis** of Consumer Reviews

Look Back Analysis Benefits

- Comprehensive analysis from returns reduction experts
- Identification of seasonal returns patterns
- Establishment of recommended returns targets and goals
- Automated creation of workflows
- Recommended prescriptive actions
- Discovery of returns anomalies
- Illumination of blind spots
- Two weeks of access to Chief Returns Officer®

Chief Returns Officer® Features

- Easy Integration with retail systems
- Automated returns and transaction monitoring
- Customized Returns Reduction Goals
- Enhanced Analysis Features
- Intuitive User Interface, Dashboards, and Reporting
- Easy drill-downs by Hierarchy, YOY data models, and Return Rates
- Sentiment analysis of customer reviews

Proven Accelerated Results

PROBLEM	A retailer of luxury apparel suffered from rising returns that were eroding their bottom-line.
LBA INSIGHTS	While conducting a Look Back Analysis, the Newmine team identified an escalation in returns from a specific shoe brand. Chief Returns Officer® highlighted anomalies that revealed the root cause of the returns spike: The shoes from this brand had major issues in Size & Fit.
RESULTS	With this insight, the retailer took action! The retailer contacted the brand's education team, and immediately made changes to their website, reducing the Return Rate by 4% within 30 days.

Let's Get Started!

Look Back Analysis

7-15 Days

What we need from you:

- 2 Years Sales/Return Transactions
- LY of Product Review Data
- Returns Profile Questionnaire
- Catalog & Merchandise Hierarchy
- Fiscal & Marketing Calendar
- Goals & scope