



Graduation Showcase 2023







Methodology

Research Design

- Descriptive + Diagnostic research using qualitative and quantitative data

Data Collection

- **Primary Data:** Customer Survey and Online Customer Reviews
- **Secondary Data:** Past Sales Data & Return reasons stated by customers

Sample Design

- **Size:** 150 online shoppers and customer reviews of top 100 articles in each product type
- **Technique:** Purposive and Stratified sampling

Focus and Limitations

- **Focus:** RMA returns and controllable return reasons
- **Limitations:** Authenticity of reasons provided by customers







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*Paper Presentations
Display of Students' Projects
Fashion Show*





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Paper Presentation
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Fashion



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MAHASHIVETA PAL



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MADHU KUMARI





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LAVANYA YONZON



NAMBATHA MADHUSUDAN





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PURNIMA AWANG




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