

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







BENGALURU



Graduation Showcase 2023

*Paper Presentations
Display of Students' Projects
Fashion Show*





Graduation Showcase 2023

*Paper Presentations
Display of Students' Projects
Fashion Show*





BENGALURU



ation
case

Paper Presentation
Display of Student
Fashion



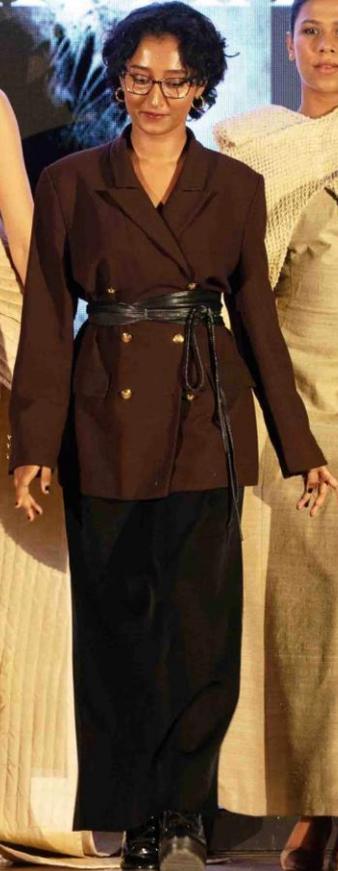
Graduation
Showcase 2023

MAHASHIVETA PAL



Graduation
Showcase 2023

MADHU KUMARI





Graduation
Showcase 2023

LAVANYA YONZON



NAMBATHA MADHUSUDAN





Graduation
Showcase 2023

BURNIMA AYLAND




Graduation
Showcase 2023

