

# Big Data in the real world

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fashion ecommerce return rates:

**1 in 3**





1% point reduction impact on profit:

**£15 million**





So why a BIG DATA solution?

**It's a big data problem**



the text book says:



volume

velocity

variety

mind-blowingly

messy

irreconcilably

siloed

unknowably

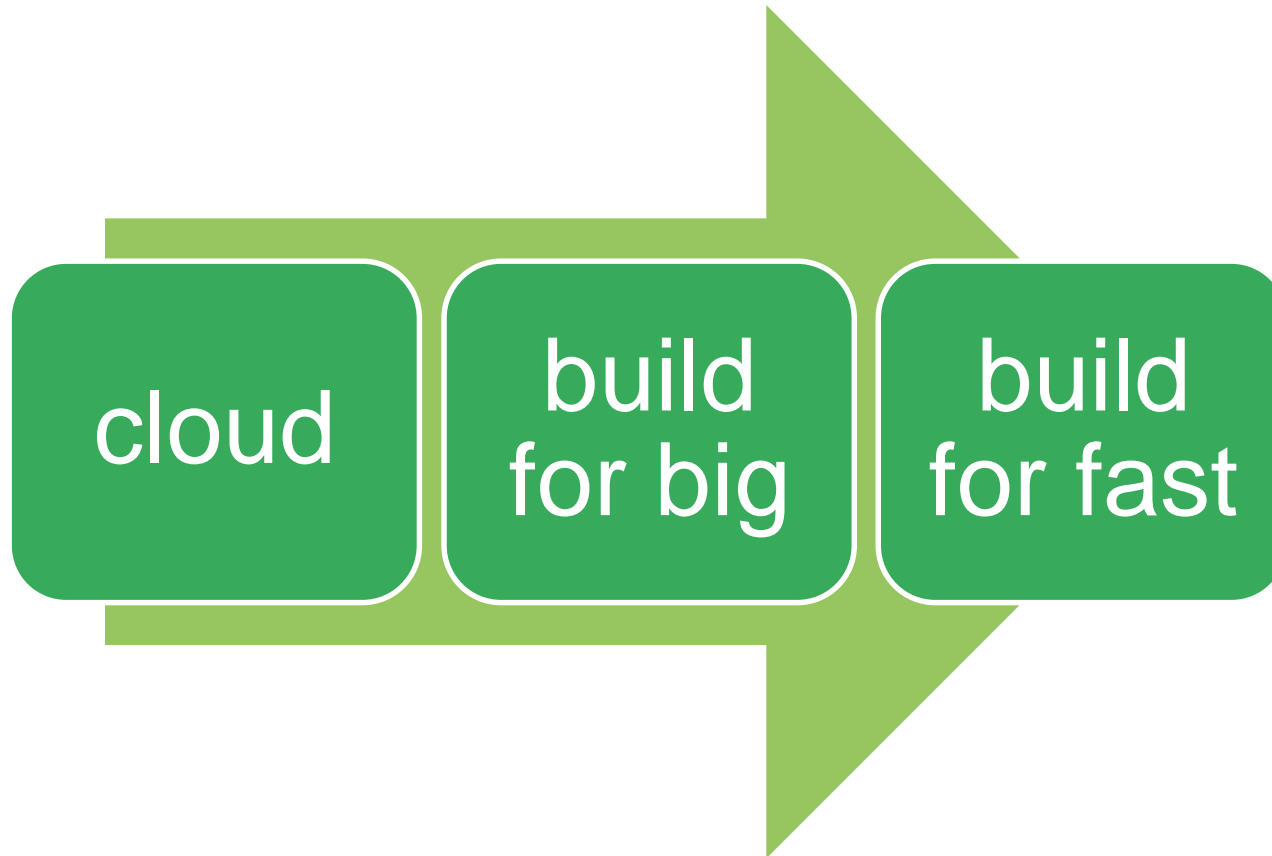
vast



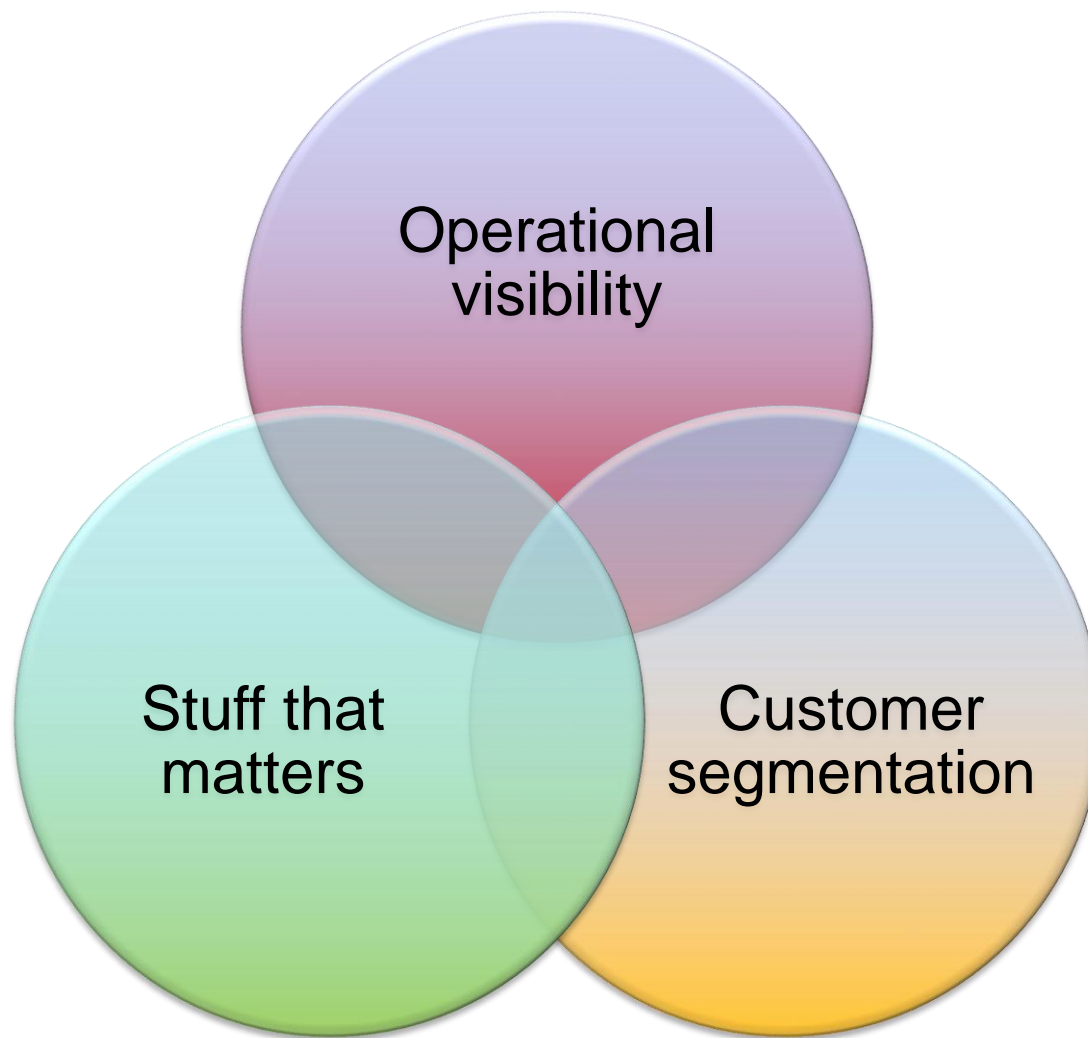
postcode email reviews  
call centre known users product data  
transactional reused product codes ecommerce  
missing common identifiers multi-currency  
multi-device web analytics data multi-location  
store cost data warehouse anonymous users







# The big insights



# Farah Adams



High spender

Double average order value

Shops far more frequently

Highly responsive to  
marketing campaigns



# A nightmare



**PLEASE  
DO NOT FEED**

Costs £2000+ a year

Return rates exceed 85%

Depreciates stock by 30%

Causes out of stock

Less than 1% of shoppers  
& over 10% of returns



# Amoya Palmer



Bought once

Bought one item

Average basket value

“not as described” or  
“not suitable”



# A great prospect



**PLEASE  
NOTICE ME**

Specific unfilled need

A 2<sup>nd</sup> sale starts loyalty cycle

Behind 30% – 50% of returns

Prime for exchange:

Powered by  Smart Exchange



# Tackle missed opportunities



Segmentation

Automation

Custom responses

Fraud





# Thank You!

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