Superstore Returns

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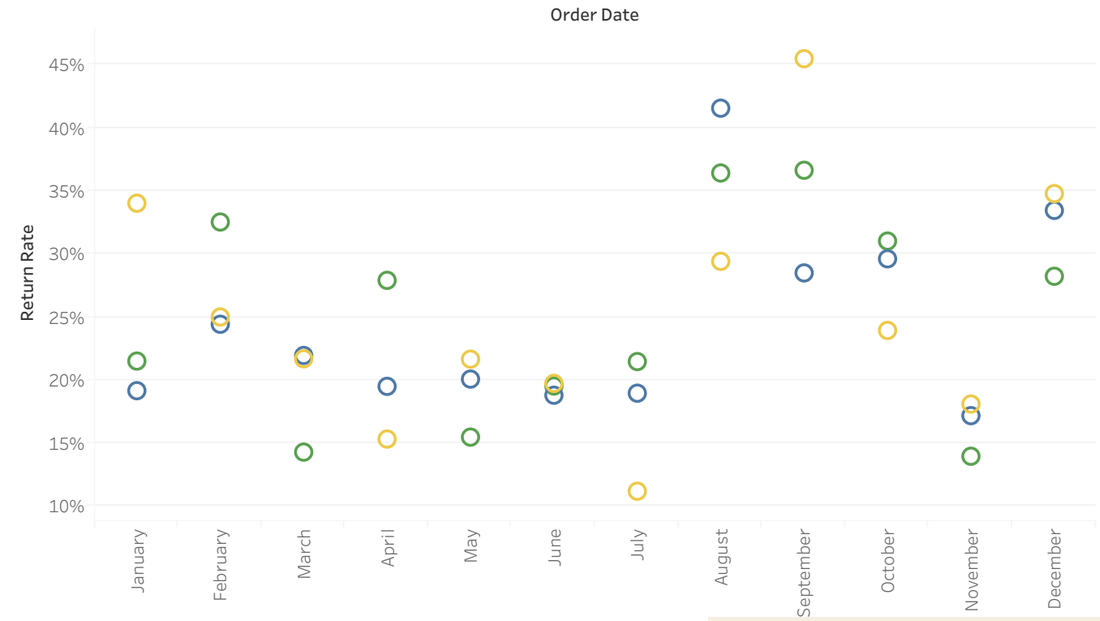
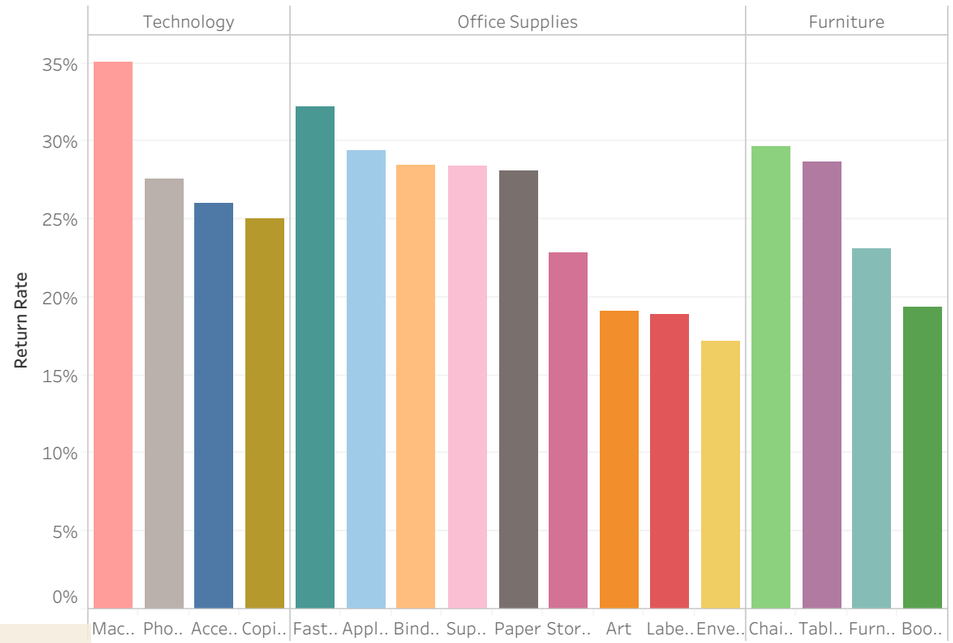
Returns impact both customer satisfaction and profits. This analysis focuses on understanding where returns happen and how returns affect sales.By looking at return rates, counts and time frame, we identify problem areas like product types, customers, and seasons. Our goal is to provide insights that will help the Superstore improve its operations and profitability

Superstore Returns

Monthly Return Rate by Product Category



Overall Return Rate by Product Type

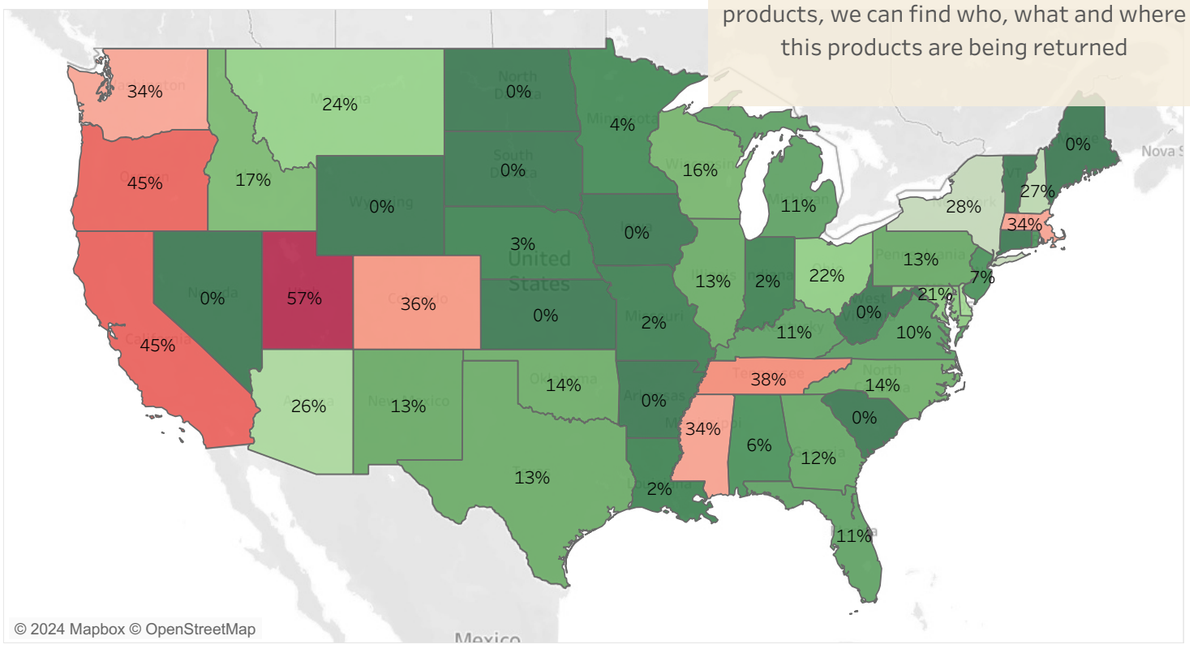


Category
- ✔ Furniture
- ✔ Office Supplies
- ✔ Technology

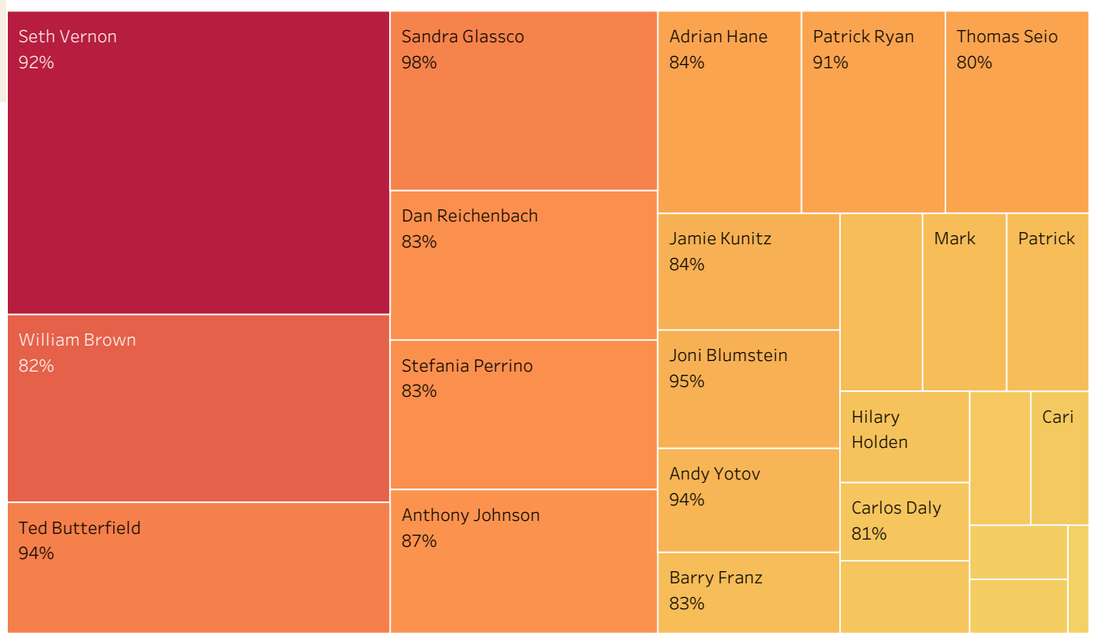
Sub-Category
All

As we take a look at the different types of products, we can find who, what and where this products are being returned

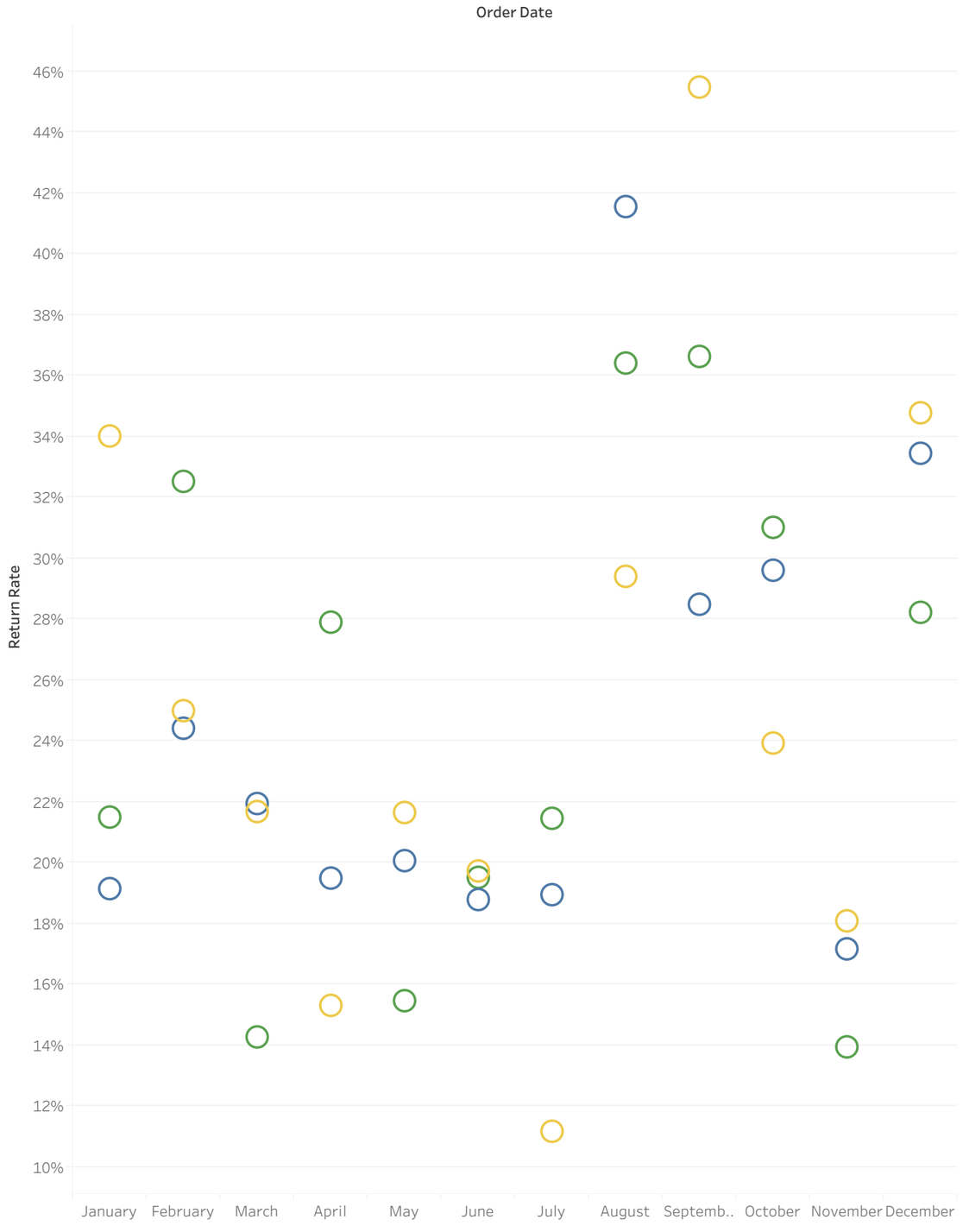
Average Return Rate by State



Top 25 Highest Return Rate Customers



Superstore Returns



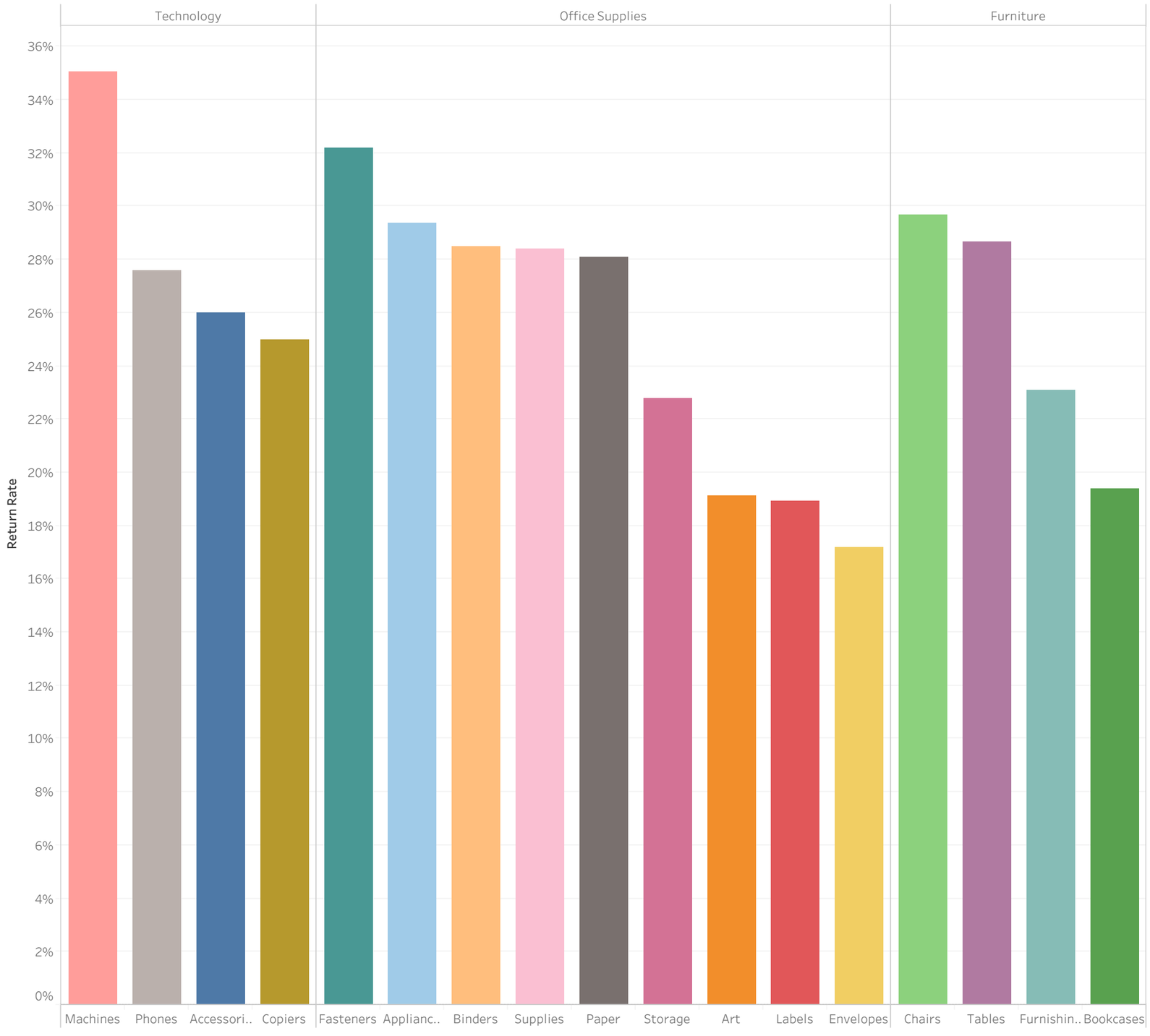
Category
- ✔ Furniture
- ✔ Office Supplies
- ✔ Technology

As we click through each product category, We can identify certain months where we are experiencing higher returns than previous months.

We can see that furniture returns flucuate across the months, while majority of the office and technology returns are in Quarter 4.

Maybe we need to focus on sales training during these busy months to ensure our customers are getting the correct product for their needs?

Superstore Returns



Here we can identify which type of products are being returned the most.

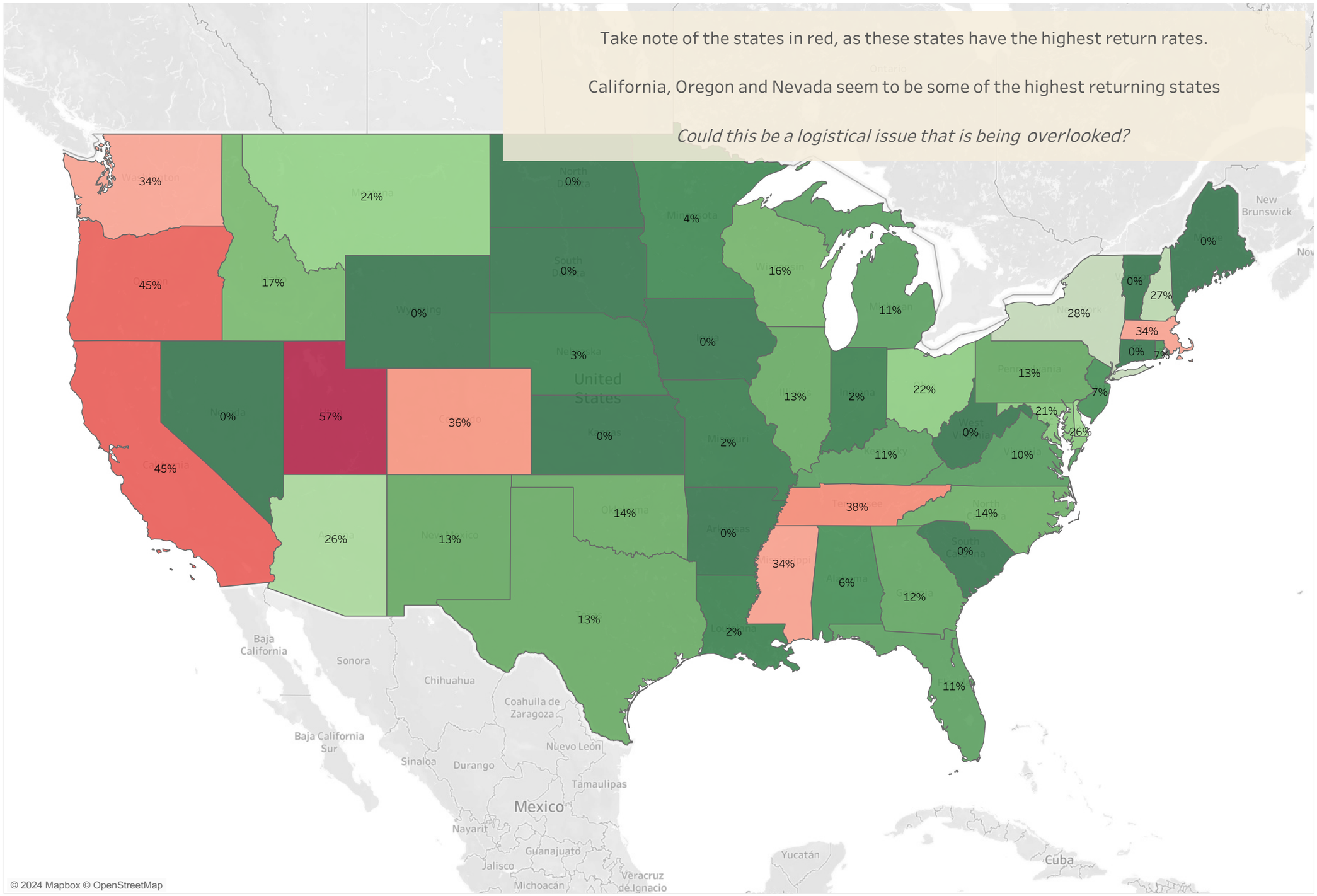
We can see that machines, fasteners and chairs are the most returned items.

Perhaps we need more product awareness, so that our customers make the right selection the first time?

Category
- [x] Furniture
- [x] Office Supplies
- [x] Technology

Sub-Category
All

Superstore Returns



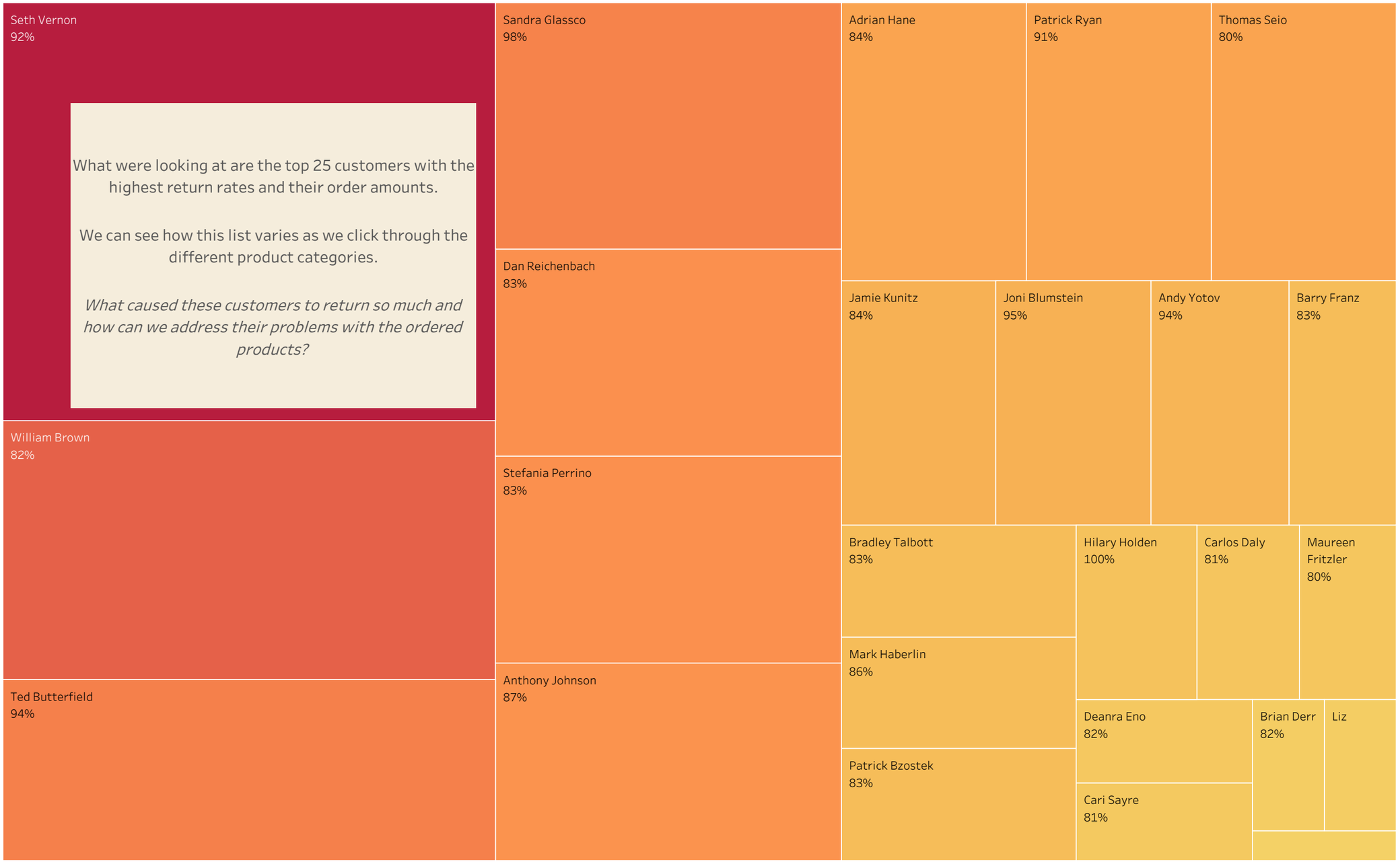
Category

- ✔ Furniture
- ✔ Office Supplies
- ✔ Technology

Return Rate

From 0

Superstore Returns

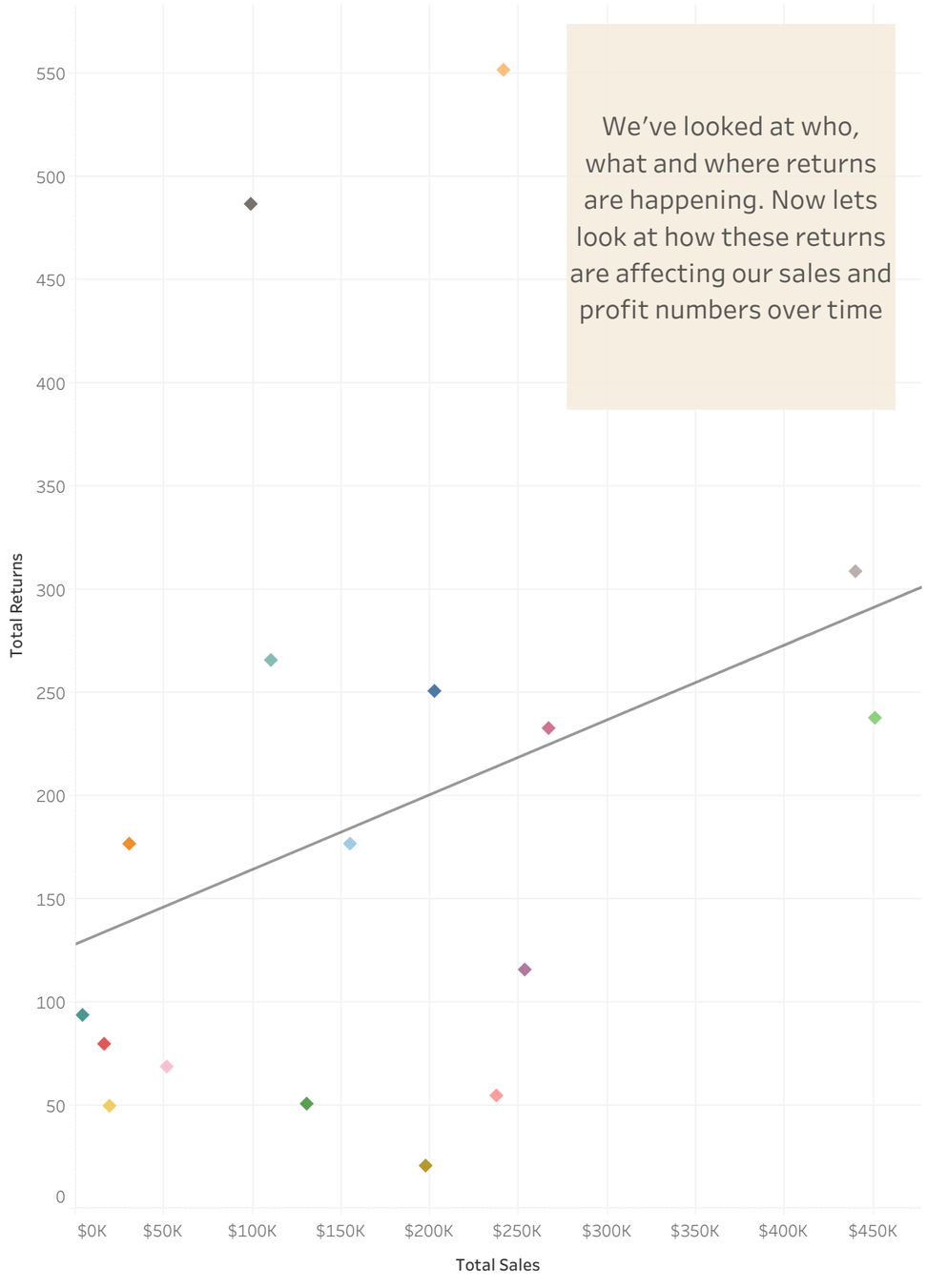


Category
- ✔ Furniture
- ✔ Office Supplies
- ✔ Technology

Sub-Category
- ✔ Accessories
- ✔ Appliances
- ✔ Art
- ✔ Binders
- ✔ Bookcases
- ✔ Chairs
- ✔ Copiers
- ✔ Envelopes
- ✔ Fasteners
- ✔ Furnishings
- ✔ Labels
- ✔ Machines
- ✔ Paper
- ✔ Phones
- ✔ Storage
- ✔ Supplies
- ✔ Tables

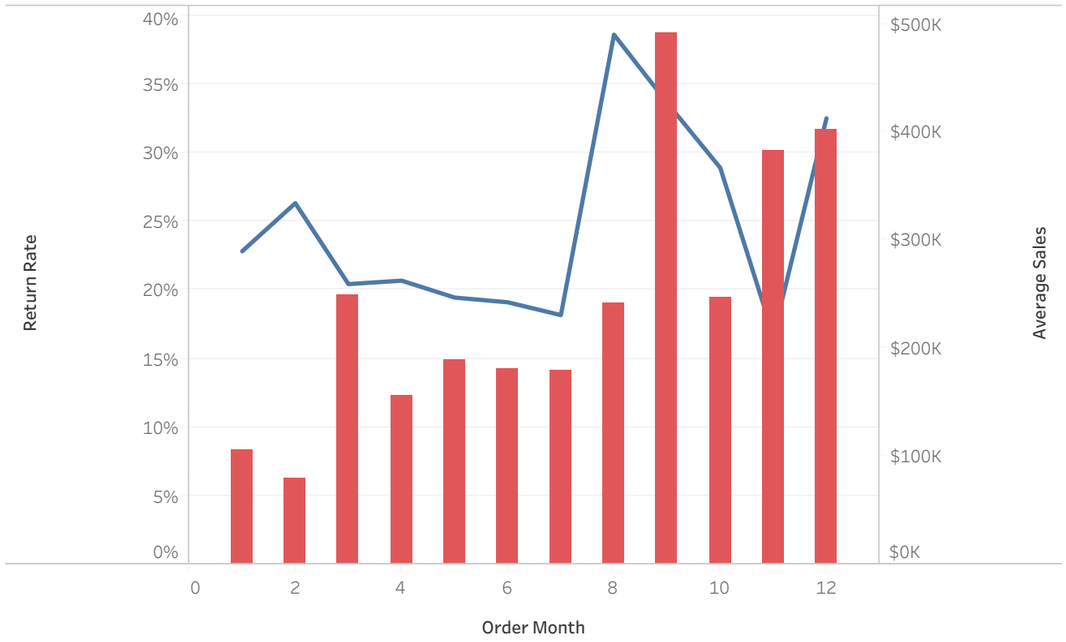
Superstore Returns

Total Sales vs Total Returns



We've looked at who, what and where returns are happening. Now lets look at how these returns are affecting our sales and profit numbers over time

Monthly Sales vs Return Rate

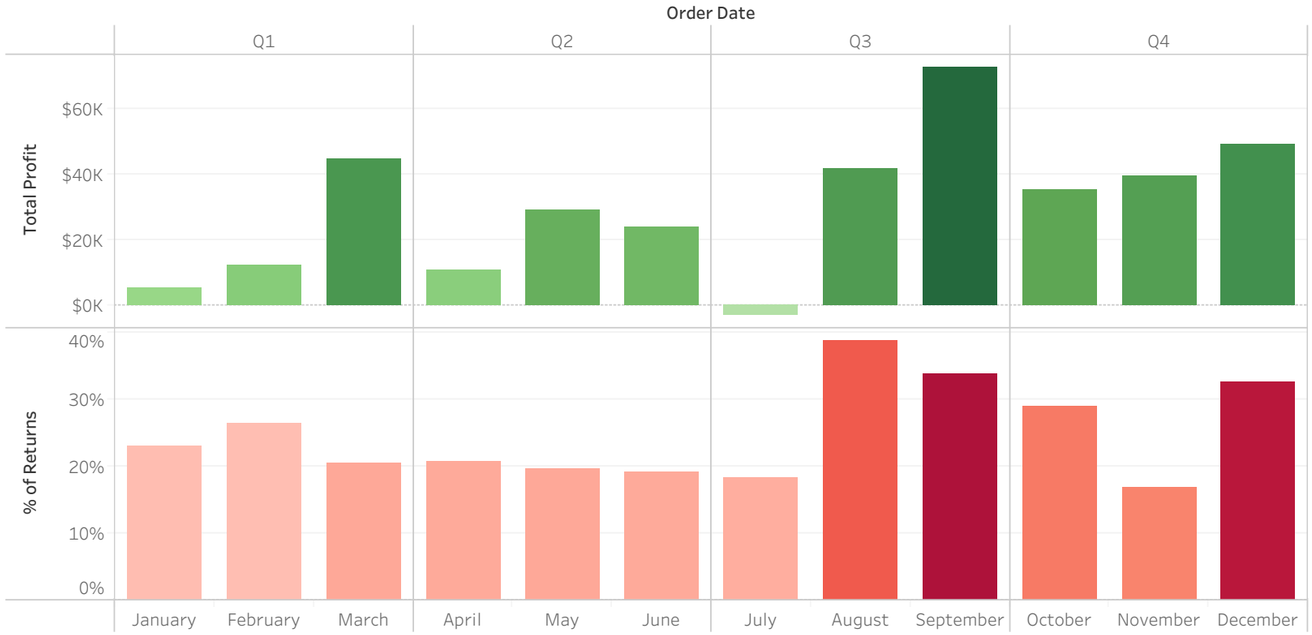


Category
- Furniture
- Office Supplies
- Technology

Order Month
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November

Yearly Quarters
All

Quarterly Total Profits vs Return Rate



Superstore Returns

Take note of how paper and binders have lower sales amounts but yet higher return volume. *Maybe this is due to customers purchasing the wrong items or more than needed?*

Here we can look at the total number of returns and compare them to total sales.

As we go through the different product categories and types, we can identify products that may cause revenue concerns.

Category

- [x] Furniture
- [x] Office Supplies
- [x] Technology

Sub-Category

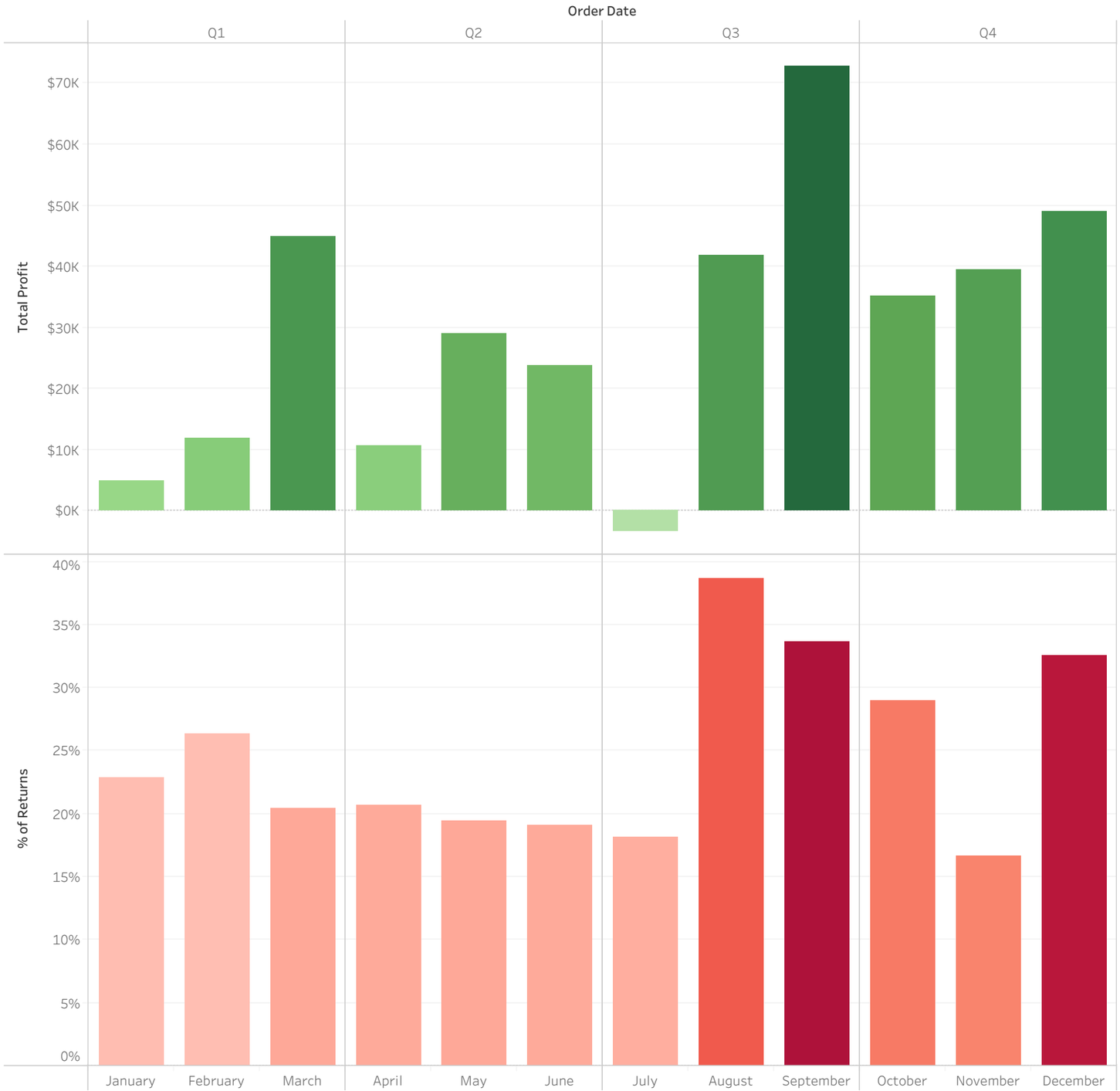
All

Superstore Returns

As we go month by month, we can identify certain months where the comparison of sales to returns may be an issue.

Look at the months of January and February, there was low sales and yet high return levels. *Is this overflow from the previous months? Is this missed opportunity to upsell other products?*

Superstore Returns



Here we look at quarterly profits and how returns may affect these profits.

Whats most concerning here is the 3rd Quarter. Take notice of the significant difference between profit margins and the return rates.

How do we go from a negative profit month to one of the highest return months? *Perhaps we can off set profit loss by reducing returns in these months?*

Yearly Quarters
All

Order Month
All

Superstore Returns

After analyzing the data, several key issues stand out as contributors to Superstore's high return rates. Seasonal trends show that returns spike in Q4 for Office and Technology products, while Furniture sees flucuations throughout the year. Addressing this with better sales training during peak months can help customers choose the right products.

Certain items - like machines, fasteners, and chairs - are returned more than others, likely due to mismatched customer expectations. Improved product awareness and detailed specifications can mitigate these issues. Geographically, California, Nevada, and Oregon have notably high return rates, suggesting potential logistical challenges that need investigation.

Customer behavior also plays a role, with some customers consistently returning products. Understanding there pain points and addressing them directly could significantly reduce returns. Meanwhile, items like paper and binders show high returns relative to sales, signaling a need for better product positioning or education.

Finally, returns during months like January and February disproportionately affect low sales periods, while Q3 profits are significantly impacted by returns. Targeted strategies - such as enhanced quality control and refined return policies-can reduce these losses and offset their impact on profitability. By focusing on these areas, Superstore can lower returns, boost profits, and improve customer satisfaction.