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The text of the presentation

Hello!

Today we will talk about returns in Superstore.

1.

We see that Superstore has a very high return rate for each product category. And in 2021 it has grown a lot!

But why?

This is what we want to find out.

2. [Here I change the metric values]

We see that the number of returns does not correlate with total sales.

And it does not correlate with total profit.

But it depends on the number of orders!

The more orders in a subcategory, the more returns.

That is, the return rate is almost NOT a subcategory.

3.

Well, let's try to figure it out!

Here you can see the return rate for each region by year, as well as the average return rate per year.

Where do returns take place?

It seems... in the West.

In 2021, 45% of orders were returned there!

Although we see that the return rate is growing everywhere. Only the center is still holding strong.

Let's try to look at the West more carefully.

4.

Here, the color indicates the return rate, and the number indicates the number of returns in a particular state.

There are questions for California, right? Only Utah has a higher return rate, but there the number of returns is as much as 25 times less.

So let's look at California.

5.

Here the color again indicates the return rate, and the size of the label shows the number of returns in the city.

Well, now we know it's not Los Angeles' fault! Although everything is bad there too.

But there are cities where the return rate is 1!! And in others it's almost 1. At the same time, a lot of orders are made.

Something clearly needs to be done about this.

But let's now look at other indicators.

What about time?

6.

You might think that there is a decrease in the number of returns in the spring and summer, with a peak occurring in August.

7.

Well, actually, there won't be such a trend for each year separately. But indeed, in August 2018 and 2021 there were very strong jumps in returns.

8.

So, now something interesting again!

On Monday the return rate is very high!

But.. The number of orders is very small.

9.

Let's take a closer look. Orange is the number of returns.

Look, on Monday there are almost a minimum of them!

Why then such a jump in the return rate?

It's just that no one buys on Monday! Everything was already bought over the weekend.

10.

Finally, let's look at the specifics.

Here you see the return rate for all clients. And the color shows how many orders each person has made.

That is, just look, he made 214(!) orders. And he returned almost everything. Something is clearly wrong here.

11.

For specific products, everything is not so interesting, there are too many of them. But you know, all these products were bought more than 10 times and returned at least half the time.

It makes you think.

12.

Conclusions

In the end, we see the following:

- The number of returns has increased significantly in 2021.
- Most returns occur in the West, especially in California.
- There are certain customers who make a lot of returns.
- And certain products that are often returned.

What should be done?

Superstore should reconsider its return policies in California and other states with high return volumes and high return rates.

As well as a policy of working with specific clients who return almost everything they buy.

The company should also check the quality of certain products, perhaps the problem will be in them.

13.

So, that's all!

And here you can look at all the charts again.