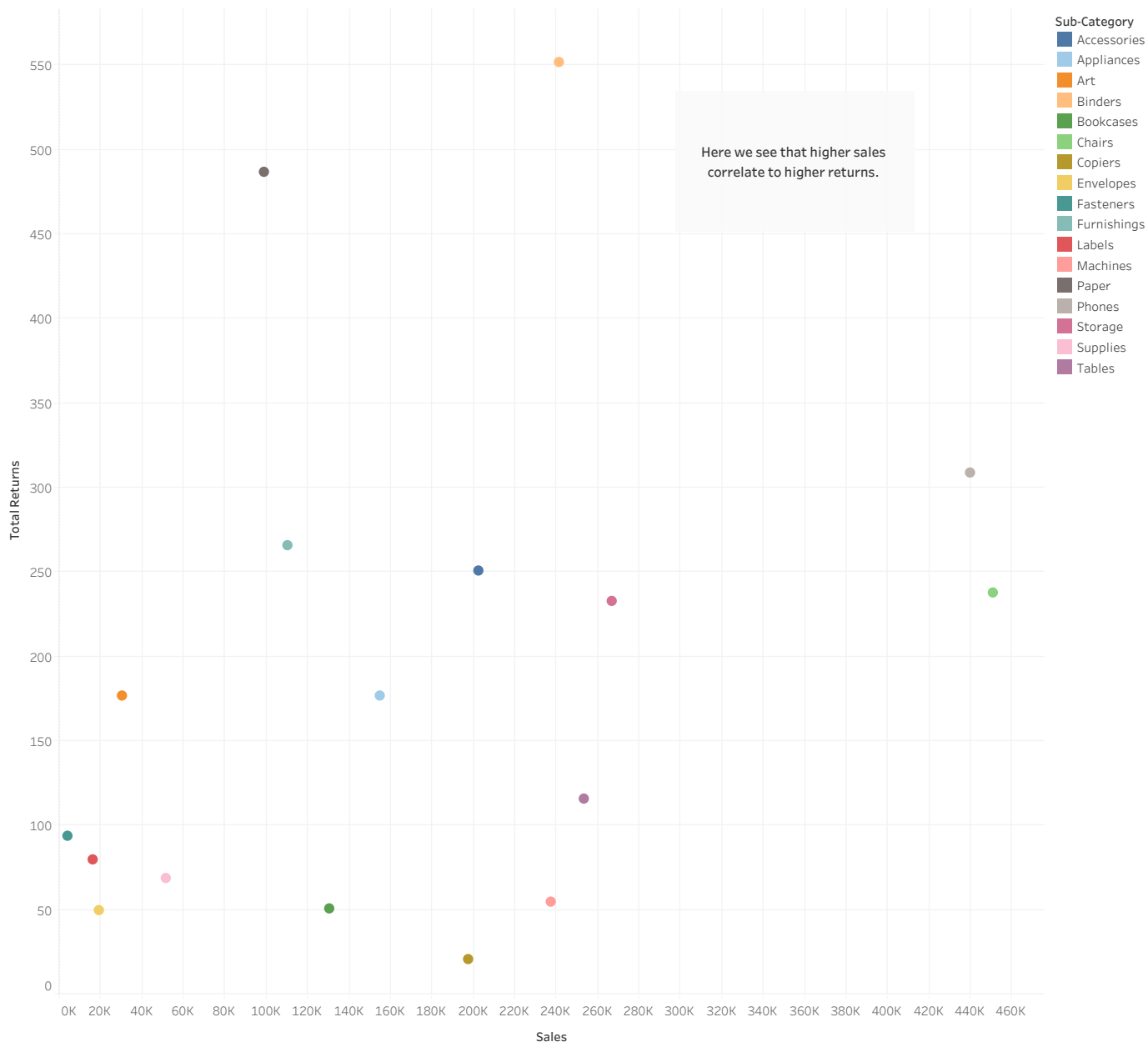
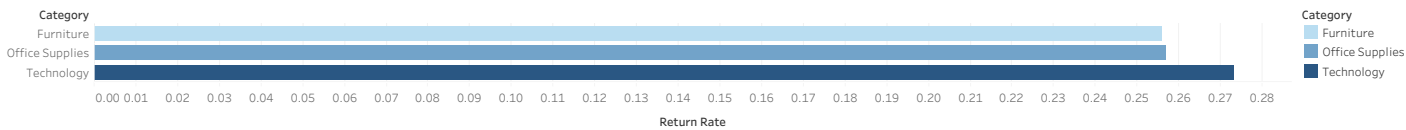


Total Sales and Total Returns

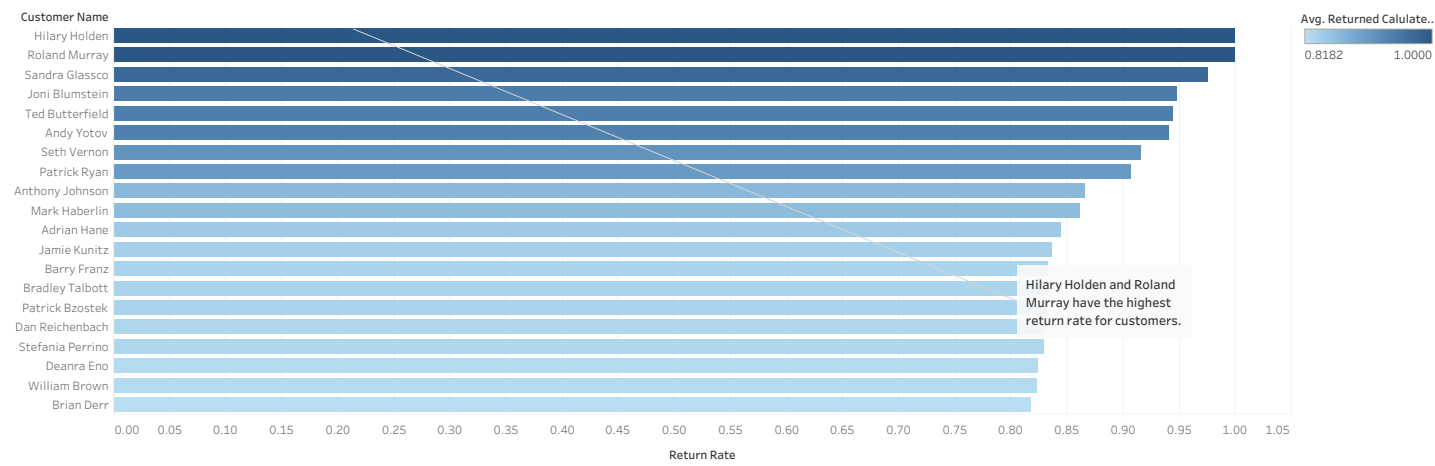


Return Rate by Category

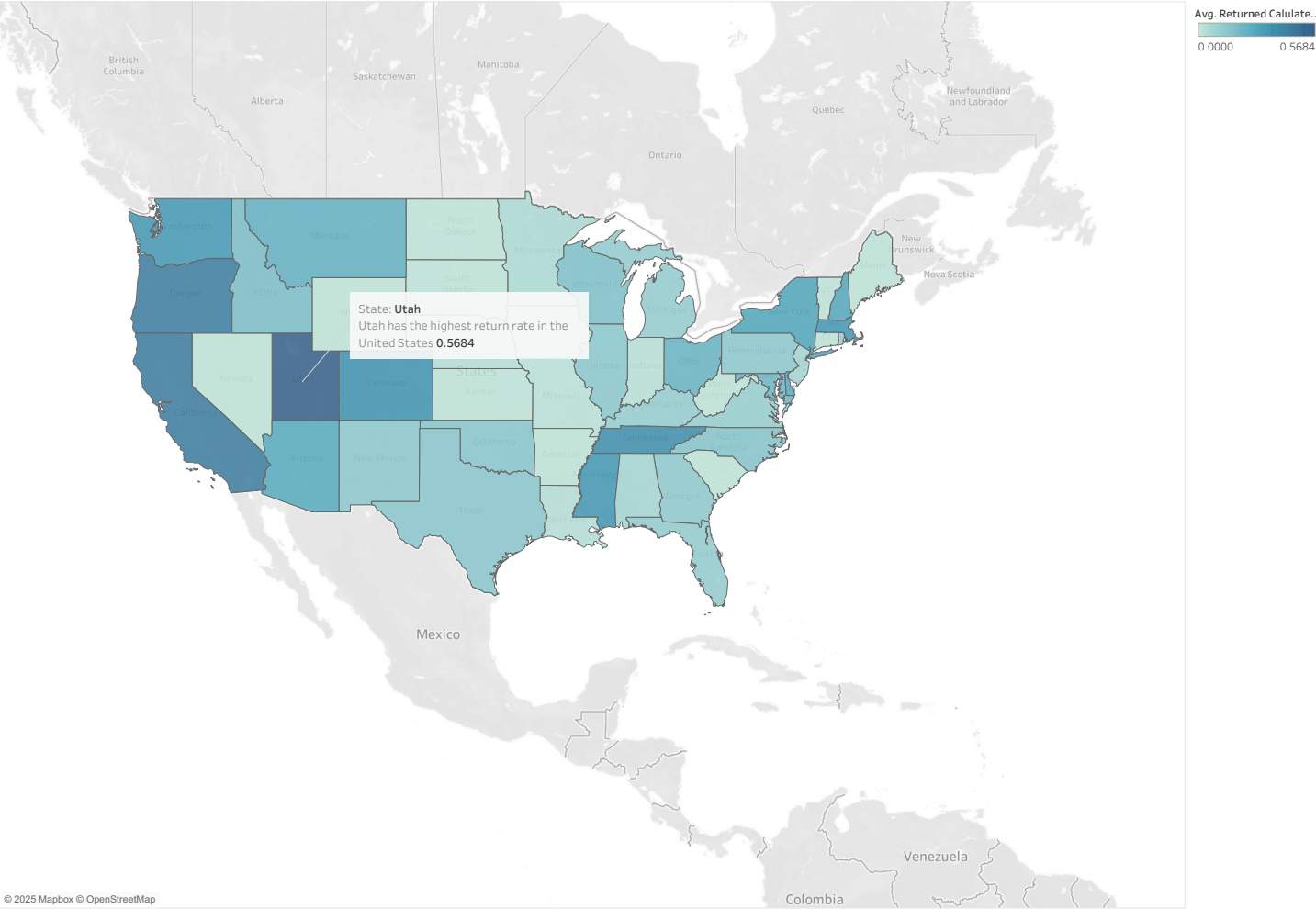


This bar chart hows the return rate by product category. The technology category has the highest return rate.

Return Rate by Customer



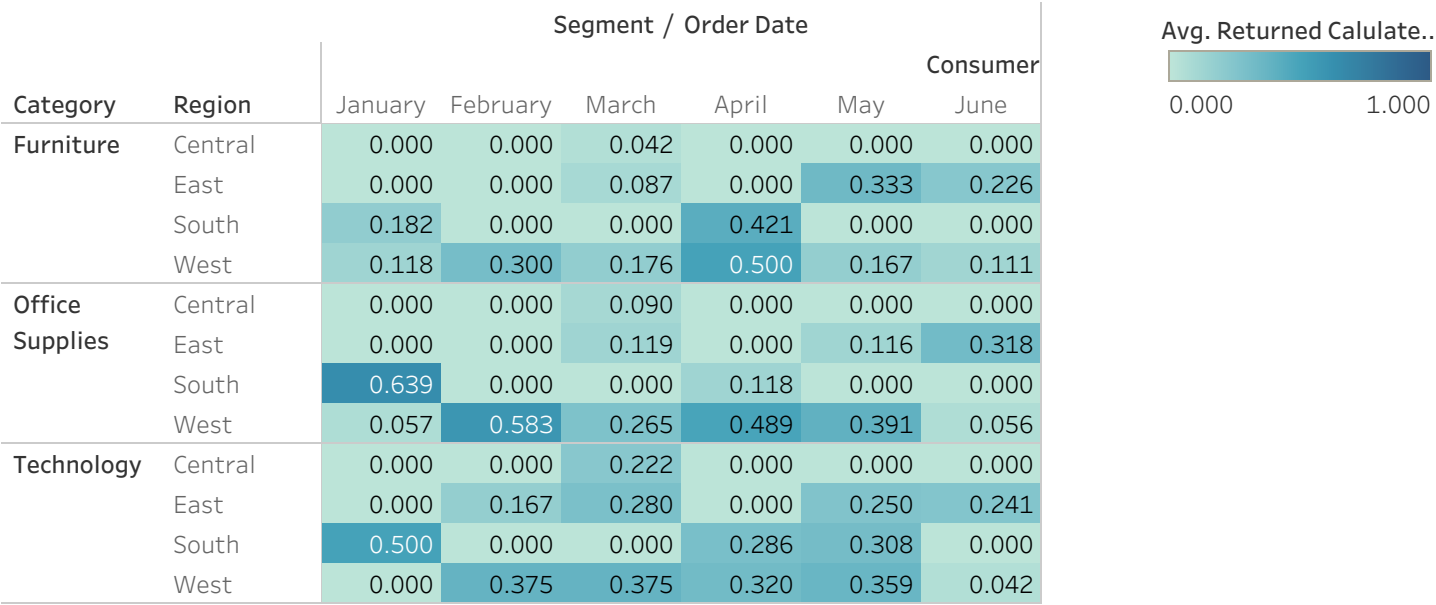
Returned Orders by State



Return Rate by Month(Seasonal)



Return Rate by date/geography/product category






Return Rate by date/geography/product category

Category	Region	Segment / Order Date					
		Consumer					
		July	August	Septemb..	October	November	December
Furniture	Central	0.412	0.000	0.037	0.087	0.000	0.275
	East	0.222	0.316	0.605	0.000	0.085	0.158
	South	0.000	0.000	0.261	0.067	0.200	0.226
	West	0.143	0.563	0.579	0.632	0.229	0.387
Office Supplies	Central	0.405	0.000	0.000	0.051	0.018	0.412
	East	0.034	0.308	0.436	0.043	0.135	0.232
	South	0.000	0.026	0.248	0.000	0.000	0.253
	West	0.164	0.667	0.502	0.727	0.187	0.496
Technology	Central	0.296	0.000	0.000	0.167	0.056	0.297
	East	0.000	0.429	0.729	0.118	0.214	0.191
	South	0.000	0.000	0.231	0.000	0.150	0.226
	West	0.000	0.468	0.581	0.486	0.163	0.602

Avg. Returned Calulate..

0.0001.000

Return Rate by date/geography/product category

		Segment / Order Date						Avg. Returned Calulate..
Category	Region	January	February	March	April	May	June	
Furniture	Central	0.000	0.000	0.000	0.250	0.000	0.000	
	East	0.455	0.400	0.000	0.000	0.000	0.214	
	South	0.000	0.000	0.000	0.231	0.000	0.583	
	West	0.333	0.333	0.536	0.400	0.381	0.333	
Office Supplies	Central	0.000	0.000	0.174	0.100	0.492	0.231	
	East	0.217	0.000	0.000	0.000	0.000	0.194	
	South	0.000	0.000	0.446	0.107	0.000	0.457	
	West	0.286	0.000	0.507	0.351	0.488	0.415	
Technology	Central	0.000	0.000	0.000	0.000	0.375	0.000	
	East	0.714	0.250	0.000	0.000	0.000	0.000	
	South	0.000	0.000	0.000	0.333	0.000	0.778	
	West	0.250	0.154	0.364	0.286	0.353	0.333	




Return Rate by date/geography/product category

Category	Region	Segment / Order Date					
		Corporate					
		July	August	Septemb..	October	November	December
Furniture	Central	0.000	0.000	0.211	0.000	0.194	0.000
	East	0.200	0.000	0.465	0.050	0.000	0.000
	South	0.000	0.667	0.000	0.000	0.429	0.000
	West	0.519	0.667	0.000	0.560	0.250	0.569
Office Supplies	Central	0.000	0.290	0.080	0.000	0.340	0.017
	East	0.231	0.000	0.350	0.107	0.000	0.197
	South	0.091	0.000	0.000	0.000	0.247	0.000
	West	0.545	0.738	0.234	0.341	0.413	0.381
Technology	Central	0.000	0.000	0.000	0.000	0.091	0.000
	East	0.000	0.250	0.511	0.200	0.000	0.385
	South	0.333	0.500	0.000	0.000	0.316	0.000
	West	0.214	0.500	0.316	0.188	0.469	0.359

Avg. Returned Calulate..

0.0001.000

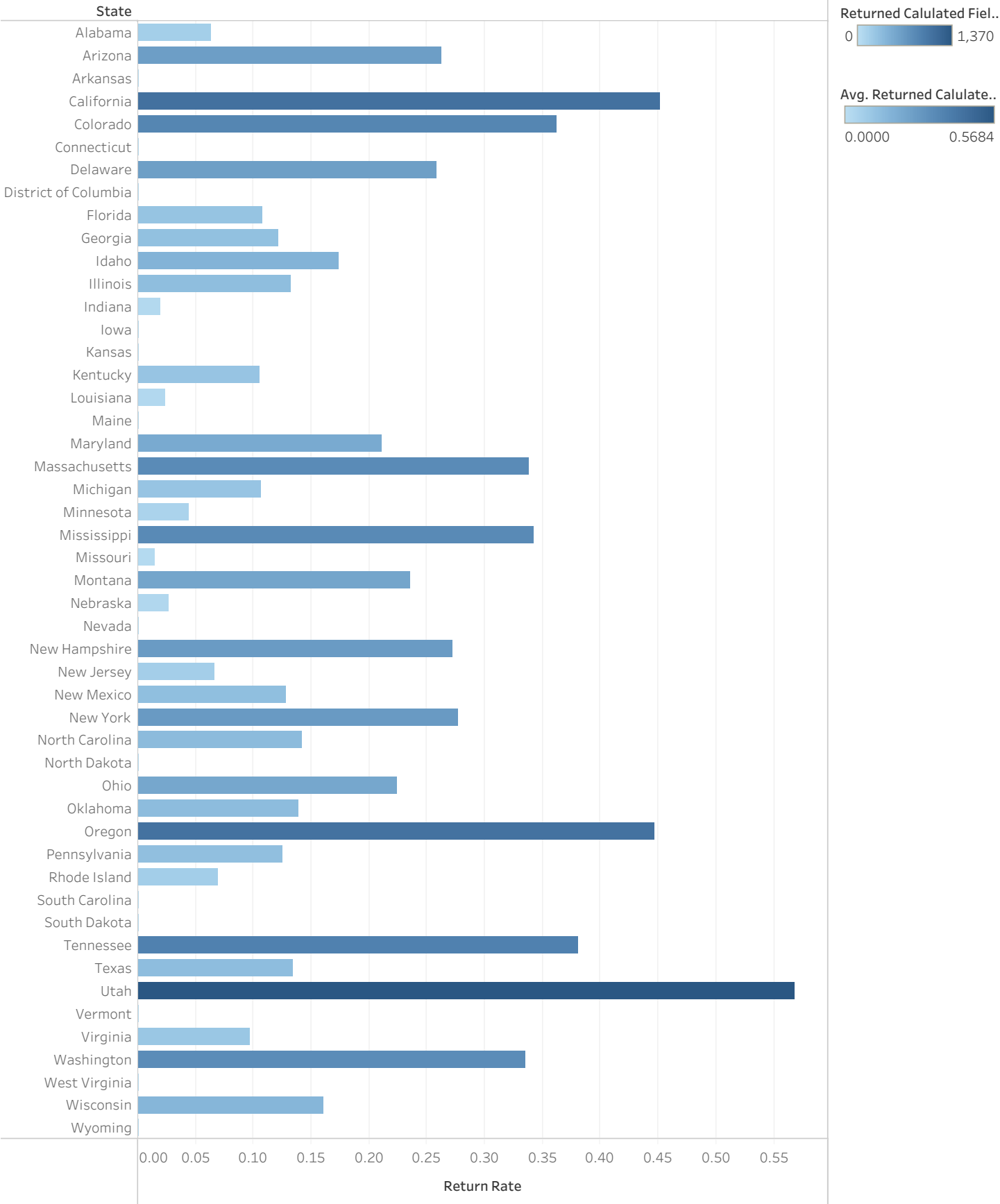
# Return Rate by date/geography/product category

		Segment / Order Date						Avg. Returned Calulate..
Category	Region	January	February	March	April	May	June	
Furniture	Central	0.000	0.000	0.000	0.000	0.000	0.000	 0.0001.000
	East	0.600	1.000	0.000	0.000	0.000	0.000	
	South	0.000	0.000	0.000	0.000	1.000	0.000	
	West	0.857	0.500	0.167	0.625	0.200	0.273	
Office Supplies	Central	0.000	0.417	0.222	0.000	0.000	0.069	
	East	0.600	0.556	0.444	0.105	0.000	0.000	
	South	0.000	0.000	0.000	0.000	0.300	0.000	
	West	0.435	0.625	0.000	0.510	0.100	0.111	
Technology	Central	0.000	0.000	0.000	0.000	0.000	0.182	
	East	0.692	1.000	0.421	0.000	0.000	0.000	
	South	0.000	0.000	0.000	0.000	0.000	0.000	
	West	0.286	0.714	0.000	0.000	0.000	0.375	

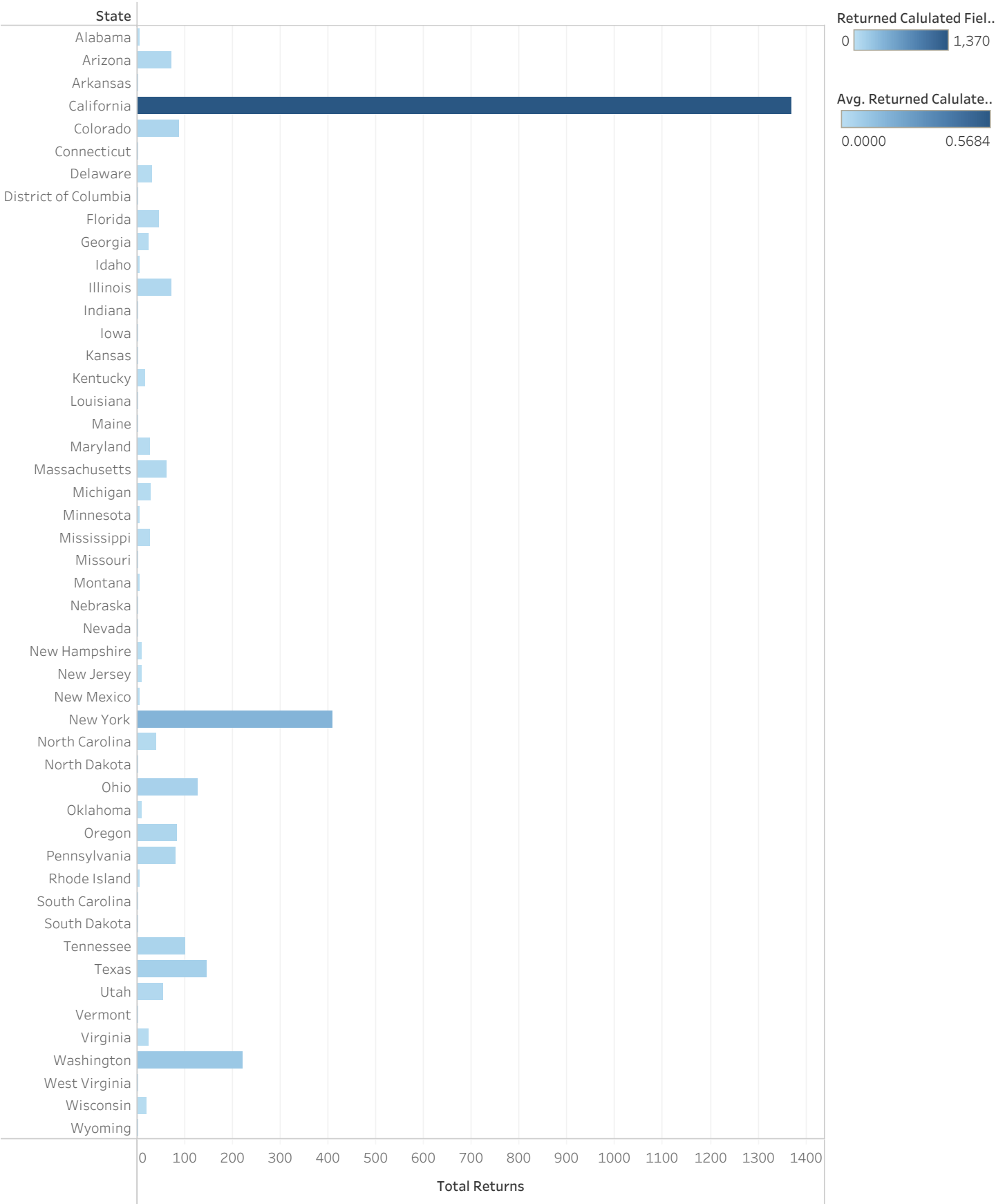
# Return Rate by date/geography/product category

		Segment / Order Date						Avg. Returned Calulate..
Category	Region	Home Office						
		July	August	Septemb..	October	November	December	0.0001.000
Furniture	Central	0.125	0.000	0.000	0.000	0.000	0.000	
	East	0.429	0.000	0.000	0.000	0.000	0.000	
	South	0.000	0.000	0.143	0.000	0.000	0.000	
	West	0.000	0.444	0.167	0.125	0.000	0.469	
Office Supplies	Central	0.000	0.290	0.000	0.000	0.000	0.053	
	East	0.103	0.056	0.000	0.100	0.164	0.000	
	South	0.000	0.000	0.000	0.000	0.125	0.000	
	West	0.000	0.480	0.154	0.243	0.333	0.593	
Technology	Central	0.000	0.000	0.000	0.000	0.000	0.000	
	East	0.429	0.000	0.000	0.182	0.000	0.000	
	South	0.000	0.000	0.000	0.000	0.200	0.000	
	West	0.000	0.000	0.000	0.556	0.346	0.633	

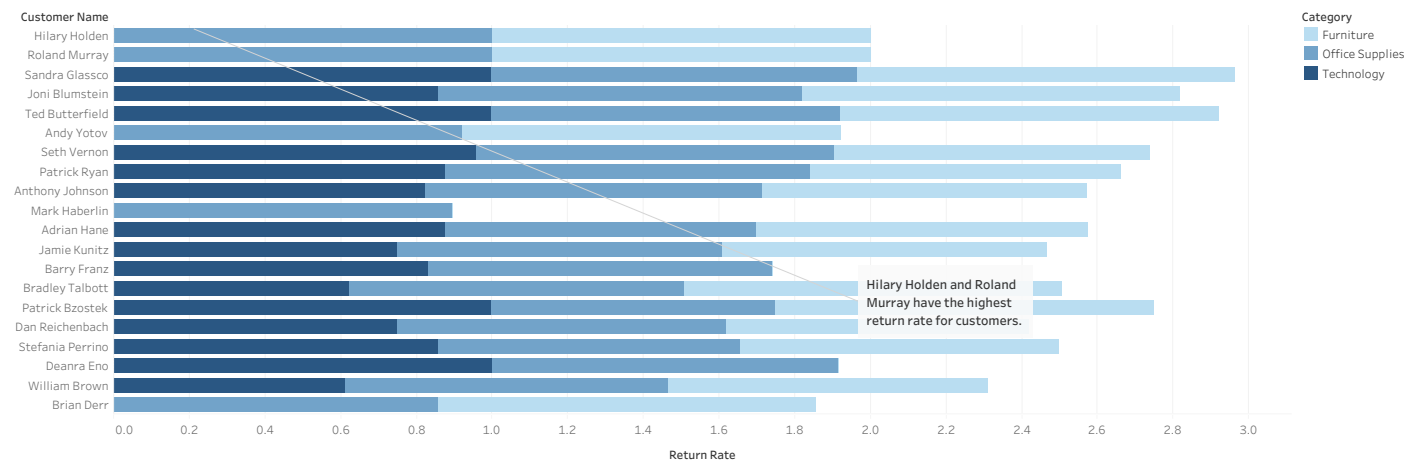
# Return Rate VS Total Returns



# Return Rate VS Total Returns



Return Rate by Customer Categorical Preference



[illegible]

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# Analyzing Return Patterns: Return Rate vs. Total Returns Draft Story

Dashboard Help Section	States with the highest return rate.	California is the state with the highest tota..	A visual comparison of Return Rate vs. Total ..	A categorical breakdown of custom..	Conclusion and Business Insights.
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Help Section:

**Return Rate by Customer:** Shows the top 20 customers with the highest return rate

**Return Rate by Month:** Highlights seasonal trends, with August having the highest return rate

**Total Sales vs. Total Returns (Scatterplot):** Displays the correlation between sales volume and return volume

**Return Rate by Category:** identifies which product categories(e.g., technology) have the highest return rates

**Return Orders by State:** Highlights geographic trends, with Utah having the highest return rate.

**Composite Chart(Date/Geography/Product Category):** Provides a holistic view of return trends over time

Filters:

Use these filers to drill down into specific customers, categories, or states to uncover patterns in return behavior.

For example, filter by 'Technology' to see if returns are high across all regions or only in specific states.



# Analyzing Return Patterns: Return Rate vs. Total Returns Draft Story

Dashboard Help Section	States with the highest return rate.	California is the state with the highest tota..	A visual comparison of Return Rate vs. Total ..	A categorical breakdown of custom..	Conclusion and Business Insights.
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**Summary:** This slide highlights states with the highest return rates, with Utah having the highest. Return rate is calculated as the percentage of total purchass that result in returns. A high return rate indicates potential issues such as product dissatisfaction, misleading marketing, or logistical problems.

**Key Insight:** While Utah has the highest return rate, it does not neccessarily contribute the most to total returns. This suggests that the Superstore might need to investigate why customers in these states are returning items more frequently, even if the total volume is lower.

**Business Impact:** A high return rate in certain states may indicate specific regional issues, such as product-market fit problems, demographic preferences, or shipping-related concerns.

# Analyzing Return Patterns: Return Rate vs. Total Returns Draft Story

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**Business Impact:** High total returns in large markets like California suggest an opportunity to optimize returns processing and reduce associated costs, even if the percentage of returns is not alarming.

**Summary:** This slide focuses on states with the highest total returns, with California having the most. Total returns measures the volume of returned items rather than the percentage of purchases leading to returns.

**Key Insight:** Despite California having the highest total returns, its return rate may not be as high as Utah's. This is because California has a larger customer base and more transactions overall. This proposes that the Superstore should focus their resources on addressing issues in California due to the sheer volum..

# Analyzing Return Patterns: Return Rate vs. Total Returns Draft Story

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**Insight:** This bar graph determines that high return rates correlate with high total returns. It shows that similar states can have disaprportionately high return rates while larger states have high total returns due to the sheer sales volume.

**Conclusion:** This reinforces that the Superstore should prioritze on reducing return rates in specific states or focus on handling total returns more efficently.

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**Insight:** Furniture has the highest return rate amongst the top 20 customers, it may indicate issues like damaged deliveries or mismatched customer expectations regarding quality or size.

**Conclusion:** High return rates in specific categories suggest potential quality issues, misleading product descriptions, or policy exploitation.  
To reduce returns and improve profitability, the Superstore should optimize return policies, enhance product descriptions, and strengthen quality control.

# Analyzing Return Patterns: Return Rate vs. Total Returns Draft Story

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**Actionable Steps:**

Focus on improving product descriptions and quality control in high-return states.

Optimize return logistics and customer service in high-total-return states.

Identify trends in return reasons and tailor solutions accordingly.

**Which is the better metric?** The return rate.

Since the Superstore wants to reduce the volume of returned orders, return rate is more useful, as it identifies states where customers are more likely to return purchases.  
Return rate is better when diagnosing customer satisfaction or product issues.

If the Superstore wants to minimize return processing costs, then the total returns are more important because higher absolute numbers mean greater operational expenses.

Total returns are better when analyzing financial impact and logistics.

# Analyzing Return Patterns: Return Rate vs. Total Returns

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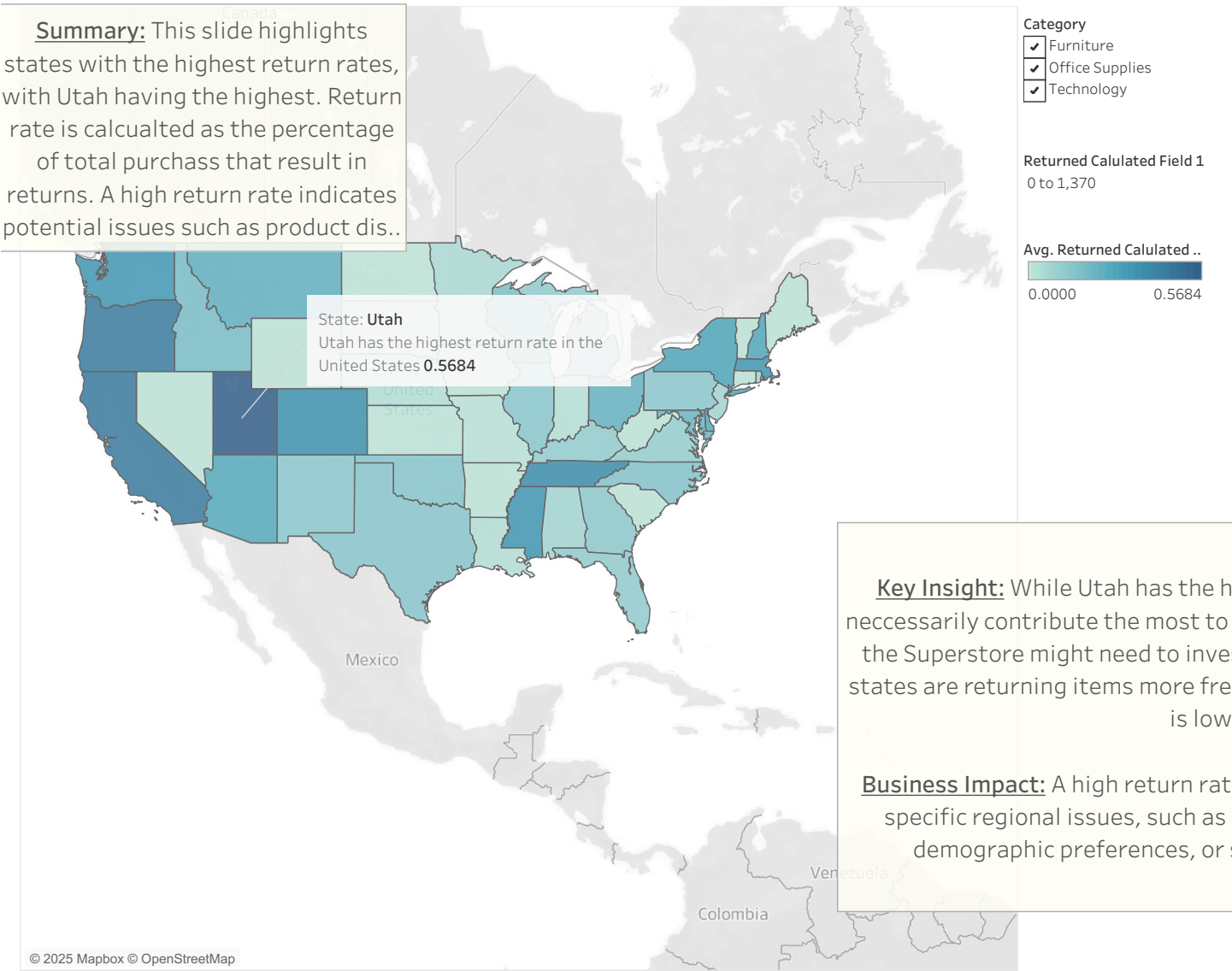
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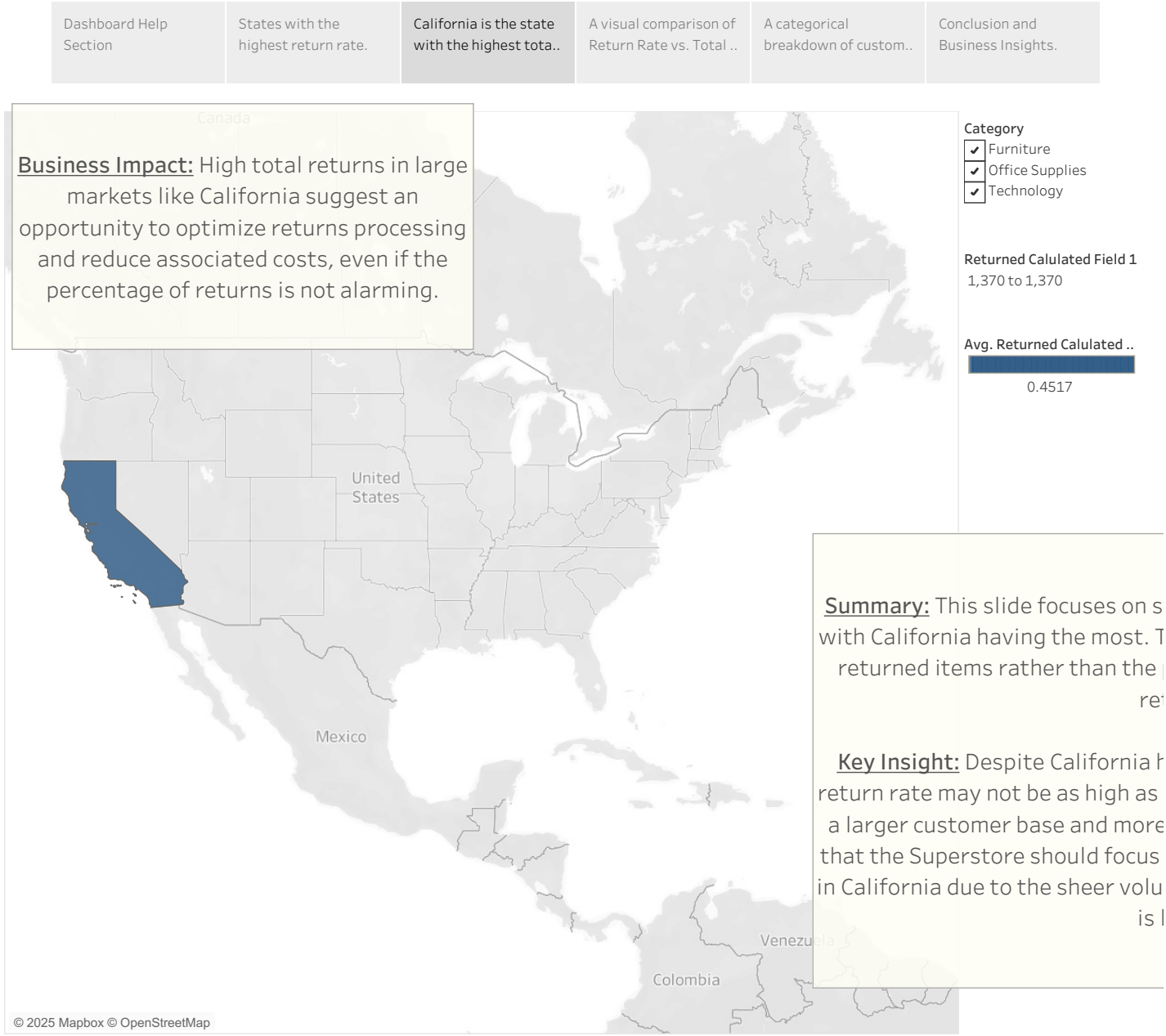
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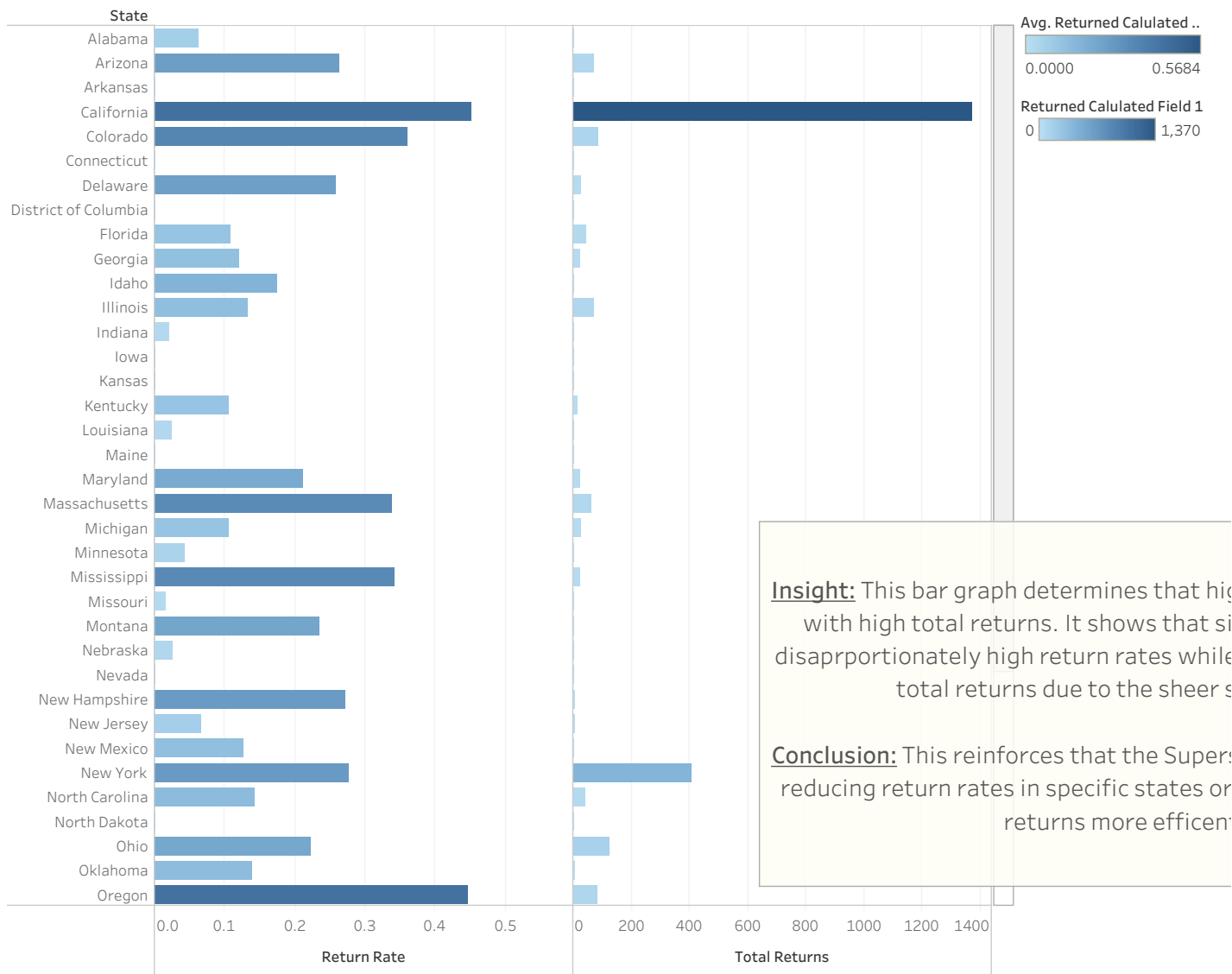
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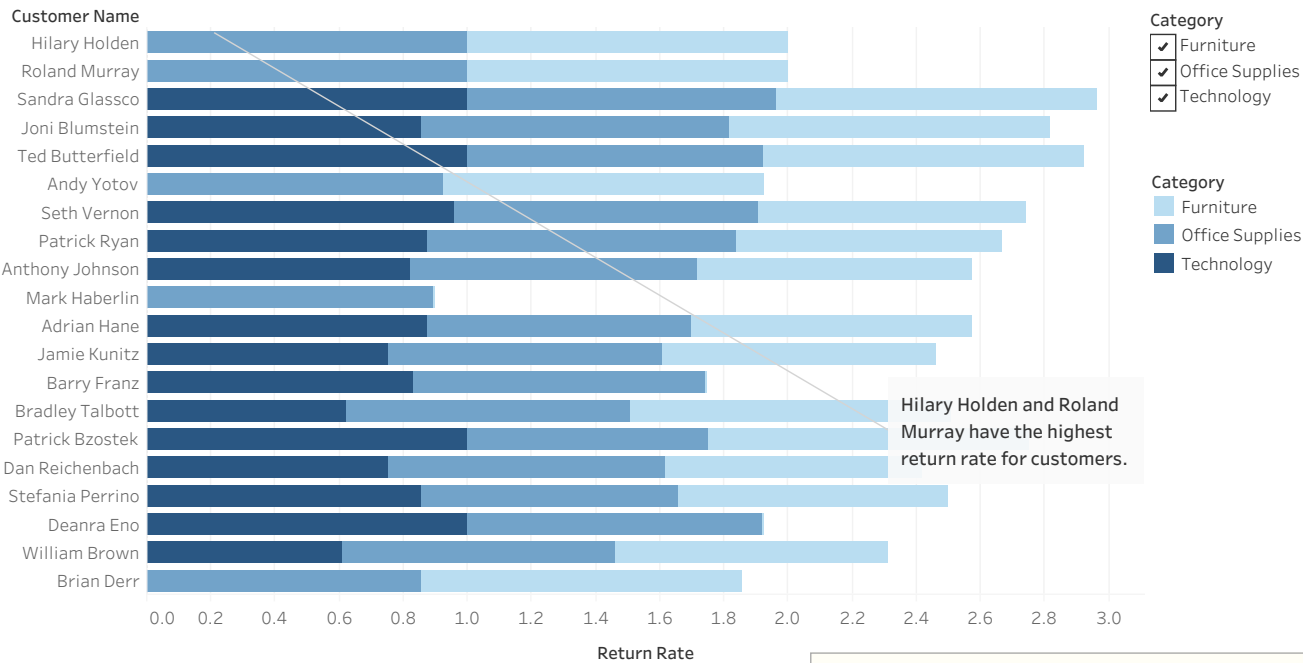
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**Insight:** Furniture has the highest return rate customers, it may indicate issues like damaged or mismatched customer expectations regarding product quality.

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