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Summary | Relationship between total sales and total returns | R ..

This presentation aims at studying the root causes of superstore returns through addressing the following questions :

- What is the relationship between total sales and total returns.
- Which category has the highest return rates and which subcategory that causes that high return rate in each category.
- How does return rate change across months and weeks.
- Is there a particulare day that has a peak of return.
- Which state that causes the highest return rate and in which category.

The presentation also includes appendix that shows returns per customer.

During this study we used two measures to understand the return rates :-
1- Total returns.
2- Avergare returns " Return Rate"

The category, sub-category and years dropdown filter provides the ability to filter to segment by any combination of the three filters.

After studdying the **return rates** to figure out what are the root cuases of returns we were able to highlight the following:
1- **Machines, Fastners and Chairs** respectively have the highest impact on return rates. a further research could be performed to figure out why are these three items are most likely to be returned.
2- Across the months of the year; **August, September & October** generates high rates of returns.
3- By looking at the data from **weekdays** prespective we found that **Thursday, Friday & Saturday** respectively have the highest impact on return rates.
4- Utah, California and Orego states have the highest return rates.

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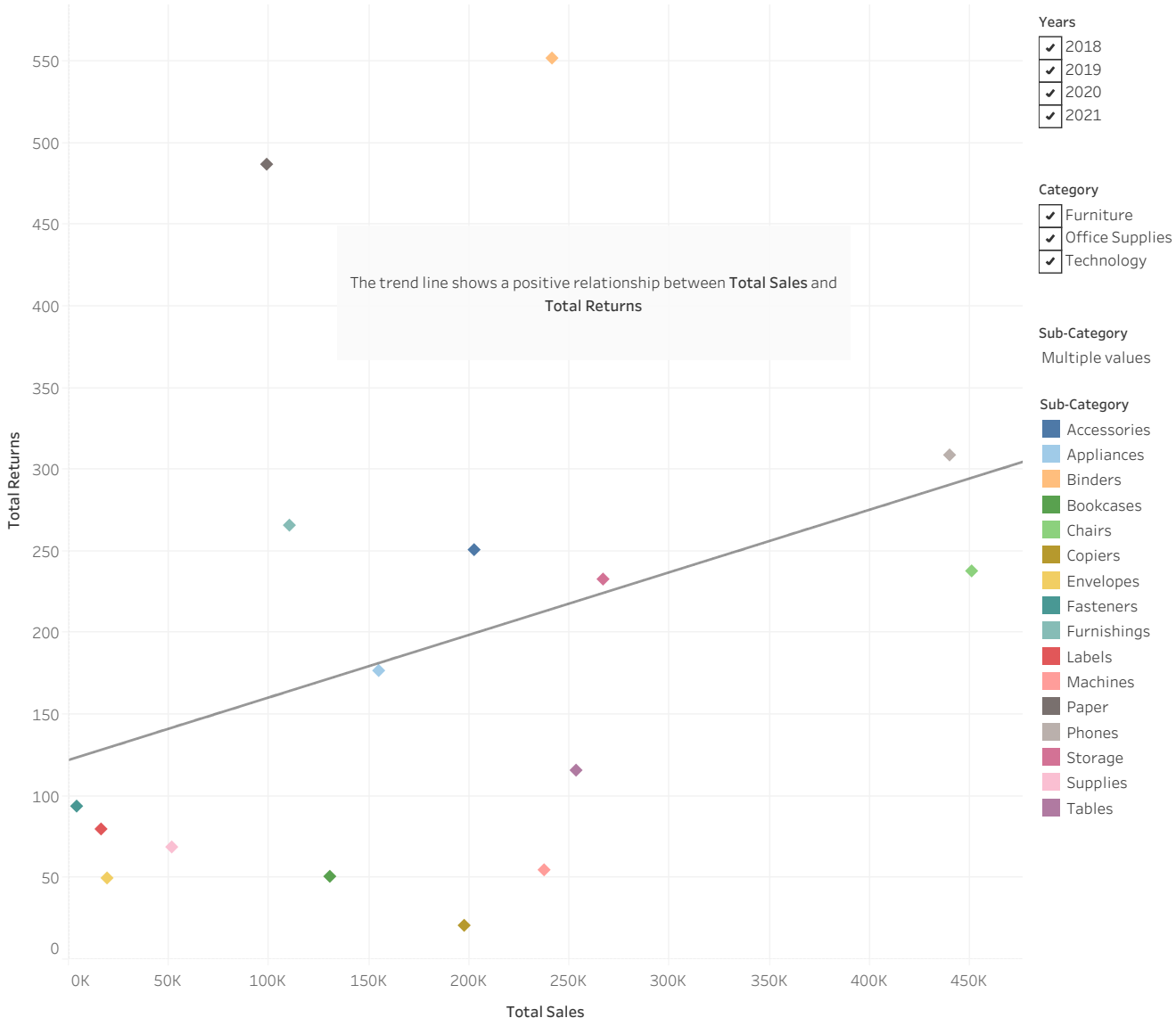
Summary | Relationship between total sales and total returns | Return rate per category & sub-category



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Relationship between total sales and total returns	Return rate per category & sub-category	How the return rates change change over time " return rates per month"

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Return rate per category & sub-category	How the return rates change change over time " return rates per month"	How the return rates change change over time " return rates per week"

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How the return rates change change over time " return rates per month"	How the return rates change change over time " return rates per week"	% of day return of total week & % of day sales of total week

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How the return rates change change over time " return rates per week"	% of day return of total week & % of day sales of total week	Return rates per category and subcategory across weekdays

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% of day return of total week & % of day sales of total week	Return rates per category and subcategory across weekdays	Return rates per state

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Return rates per category and subcategory across weekdays	Return rates per state	Return rate per category across states

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