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> This project investigates customer returns in

Returns can be measured using three metrics: return rate.

High return rates The dashboard appear most often in contains charts that certain product visualize returns by

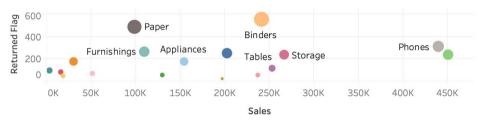
Filters allow you to explore specific seaments, such as

After using the dashboard to identify return issues, vou can

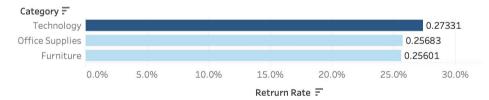
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Return Rate Dashboard (Narrative Flow)

Scatterplot: Sales vs Returns (by Sub-Category)

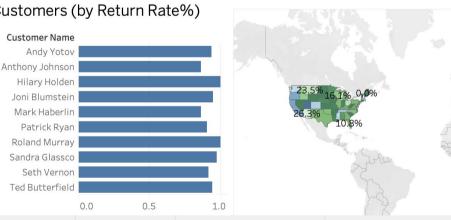


Return Rate by Product Category



Return Rate by State

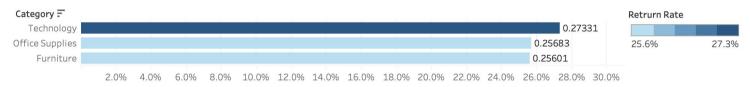
Top 10 Most Returning Customers (by Return Rate%)





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Retrurn Rate =





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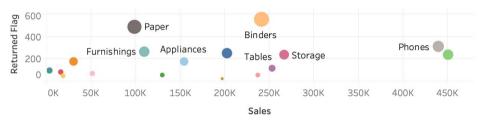
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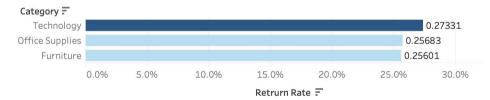
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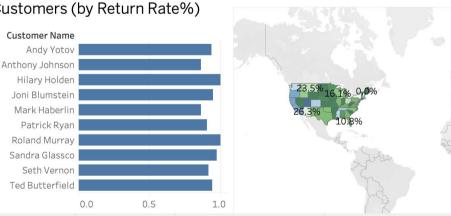


Return Rate by Product Category



Return Rate by State

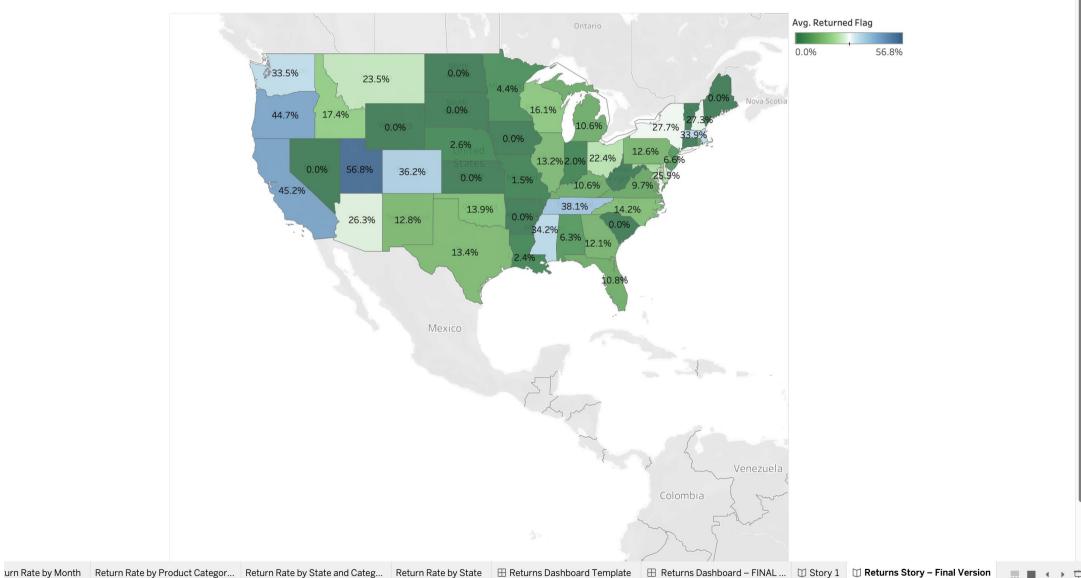
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