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This project investigates customer returns in

Returns can be measured using three metrics: return rate.

High return rates appear most often in certain product

The dashboard contains charts that visualize returns by

Filters allow you to explore specific segments, such as

After using the dashboard to identify return issues, you can

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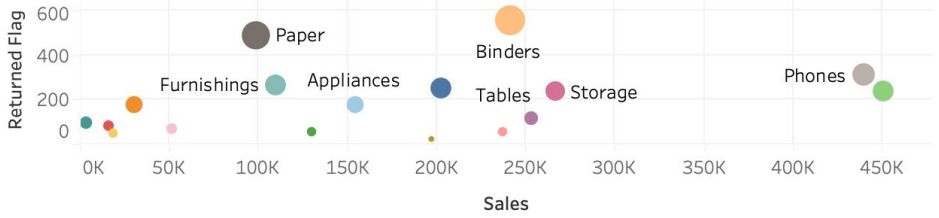
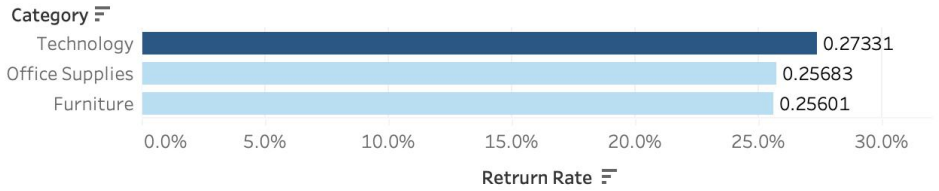
Return Rate Dashboard (Narrative Flow)

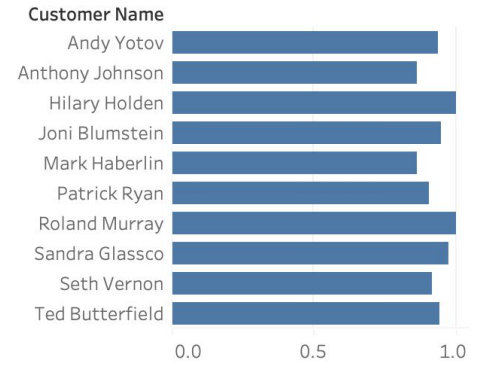
Scatterplot: Sales vs Returns (by Sub-Category)



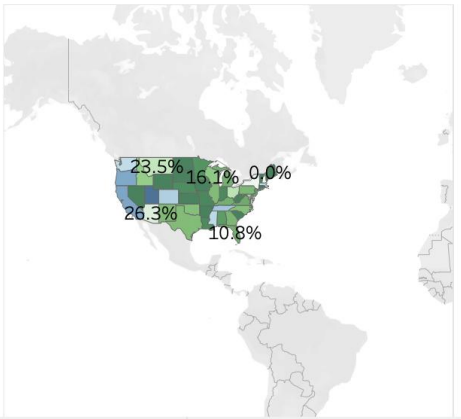
Return Rate by Product Category



Top 10 Most Returning Customers (by Return Rate%)



Return Rate by State



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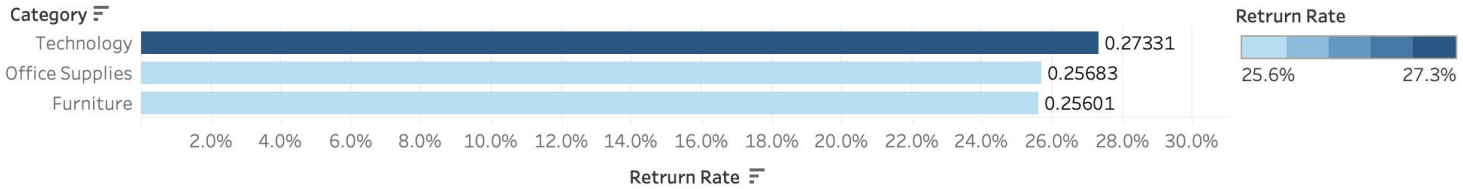

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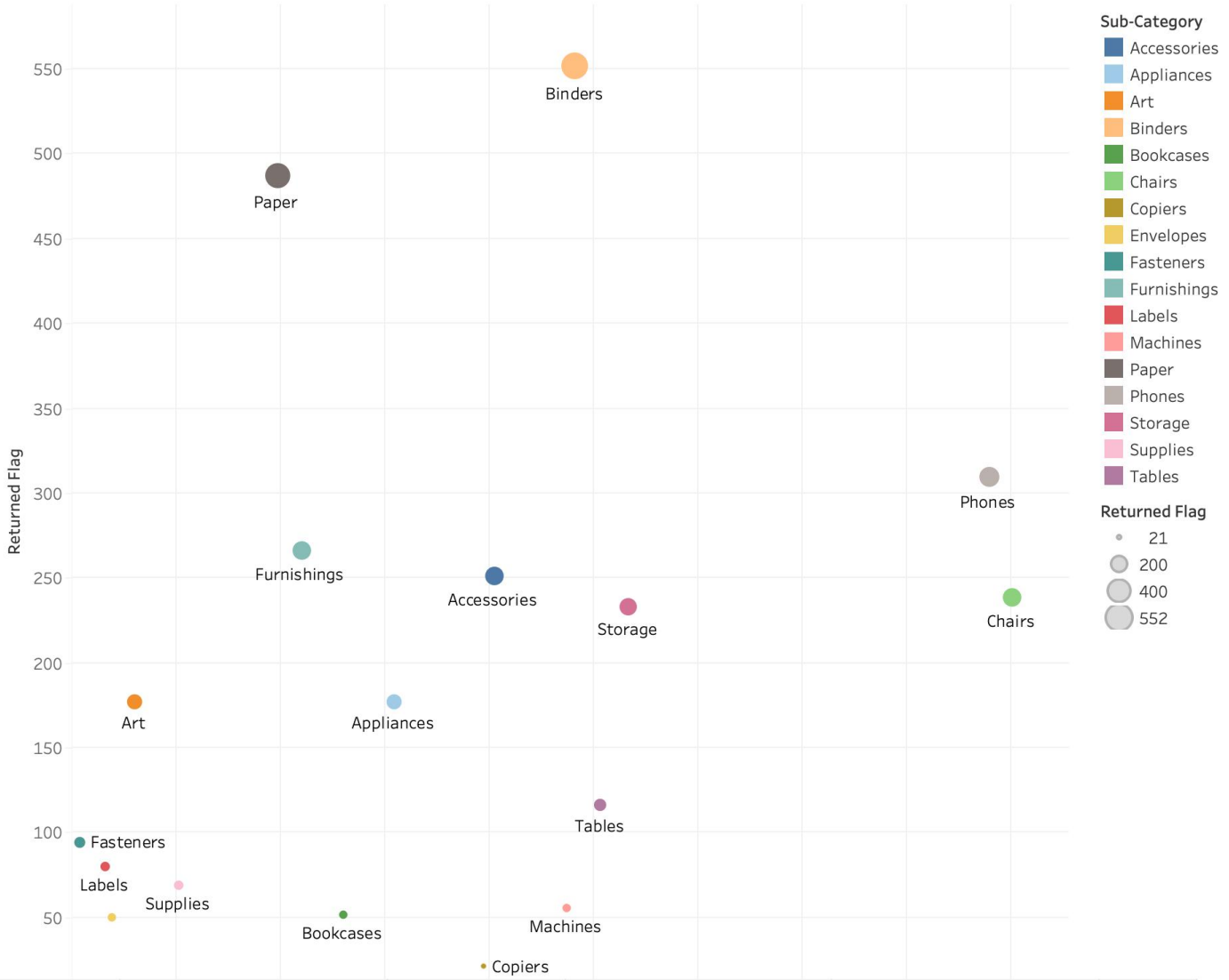

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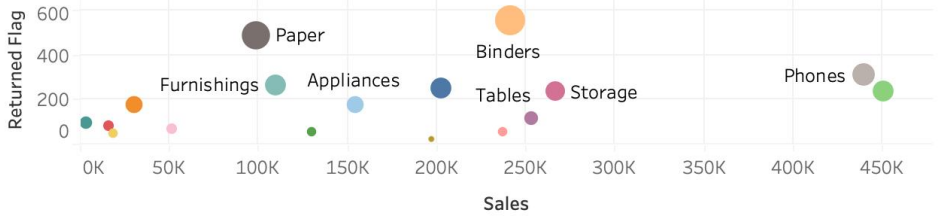

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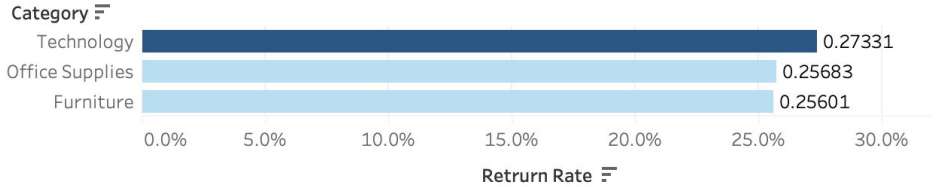

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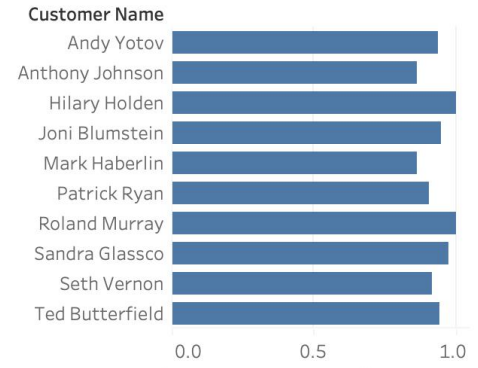

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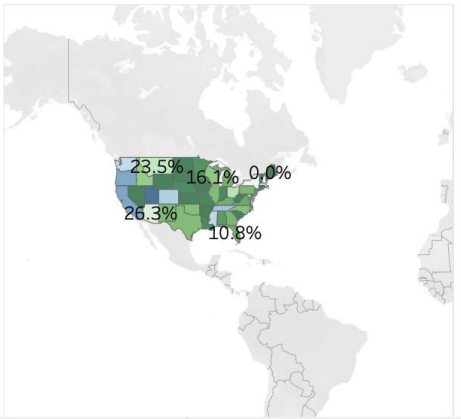

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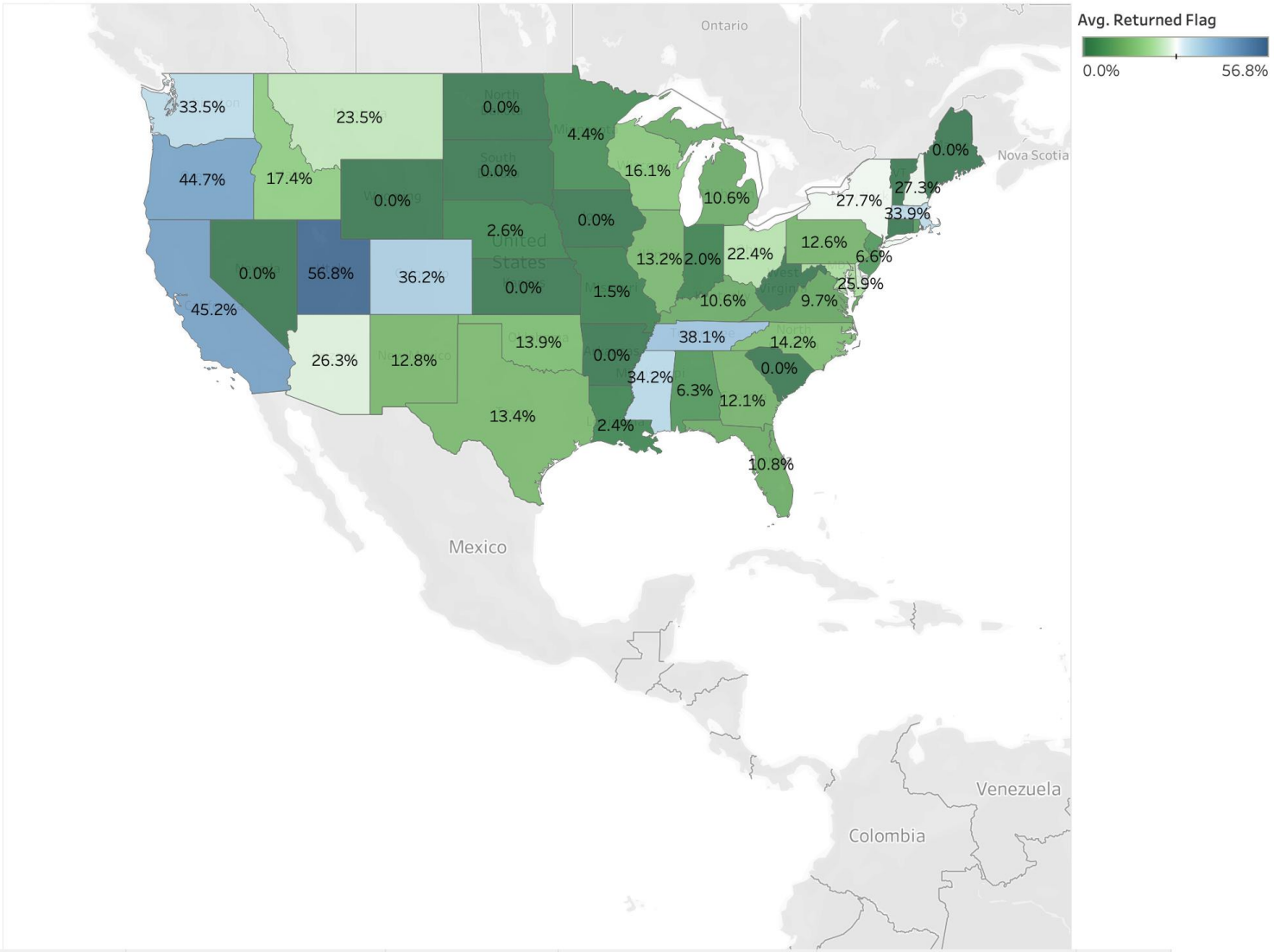

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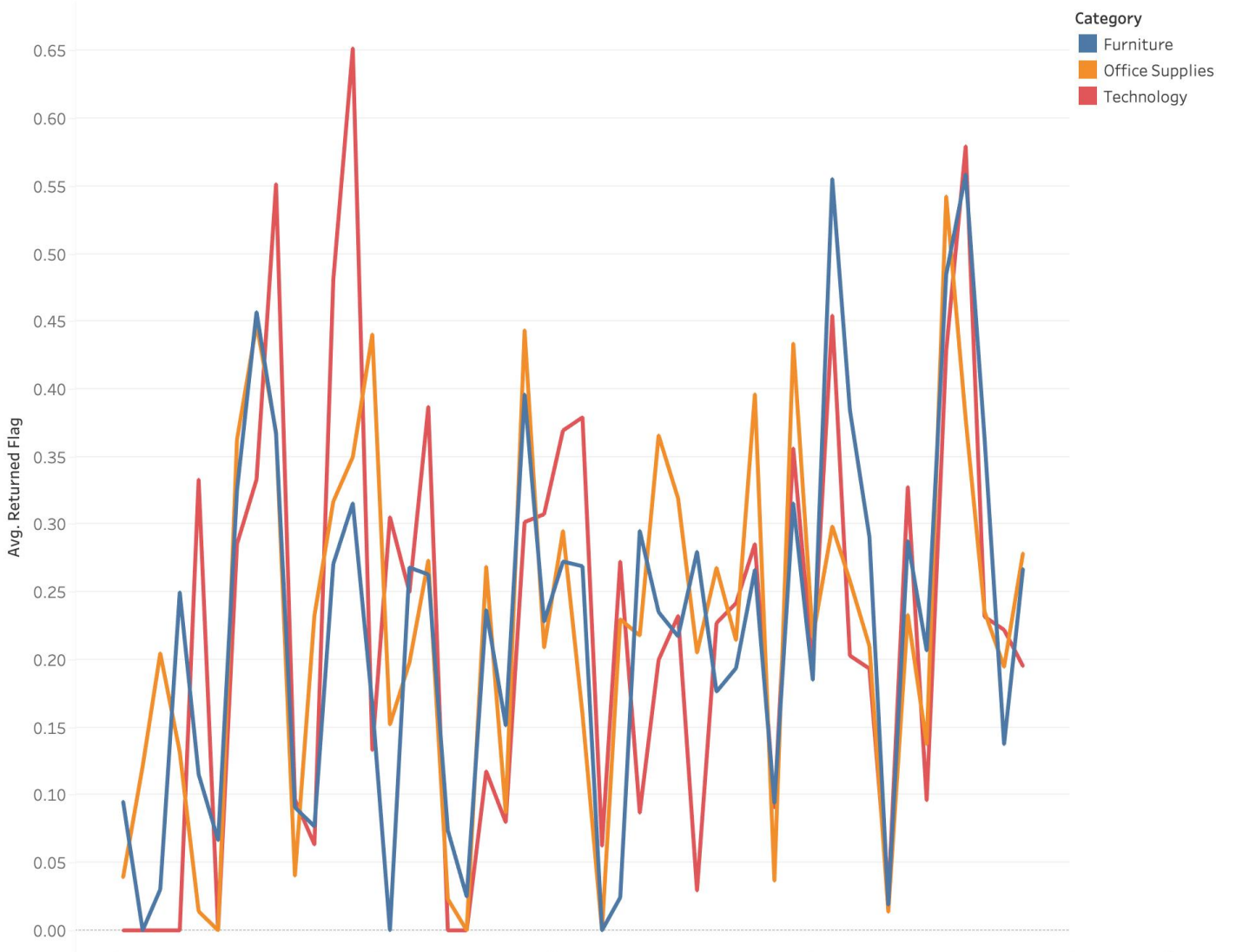
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