

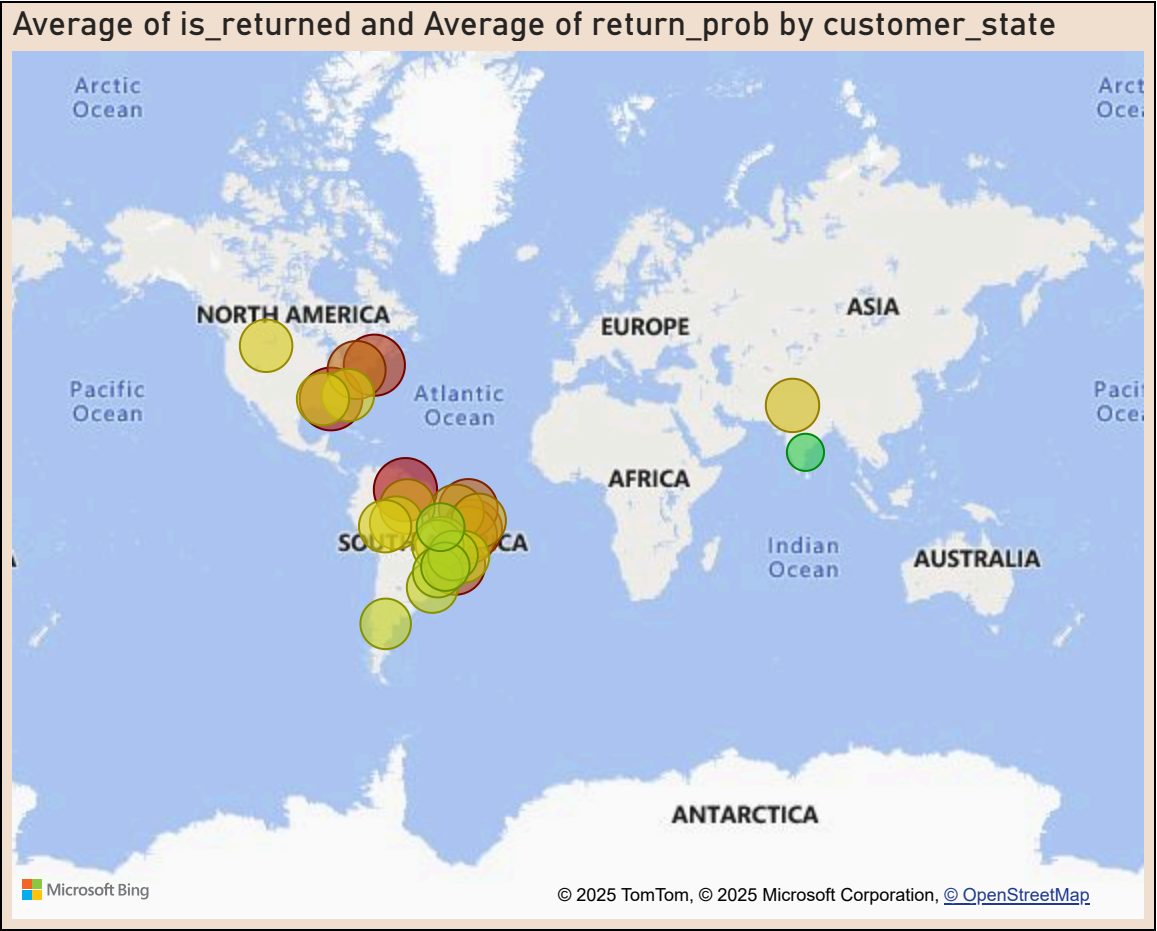
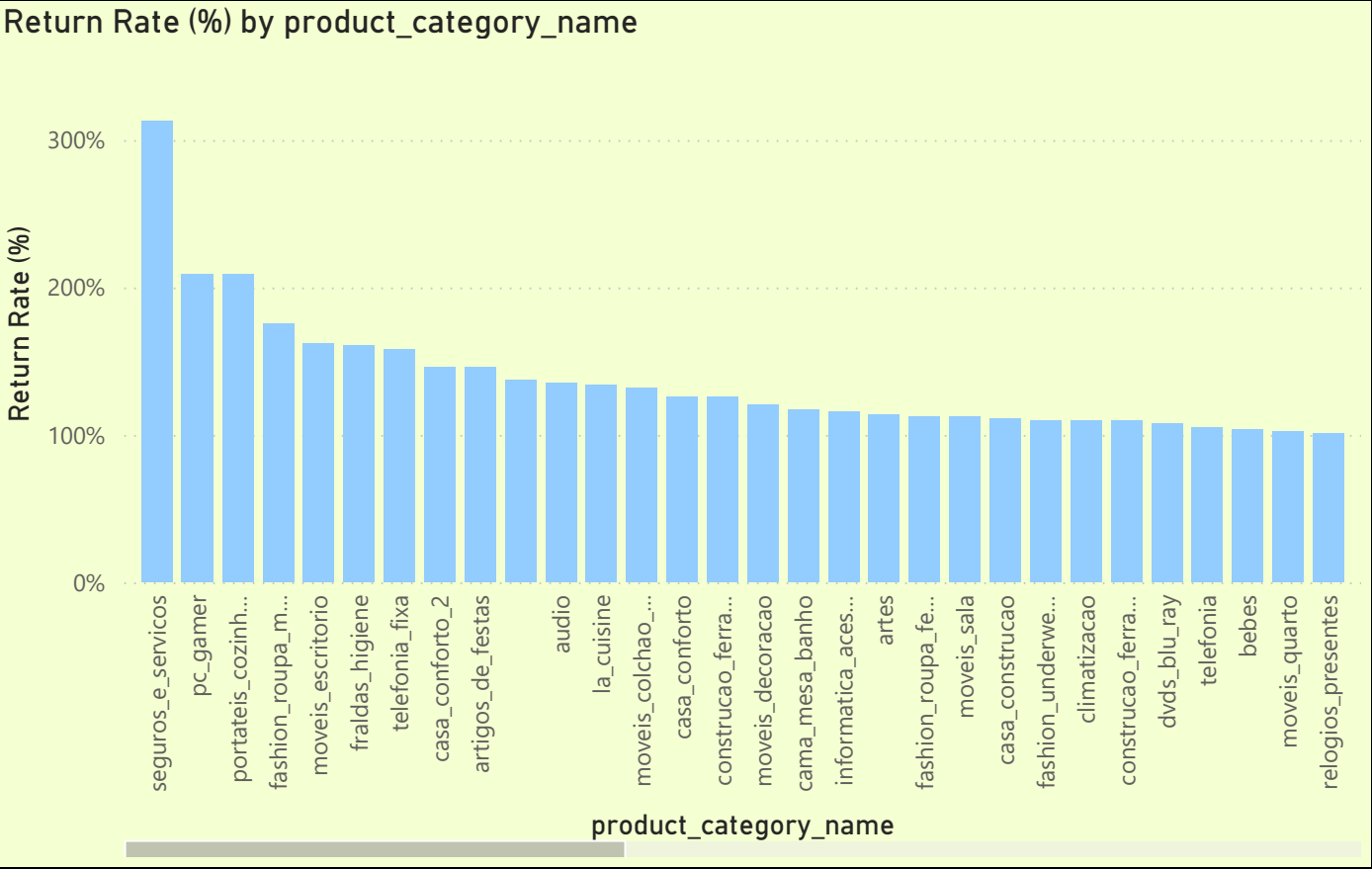


E-commerce Return Rate Reduction Analysis

Return Count

113.31K

Average return / return_prob by state	
RR	
0.25	0.53
Average of is_returned	Average of return_prob
AL	
0.25	0.52
Average of is_returned	Average of return_prob



Total Customer_State

70

Filter Customer_State: All

- ☐ AC
- ☐ AL
- ☐ AM
- ☐ AP



E-commerce Return Rate Reduction Analysis

59.58K

Sum of price

851.15

Average of price

258.73

Average of freight_value

Average of return_prob by Month

74.68%

November

product_id	product_category_name	price	return_prob
256a9c364b75753b97bee410c9491ad8	utilidades_domesticas	1,149.00	82.48%
3bdc89e963c6651b8af38ede485cc82b	utilidades_domesticas	262.50	71.85%
43158180e30b3c0c252049265370d7b1	utilidades_domesticas	649.00	72.13%
5d08ef63cf250136d1e5d2ba85656a8c	utilidades_domesticas	949.00	70.24%
84dacba9d49f304ee015bc094083df20	utilidades_domesticas	395.00	73.21%
a3cd9517ebf5a50dca25acce54f3b171	utilidades_domesticas	2,338.08	84.37%
bc3c6d2a621414f2e1df7a8a32a2828e	sinalizacao_e_seguranca	175.00	79.87%
f9417fcaab540423270d3f693b9944c2	sinalizacao_e_seguranca	210.99	70.25%
d294bd539d8c70342149beb38b767afc	relogios_presentes	489.00	71.86%
1dd284c37ca97cbb86c029c65fb9a494	pet_shop	269.99	70.66%
be7af429d53adfab190dacdaad6a1c9b	papelaria	998.90	72.59%
21d2fdced5c69bfc6539b67908a4ad28	moveis_sala	177.99	71.58%
b6106bf3d09b8fdd33c3a9559da43145	moveis_sala	460.00	74.19%
0661920a7a5f19746f501d1190888270	moveis_escritorio	389.90	70.77%
2a34e0af5f72ca6cdeb148377a247c86	moveis_escritorio	600.00	75.77%
7d1d3de69616eacb023e39204065a068	moveis_escritorio	380.00	73.30%
8ed094bfe076c568f6bb10feada3f75d	moveis_escritorio	179.90	70.09%
f4f4debbcfcafe6858d1e37a1f6e436e	moveis_escritorio	139.98	72.91%

Filter by Product_name: All

☐

automotivo

☐

bebes

☐

beleza_saude

☐

cama_mesa_banho

☐

construcao_ferramentas_construcao

☐

esporte_lazer

☐

ferramentas_jardim

☐

industria_comercio_e_negocios

☐

instrumentos_musicais

E-commerce Return Rate Reduction Analysis

20.01K

Sum of price

1.00K

Average of price

266.93

Average of freight_value

Average of return_prob by Month

72.62%

October

product_id	product_category_name	price	return_prob
0cf5798cf0a69ca39b286d63dd5a9501	esporte_lazer	3,099.00	73.47%
0f3777229e40207d248acfd6e1f716b6	esporte_lazer	189.90	74.34%
24bf010d82955430eeea5ed7643711c7	esporte_lazer	999.99	78.16%
966b5d9192f75a085e72b4861e25b5df	esporte_lazer	1,099.00	74.49%
c60da43ed0fc0f33c57242c2f631e99e	esporte_lazer	1,459.00	72.62%
dafc867209fb20b8331f1edaebc95b58	esporte_lazer	883.90	71.46%
1d16c0509e7011656e03c6a582ff6667	beleza_saude	760.00	73.85%
1d16c0509e7011656e03c6a582ff6667	beleza_saude	760.00	79.32%
46e24ce614899e36617e37ea1e4aa6ff	beleza_saude	1,050.00	79.92%
48c9b5b0aff66a99d74fbc6e2c600b33	beleza_saude	1,050.00	73.88%
97c948ebc8c04b26b7bbb095d4228f2a	beleza_saude	1,050.00	73.88%
97c948ebc8c04b26b7bbb095d4228f2a	beleza_saude	1,050.00	79.93%
97c948ebc8c04b26b7bbb095d4228f2a	beleza_saude	1,050.00	81.15%
a8baceb529f7e2a5c770cc5b4e3da35d	beleza_saude	760.00	74.53%
aed75ad669fbabd5a385ac7cc2ae7573	beleza_saude	550.00	75.64%
bbc5419bc92d76e27795c9ec2c233c64	beleza_saude	680.00	73.01%
c100e5fef1abb5e1c5054d1dac2d83ac	beleza_saude	890.00	74.67%
dc861f18267cce21f3b70f9f7990b8ce	beleza_saude	990.00	79.33%

Filter by Product_name: Multiple sel... ▾

☐ automotivo

☐ bebes

☒ beleza_saude

☐ cama_mesa_banho

☐ construcao_ferramentas_construcao

☒ esporte_lazer

☐ ferramentas_jardim

☐ industria_comercio_e_negocios

☐ instrumentos_musicais