Story 1

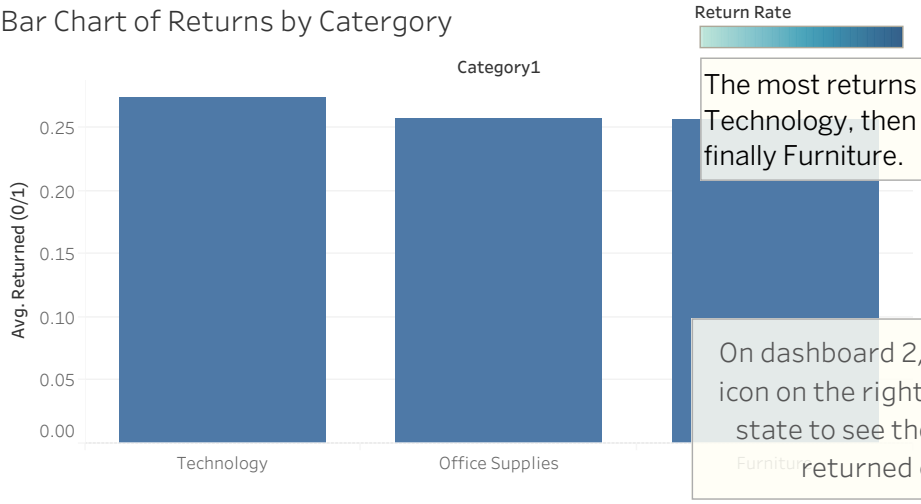
How should returns be measured? Is the return rate, the total cost of returns or the total number of returns a better measure? When is one better than the other?
What are the key root causes of returns?

Returns should be measured by making the Returned field into a calculated field where the null values are 0 and the Yes values are 1. The average of this field is the *return rate*, while the *total returns* are the count or sum of returns. Total numbers of returns is a better measure because of the unclear accounting of the cost of returns. The key root causes of returns are the sub-category of products, month and region.

Story 1

Summary	Bar Chart of Returns by Category and a Ma..	Treemap of Returns by Region and Return Ra..	Scatterplot of Sales and Returns and Retu..	Bar Chart Of Returns by City	Conclusion

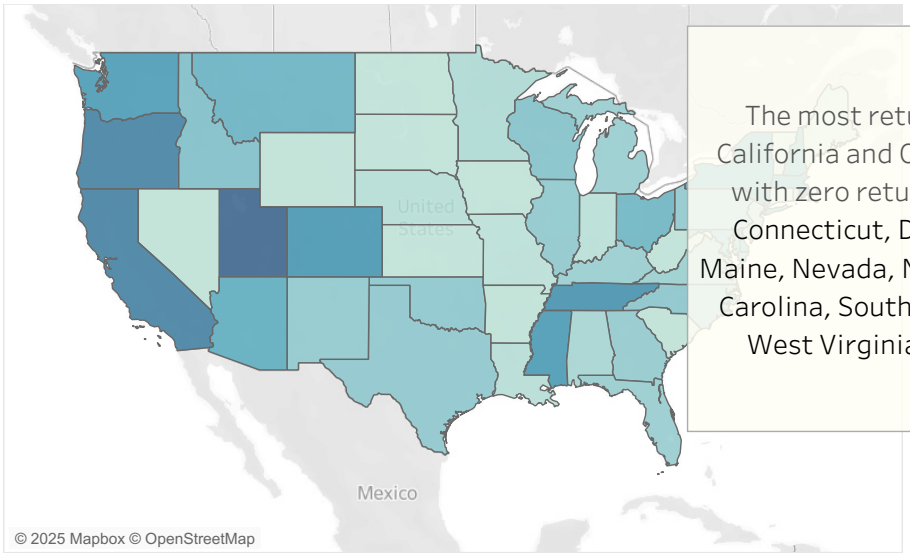
Bar Chart of Returns by Catergory



The most returns by category are Technology, then Office Supplies and finally Furniture.

On dashboard 2, click on the filter icon on the right, then click on the state to see the most and least returned categories.

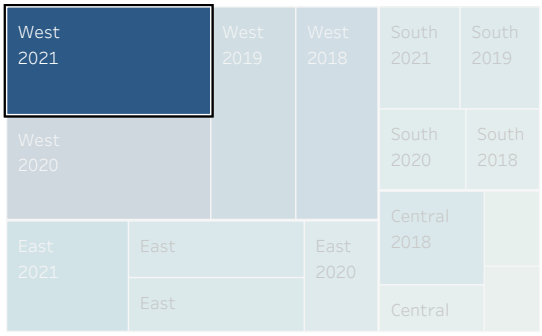
Map of Return Rate



The most returns are in Utah, California and Oregon. The states with zero returns are Arkansas, Connecticut, D.C, Iowa, Kansas, Maine, Nevada, North Dakota, South Carolina, South Dakota, Vermont, West Virginia, and Wyoming.

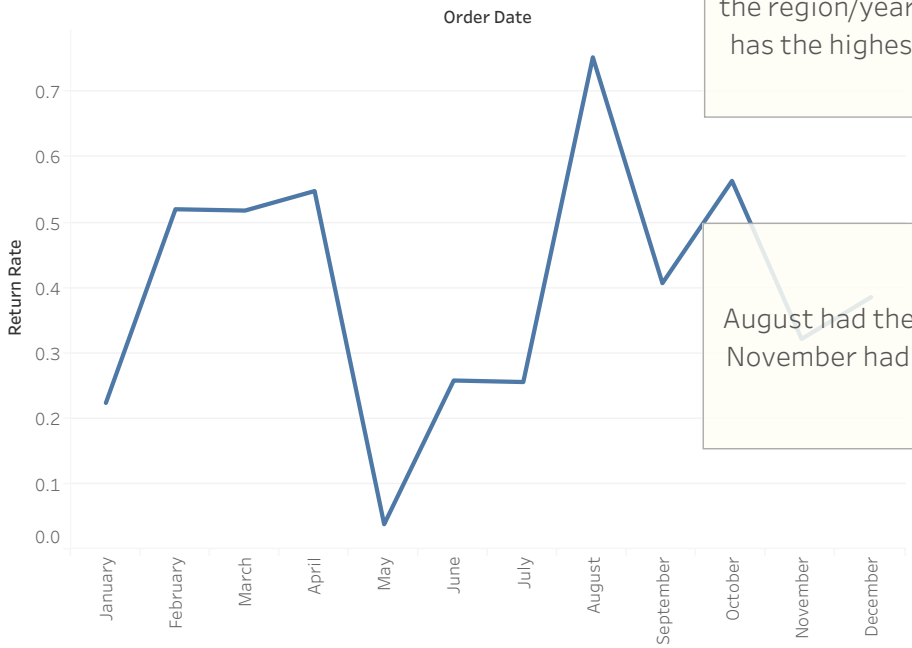
Story 1

Treemap of Returns by Region



The West region in 2021 and 2020 had the most returns, while the Central region had the least returns in 2019 and 2020.

Return Rate by Month

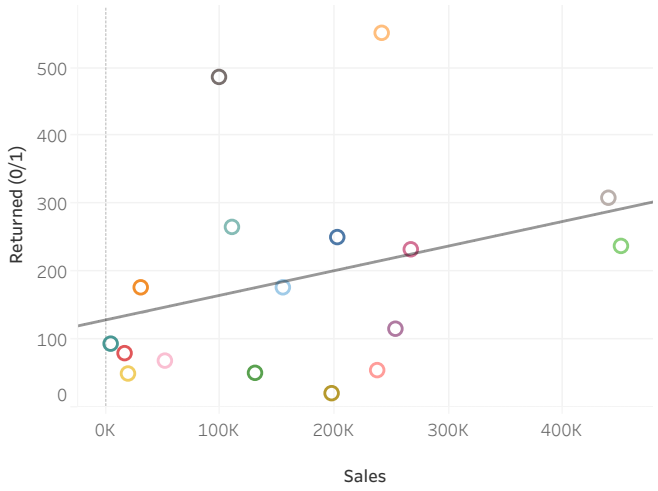


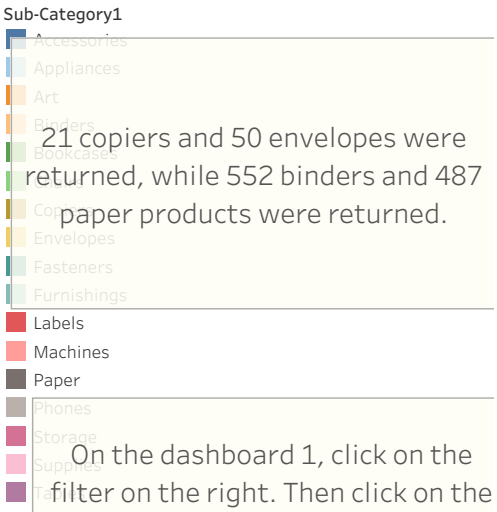
For the dashboard 3, click on the filter icon on the right and click on the region/year to see which month has the highest and lowest return rate.

August had the most returns and November had the least returns.

Story 1

Scatterplot of Sales and Returns

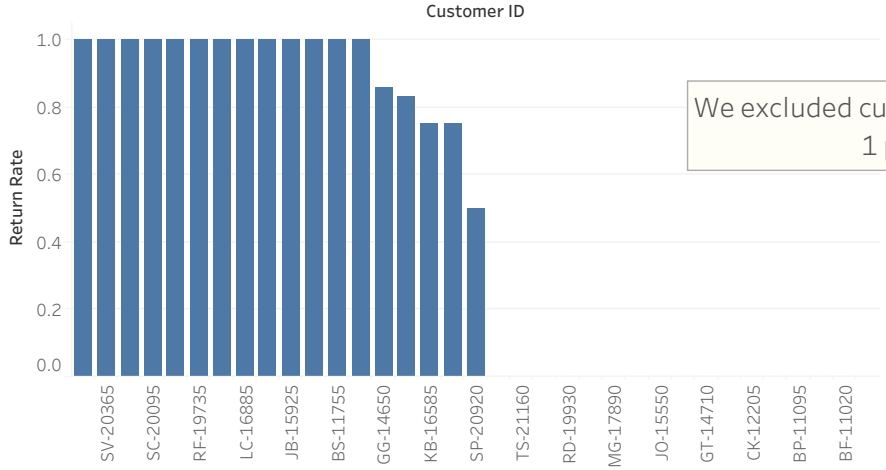




21 copiers and 50 envelopes were returned, while 552 binders and 487 paper products were returned.

On the dashboard 1, click on the filter on the right. Then click on the subcategory to see which customer return rate was that product.

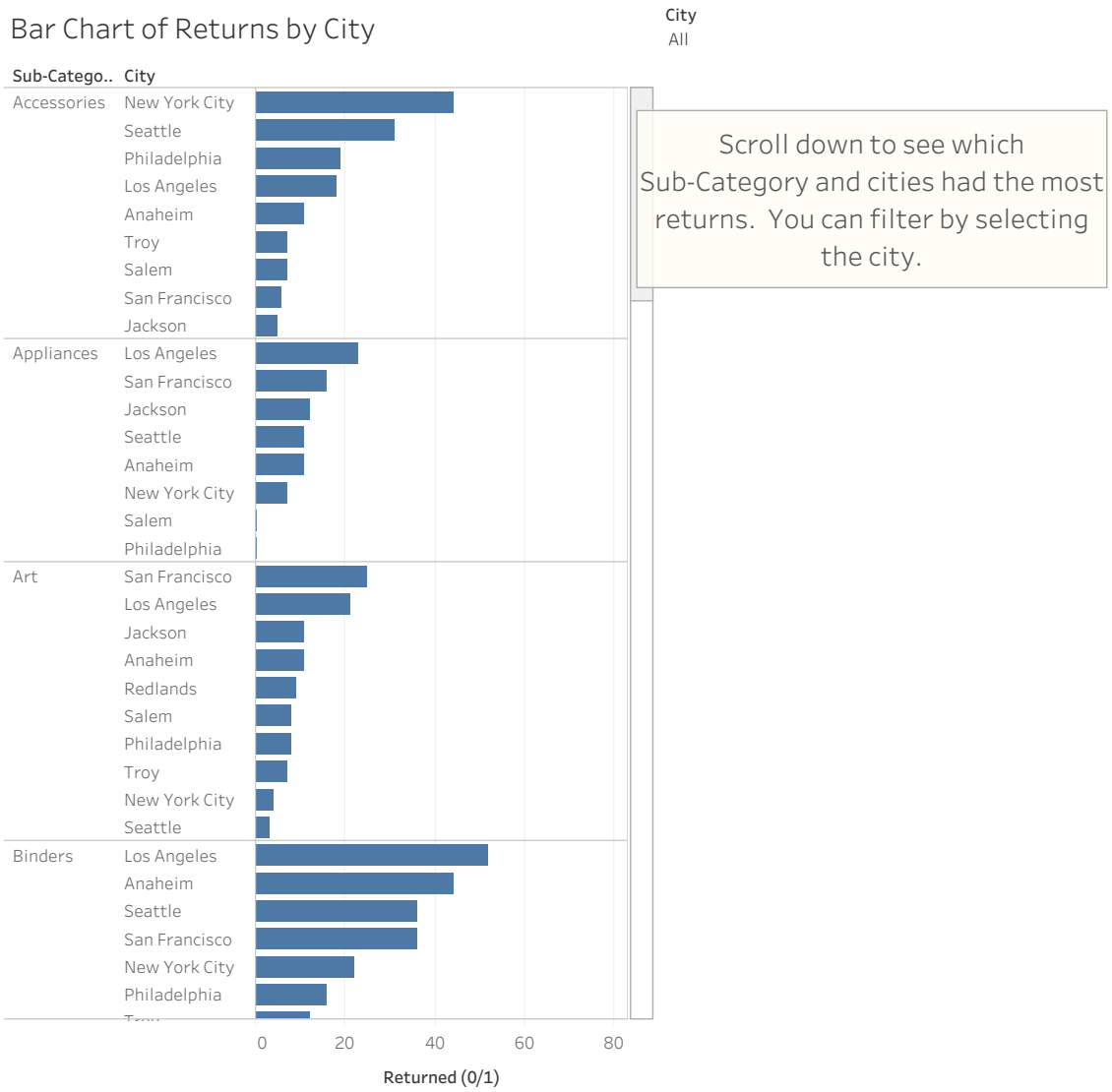
Return Rate by Customer



We excluded customers that ordered 1 product.

Story 1

Bar Chart of Returns by City



Scroll down to see which Sub-Category and cities had the most returns. You can filter by selecting the city.

Story 1

Actions that can be taken after using the Dashboard to identify the root causes are to perhaps increasing the discounts for products. Limiting the time period for returns can also descrease the amount of returns.