



E-commerce Return Rate Reduction Analysis Dashboard

6

Total Orders

Region

☐ East

☐ North

☐ South

☒ West

1

Total Returns

Marketing Cha...

☐ Email

☐ Referral

☐ Search Ads

☒ Social Media

16...

Return Rate

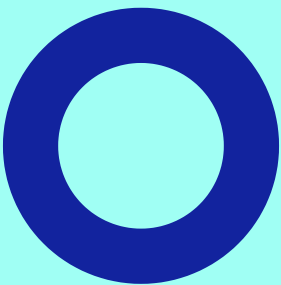
Order Date

09-01-2024

09-04-2024



Return Rate by Marketing Channel

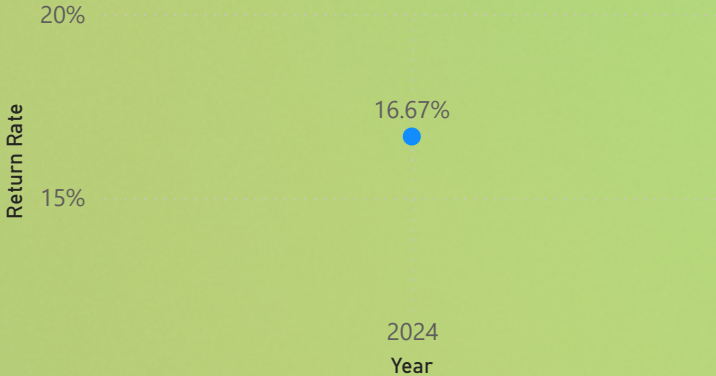


Marketing Chan...

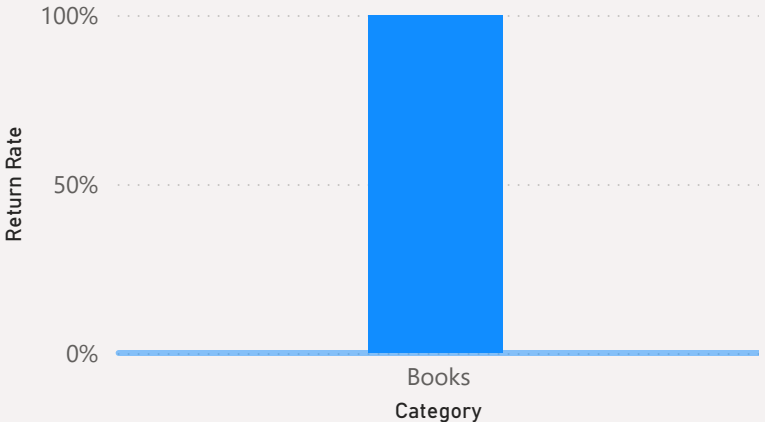
● Social Media

16.67% (100%)

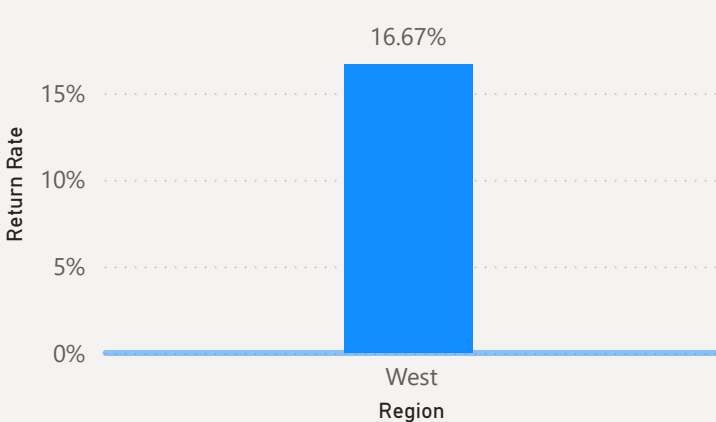
Return Rate by Year



Return Rate by Category



Return Rate by Region

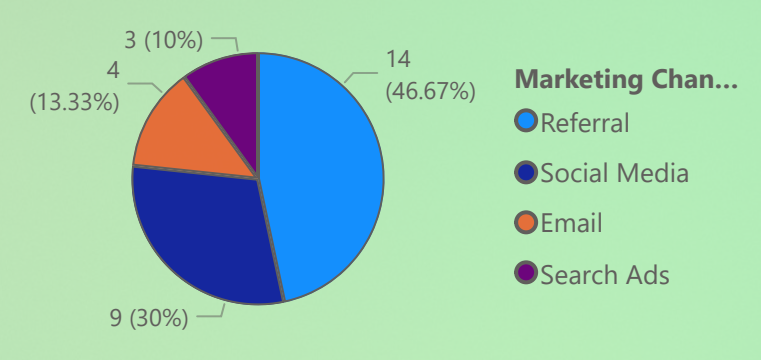




Detailed Drillthrough: Order & Return Report

| Order ID | Product ID | Sum of Price | Sum of Returned | Region | Marketing Channel | Year | Month |
|----------|------------|--------------|-----------------|--------|-------------------|------|----------|
| O1004 | P204 | 86.45 | 1 | South | Email | 2024 | January |
| O1006 | P206 | 38.46 | 1 | North | Social Media | 2024 | January |
| O1007 | P207 | 434.43 | 1 | South | Referral | 2024 | January |
| O1009 | P209 | 356.96 | 1 | West | Referral | 2024 | January |
| O1010 | P210 | 20.09 | 1 | West | Referral | 2024 | January |
| O1013 | P213 | 114.05 | 1 | North | Email | 2024 | January |
| O1015 | P215 | 99.87 | 1 | West | Referral | 2024 | January |
| O1017 | P217 | 267.13 | 1 | East | Search Ads | 2024 | January |
| O1019 | P219 | 152.70 | 1 | North | Referral | 2024 | January |
| O1020 | P220 | 309.81 | 1 | West | Referral | 2024 | January |
| O1021 | P221 | 78.35 | 1 | East | Referral | 2024 | January |
| O1024 | P224 | 233.47 | 1 | North | Email | 2024 | January |
| O1030 | P230 | 307.70 | 1 | South | Referral | 2024 | January |
| O1033 | P233 | 474.95 | 1 | West | Email | 2024 | Februari |
| O1034 | P234 | 483.16 | 1 | North | Referral | 2024 | Februari |
| O1037 | P237 | 57.86 | 1 | West | Referral | 2024 | Februari |
| O1039 | P239 | 225.67 | 1 | North | Social Media | 2024 | Februari |
| O1046 | P246 | 162.74 | 1 | East | Referral | 2024 | Februari |
| Total | | 24,038.88 | 30 | | | | |

Sum of Returned by Marketing Channel



100

Count of Order ID

30.0...

Return Rate

Sum of Returned by Region

