**Storytelling with data:** [**Project 5**](https://public.tableau.com/views/StorytellingwithDataProjectpage2/ScatterPlotSalesandReturns?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

**Summarization Project 5:**

I analyzed the high number of returned orders at the Superstore using Tableau by joining the Returns and Orders tables and creating a calculated field to measure return rates. Visualizations, including scatterplots, bar charts, maps, and composite charts, were developed to identify root causes such as product subcategories, return-prone customers, geographic patterns, and seasonal trends. I designed and implemented a user-friendly dashboard in Tableau, incorporating interactive filters and visual elements to effectively monitor return metrics. The dashboard highlights key findings, such as correlations between sales and returns, and allows stakeholders to explore data by geography, time, and product categories. The project concluded with a presentation of the analysis and dashboard, offering actionable recommendations to reduce returns and improve profitability**.**

**Summarization of Project 5 instructions**

**What is Causing the High Number of Returned Orders at the Superstore?**

This project aims to help the CEO of the Superstore understand the root causes behind the high number of returned orders and propose strategies to reduce returns. Using Tableau visualizations, we analyze return rates across various dimensions such as product, customer, geography, and time to identify key trends and patterns. Finally, we design and present a dashboard to summarize findings, guide decision-making, and demonstrate actionable insights**.**

**Part 1: What is Causing Returns?**

I joined the Returns table with the Orders table and created a calculated field to measure return rates as the average of returned values. Using Tableau, I built visualizations including scatterplots, bar charts, and maps to analyze correlations between sales and returns, identify return-prone customers, and explore geographic and seasonal patterns ofreturns**.** Composite charts highlighted return trends across multiple factors, providing deeper insights into root causes.

**Part 2: Building a Dashboard for Monitoring Returns**

I created three mock-ups of the dashboard design on paper, selecting the best option to implement in Tableau. Using empty containers, I designed a dashboard template and added visualizations, markers, and titles to make the dashboard user-friendly and informative. The finalized dashboard displays key metrics and allows for interactive filtering to help monitor return trends and identify actionable insights efficiently.

**Part 3: Presenting Your Analysis and Dashboard**

I structured the presentation into a clear story arc, summarizing the return analysis, measures, and root causes with supporting visualizations. Each dashboard component was explained, showcasing its content, interpretation, and filters for identifying patterns. Actions based on the findings were proposed. The final presentation included the Tableau Story, demonstrating how the dashboard aids decision-making and recommending next steps, such as implementing the dashboard for ongoing monitoring.