

Story to Present

	National AVG Return Rate	Returns Dashboard	Return Rste by State	Number of Total Returns by Category	No. of Returns by Category and Sub-Cat..	Recommendations
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Avg. Return Rate
0.2597

Believe "returns" should be messured as Avg return rate. this measure will show based on state, category, or month the percent chance to see an order returned.

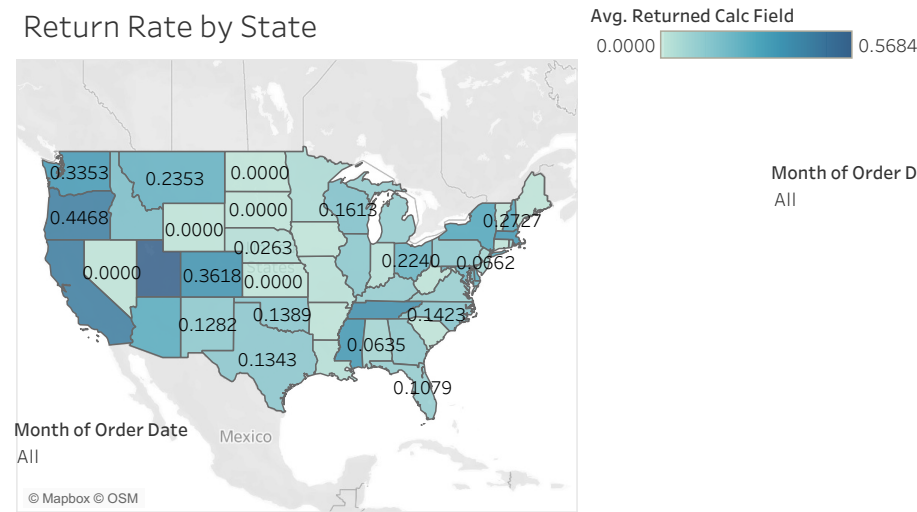
Total Reuturns would be helpful in category vs. returns to learn most returned items

Story to Present

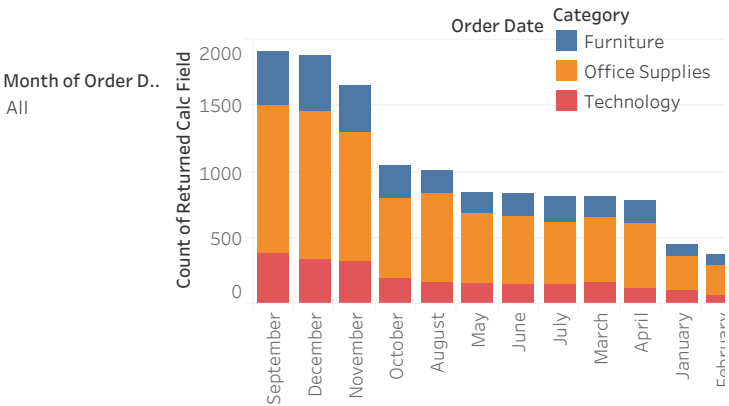
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High Returned Orders Investigation

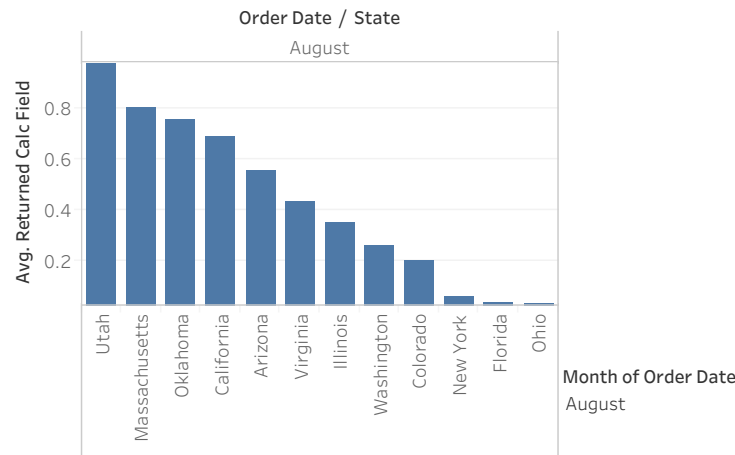
Return Rate by State



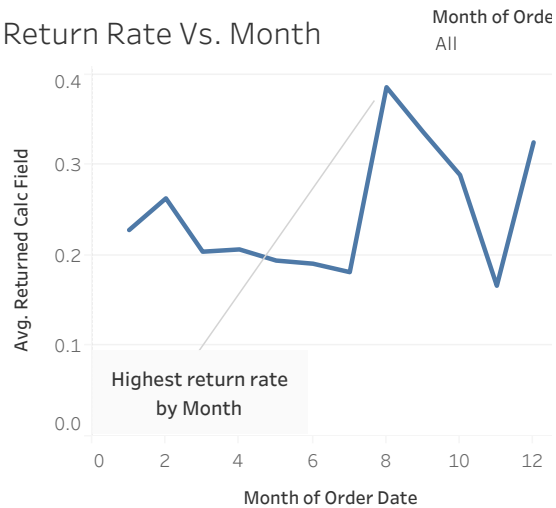
No. of Returns by State/Month/Category



Return Rate By State and Category

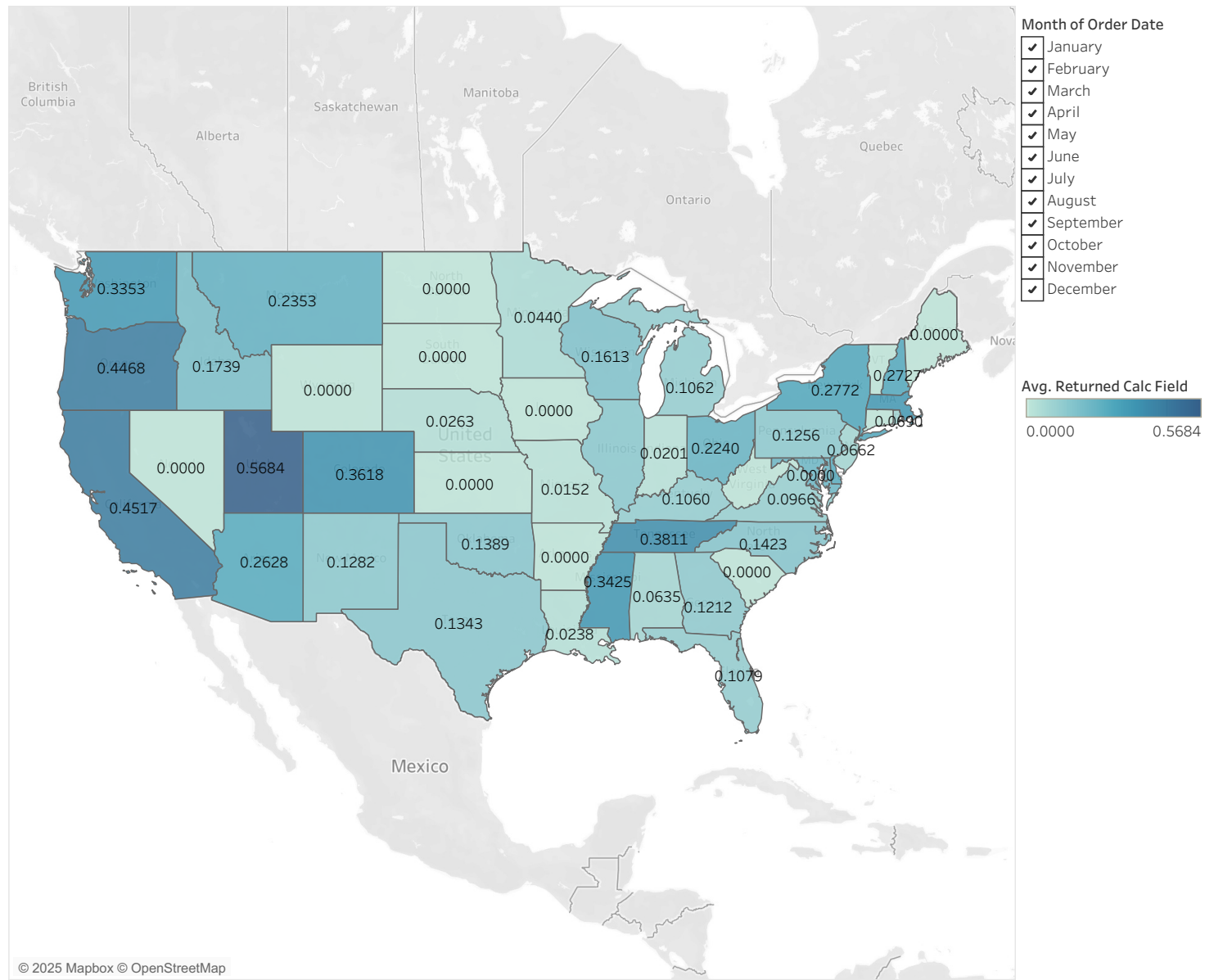


Return Rate Vs. Month



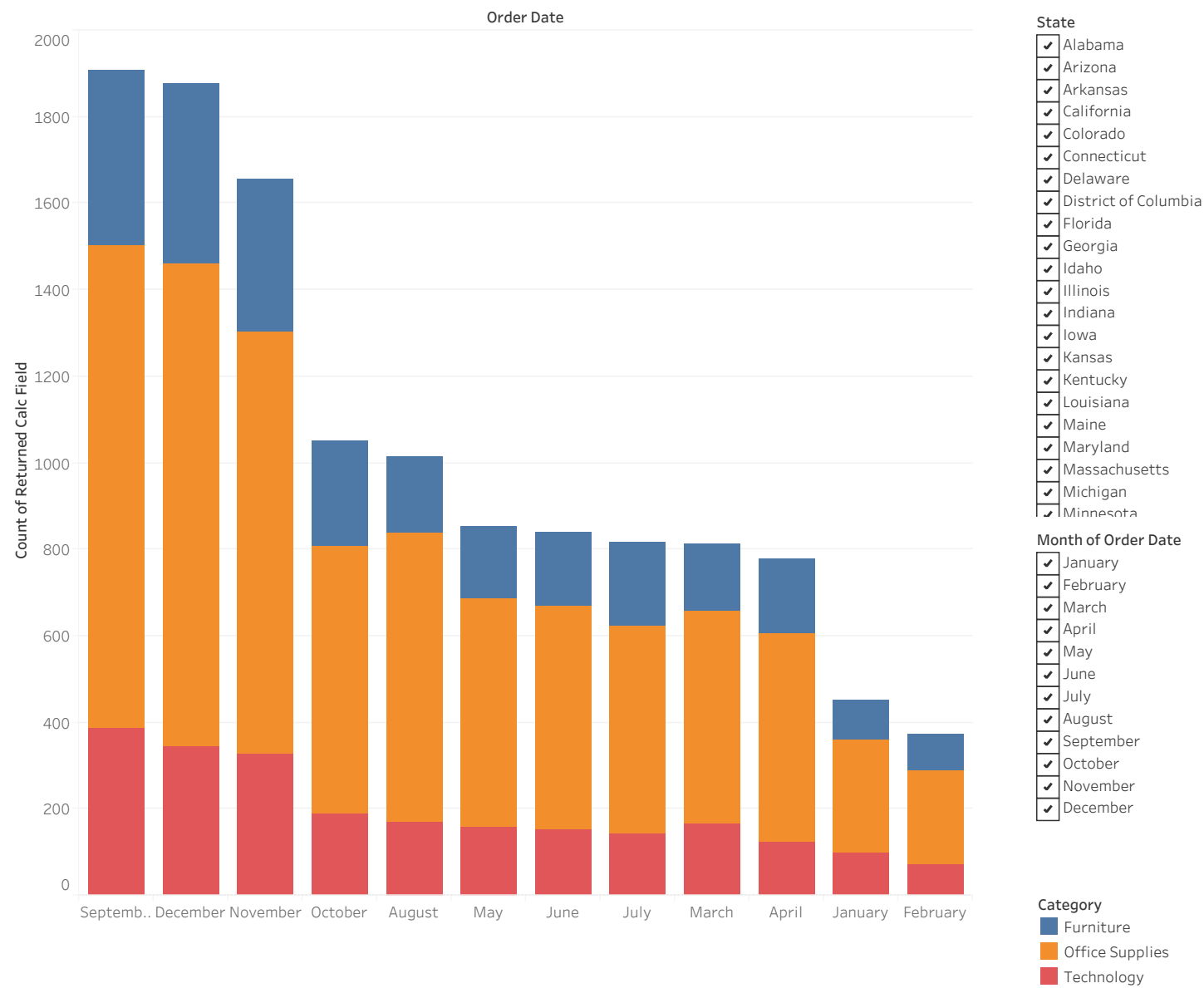
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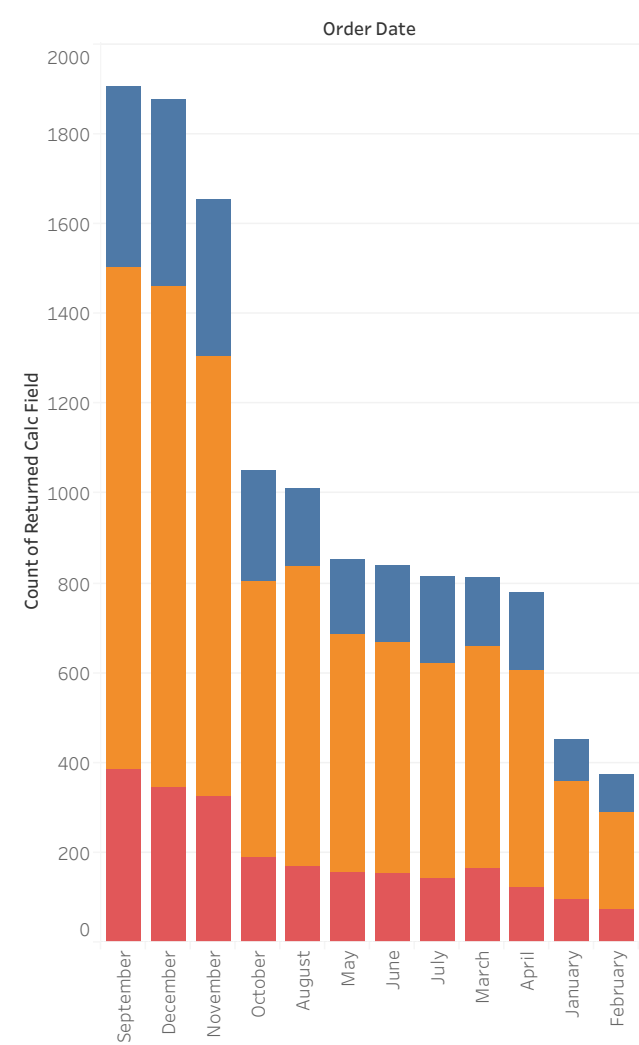
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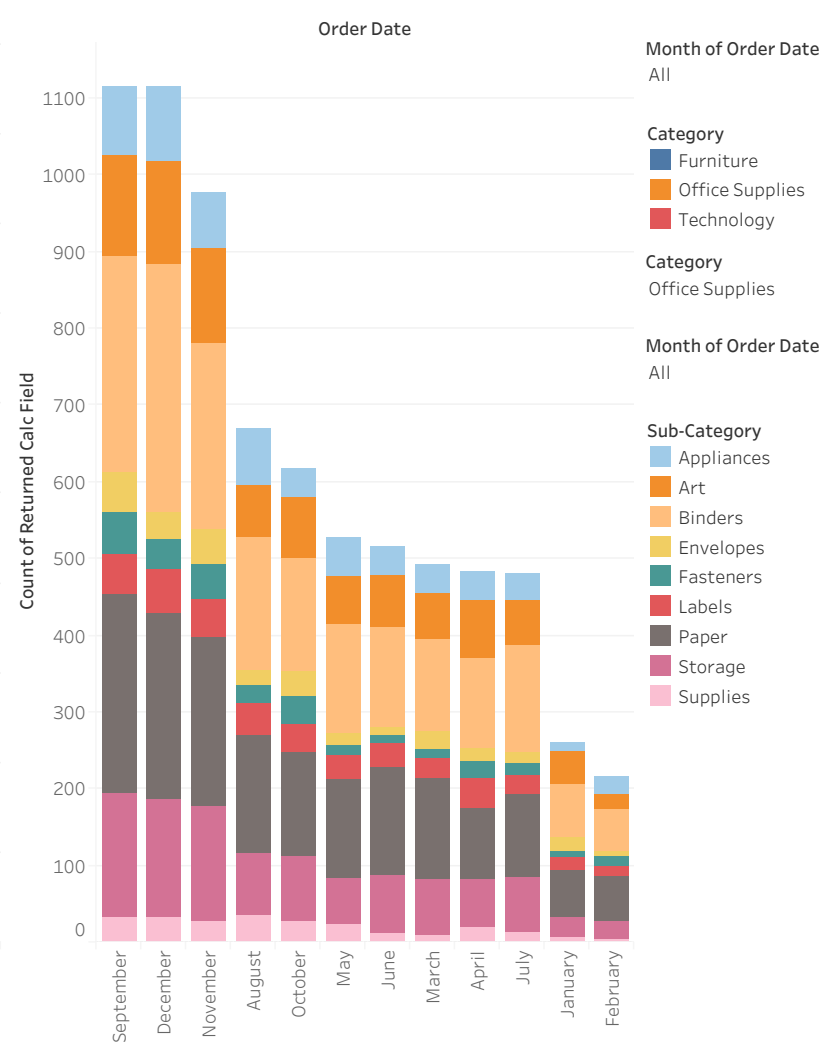
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No. of Returns by State/Month/Category



No. of Returns by Sub-Category



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Recomendations and Callouts

- Look at discontinuing sales on cetain Office supplies products
- Seasonality may be a factor (i.e. August, September, and December return rate)
- There may be something deeper by state market data.
- Most returned items: Binders, Paper, and Storage