

# Identifying the Root Cause(s) of High Return Rates - Technology Products

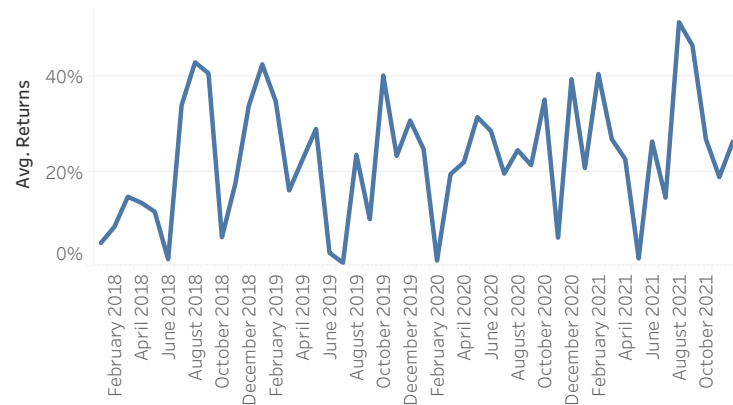
Initial Analysis & Overview	Identifying Return Rate Measurements ..	Conclusion: Product Drop Analysis
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## This Dashboard is a breakdown of:

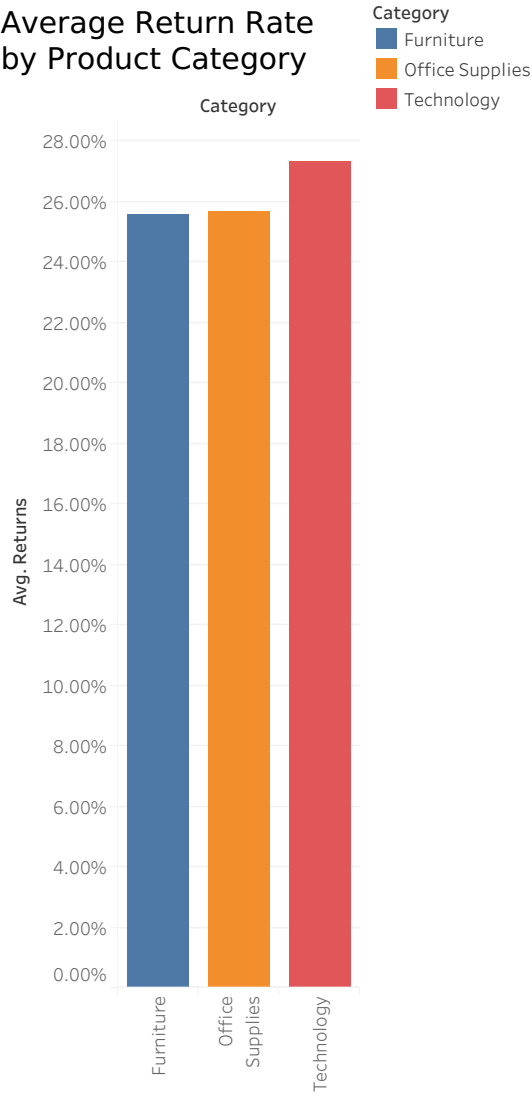
- #1) Average of Returns for each Category.  
It shows that Technology has a slightly higher rate of return amongst the 3 categories. Overall, however, the rate of return is nearly a third of sales across the board!
- #2) Return Rate over Time  
Shows the overall return rate across a span of 2018 to 2021. It shows that there are peak seasons for returns in Late Summer (August) and Mid-Winter (December through February)

This is a bird’s eye view of identifying where the concentration of return rates are likely to be highest.

## Return Rate over Time



## Average Return Rate by Product Category



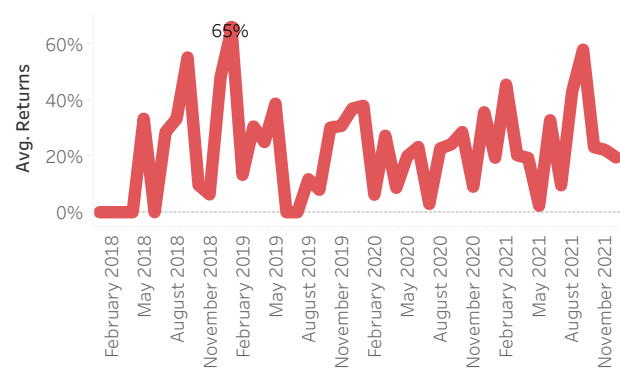
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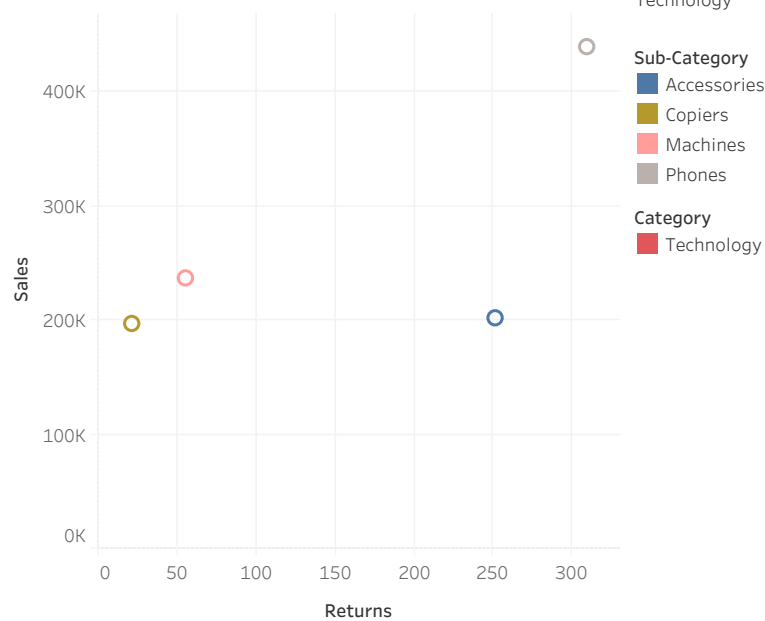
## This Dashboard is the breakdown of:

- #1) Return Rate Peak Seasons Per Category (top-left)
  - #2) Overall Average Return Rate By State - (bottom-left)
  - #3) Sales Vs Returns by Category and Subcategory (top-right)
- This helps identify where the highest concentration of returns are coming from by Location, over time, and positive correlation to sales. By selecting the desired category, we can better understand its relationship across all measurements.

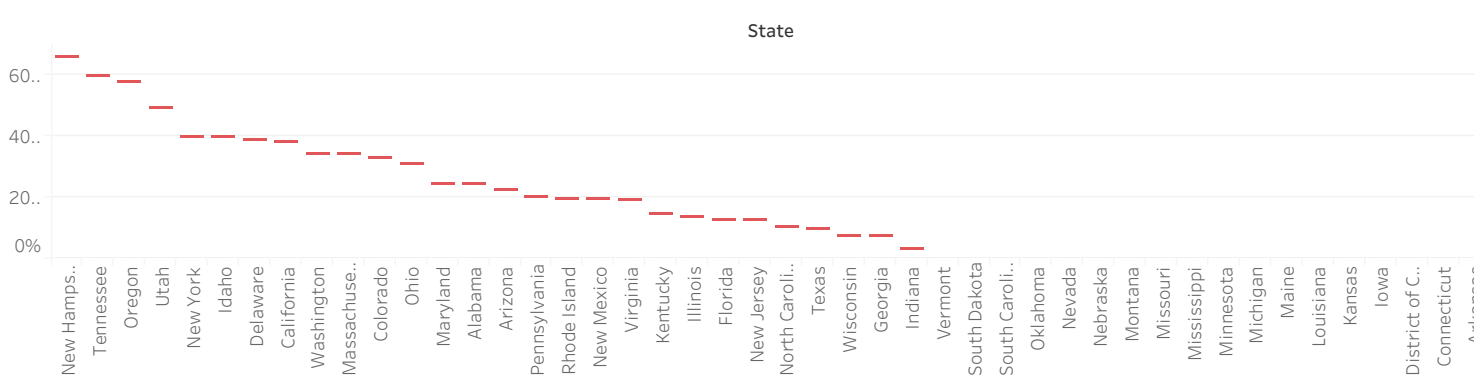
### #1: Return Rate Peak Season Per Category



### #3 Sales Vs Returns by Technology & All Sub-Category



### #2 Overall AVG Return Rate By State



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Category	Product ID	Sub-Catego..	
Furniture	FUR-BO-10002206	Bookcases	100%
	FUR-FU-10004666	Furnishings	92%
	FUR-CH-10003846	Chairs	82%
	FUR-CH-10003761	Chairs	80%
	FUR-FU-10001867	Furnishings	80%
	FUR-TA-10003837	Tables	80%
	FUR-CH-10003061	Chairs	77%
	FUR-CH-10003968	Chairs	77%
	FUR-TA-10004086	Tables	76%
	FUR-CH-10001190	Chairs	75%
	FUR-FU-10000755	Furnishings	75%
	FUR-TA-10004152	Tables	75%
	FUR-TA-10004619	Tables	73%
	FUR-CH-10001215	Chairs	73%
	FUR-TA-10001307	Tables	73%
	FUR-CH-10004886	Chairs	69%
	FUR-FU-10000747	Furnishings	69%
	FUR-BO-10003893	Bookcases	67%
	FUR-CH-10004086	Chairs	67%
	FUR-FU-10001095	Furnishings	67%
	FUR-FU-10001918	Furnishings	67%
	FUR-FU-10003374	Furnishings	67%
	FUR-FU-10003577	Furnishings	67%
	FUR-FU-10004351	Furnishings	67%
	FUR-TA-10001539	Tables	65%
	FUR-FU-10002937	Furnishings	65%
	FUR-CH-10002331	Chairs	64%
	FUR-FU-10000672	Furnishings	64%
	FUR-FU-10003394	Furnishings	62%
	FUR-BO-10000330	Bookcases	60%
	FUR-FU-10004960	Furnishings	60%
	FUR-FU-10001706	Furnishings	59%
	FUR-CH-10003774	Chairs	59%
	FUR-BO-10003159	Bookcases	58%
	FUR-FU-10000193	Furnishings	58%
	FUR-FU-10000550	Furnishings	58%
	FUR-CH-10003973	Chairs	57%
	FUR-TA-10002622	Tables	57%
	FUR-CH-10002335	Chairs	56%

## Proposed Next Steps for the Primary Stakeholder is:

- 1) Determine the threshold of the rate of return to analyze for action (I.E. If the product has a return rate of 80% or more in an X-span of time, it needs to be dropped)
- 2) Determine a routine schedule for product mix review (either monthly, quarterly, or semi-annually) using this dashboard to identify product drops.
- 3) Maintain Static copy of Dashboard during the first review to compare with the second review to have comparable data during that time
- 4) Review Peak Seasons for Return Rates and pair product rotation strategies to reduce the number of returns.
- 5) Review Sales Analysis across States to determine feasibility in servicing those areas and consult consumer behavior in further analysis by State

Category  
All

Avg. Returns  
0 to 1

Category  
■ Furniture  
■ Office Supplies  
■ Technology