

Project 5 Storytelling with Tableau

Carlos Gallegos

Executive Return Rate Dashboard

Region
AllYear of Order Date
2021Return Rate
0.000 1.000

Products with the highest Return Rates

Product Name

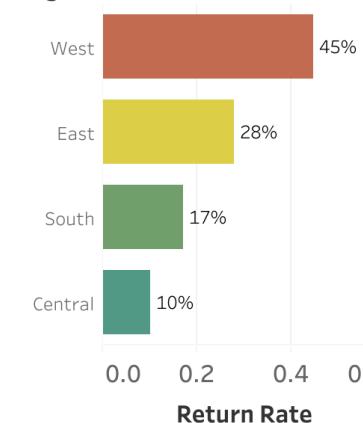
Xerox 1955	100%	\$30	640	640	
Xerox 1933	100%	\$35	295	295	
Xerox 1900	100%	\$3	21	21	
Wilson Jones Suede Gra...	100%	\$1	3	3	
White Computer Printo...	100%	\$57	930	930	
TOPS "Important Mess...	100%	\$18	539	539	
StarTech.com 10/100 V...	100%	\$53	3,729	3,729	
Southworth 25% Cotto...	100%	\$48	300	300	
Sharp 1540cs Digital La...	100%	\$330	7,040	7,040	
Sauder Barrister Bookc...	100%	-\$42	441	441	
Samsung Galaxy Note 2	100%	-\$386	15,456	15,456	
Plastic Binding Combs	100%	-\$14	73	73	
Plantronics CS 50-USB -...	100%	\$67	1,523	1,523	
Plantronics Cordless Ph...	100%	\$28	1,468	1,468	
Peel & Seal Envelopes	100%	\$9	39	39	
Newell 338	100%	\$2	26	26	
Logitech Wireless Boom...	100%	\$96	2,979	2,979	
KeyTronic KT800P2 - Ke...	100%	-\$1	36	36	

0.5 1.0 1.5 OK 10K 0K 50K 100K 0K 50K

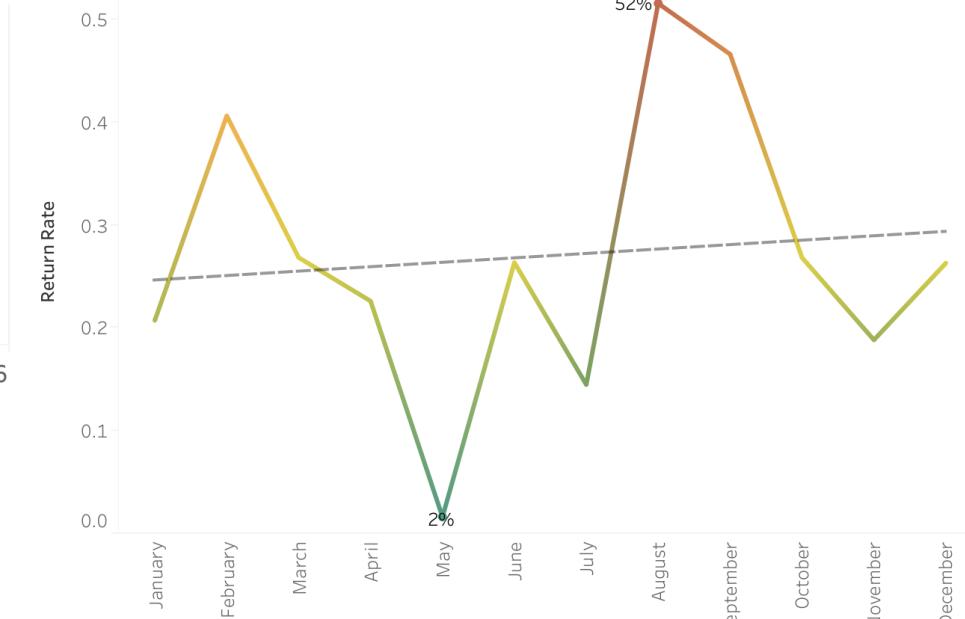
Return Rate Avg. Profit Sales Return Cost

Return Rate by Region

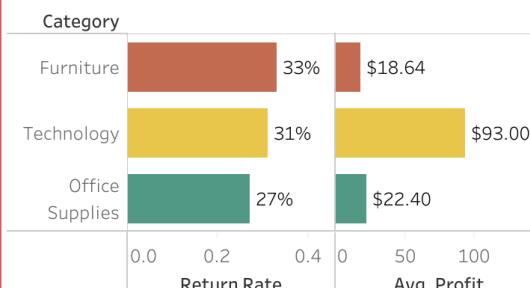
Region



Monthly Return Rate



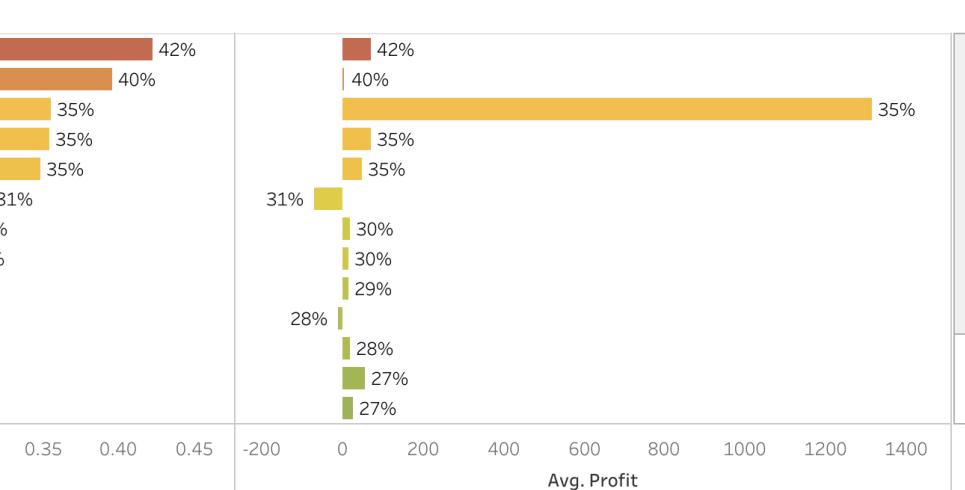
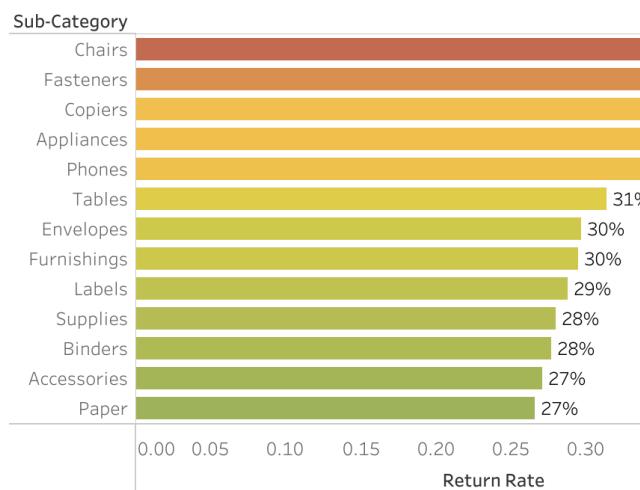
Return Rate and Profit by Category



0.0 0.2 0.4 0 50 100

Return Rate Avg. Profit

Return Rate and Profit by Sub-Category



Story 1

This presentation analyzes the returns in our Superstore data. We will identify the causes of high return rates and examine any seasonal factors. Additionally, we will create an interactive dashboard to help us accurately identify return rates across categories, subcategories, and products. We will correlate these returns with our profits and sales to understand their impact on our overall gains. Our objectives are to identify the causes of increased return rates, understand the relationship between returns, profits, and sales, and develop an interactive dashboard to address these issues effectively.

What do Return Rates mean?
Return rates represent the percentage of products returned to the store for various reasons. For our analysis, we will divide these reasons into two categories: internal and external factors.
..



Superstore

Story 1

This presentation analyzes the returns in our Superstore data. We will identify the causes of hig..

What do Return Rates mean? Return rates represent the percentage of products returned to the store for various reasons. For our analysis, we will divide these reasons into two categories: internal and external factors.

Internal factors include: Quality of the product, mismatched expectationssizing and fit problems, poor customer service, changed mind, shipping errors, impulse purchases, gifting, and an easy return process

External factors include: Seasonal trends and economic trends

..

Which variables from our dataset will help us analyze the return rates? Additionally, which other fields could be u..



Superstore

Story 1

What do
Return Rates
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rates
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Which variables from our dataset will help us analyze the return rates? Additionally, which other fields could be useful to gain insights into the causes of this problem?

First, calculate the return rate using a calculated field. Then, analyze our return rates by examining the distribution across various variables such as States, Categories, Subcategories, Dates, Product Names, and Customers.

When I began
addressing the
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started by
identifying
general factors
contributing to
high return rate..



Superstore

Story 1

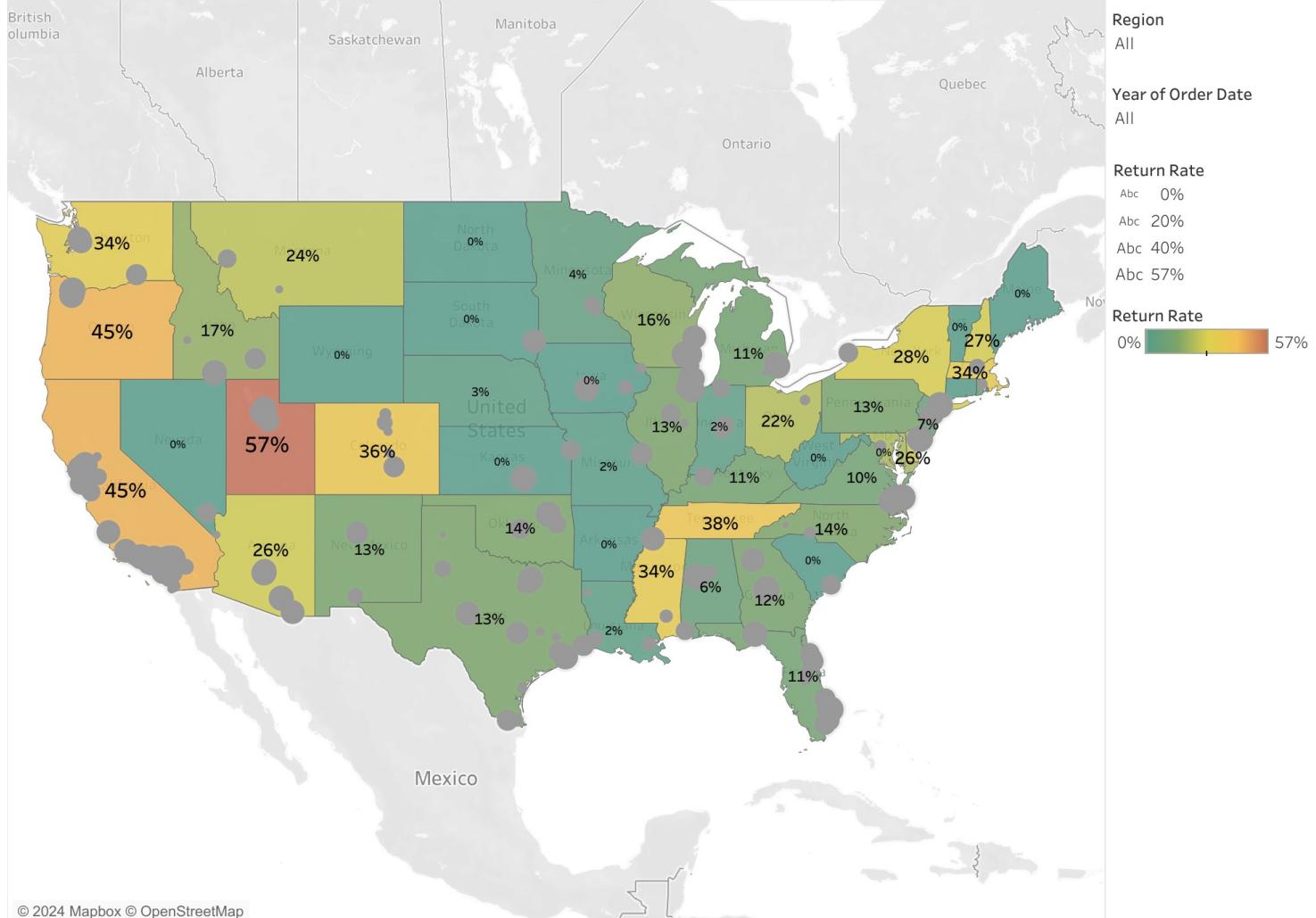
Which variables from our dataset will help us analyze the return rates? Additionally, which other f...

When I began addressing the problem, I started by identifying general factors contributing to high return rates. Analyzing our return rates distributed by states seemed like a logical first step. This analysis revealed that most of our returns are concentrated in the west region.

This finding prompts several questions and areas for further investigation within our superstore operations. Specifically, we should look into the local factors in states with high return rates.

Store Performance, customer Service and shipping Process, local Factors:..

Then calculated the return rate by categories to see which one had the highest. It was necessary to add filters to analyze the resu...

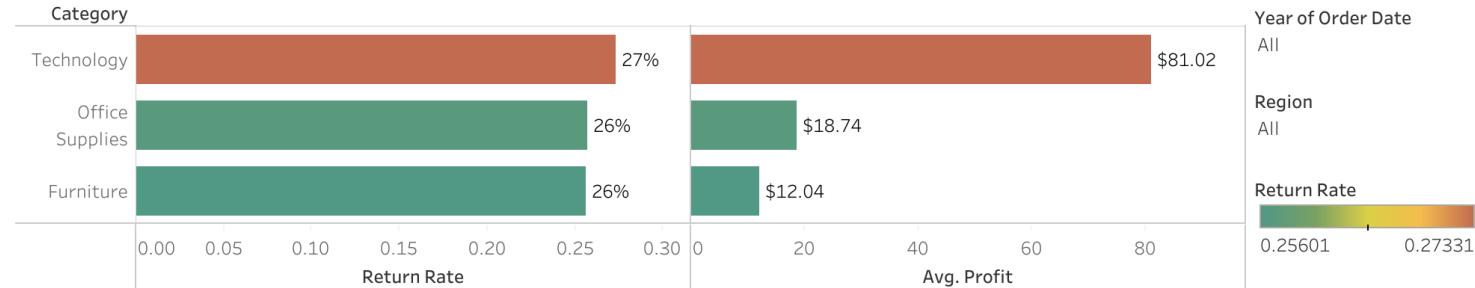


Story 1

When I began addressing the problem, I started by identifying general factors contributing ..

Then calculated the return rate by categories to see which one had the highest. It was necessary to add filters to analyze the results by dates and region. We can notice little changes between them among the years and regions but is still too general to gain good insights by itself. At the end we get clues where our potential issues might be.

Looking further into detail, we focus on subcategories to identify those with high profit where return rates could be a ..

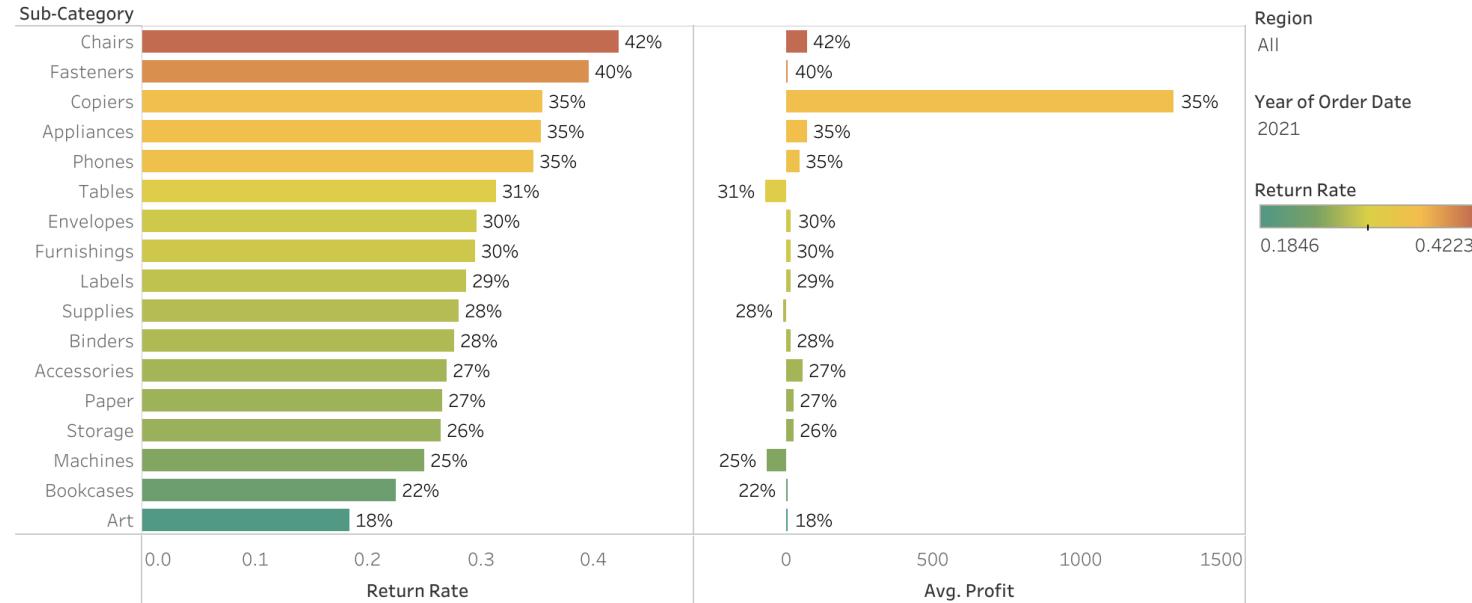


Story 1

Then calculated the return rate by categories to see which one had the highest. It was necessary to ..

Looking further into detail, we focus on subcategories to identify those with high profit where return rates could be a serious problem to address. We pay special attention to copiers in the technology category, which have a high profit value, and aim to reduce their return rates over the years. We are now examining the problem more specifically. This same analysis can be applied to any subcategory for different years to optimize customer interaction in problematic areas.

Now we are looking into the products with high return rates. I created this chart with the objective of being more specific an..

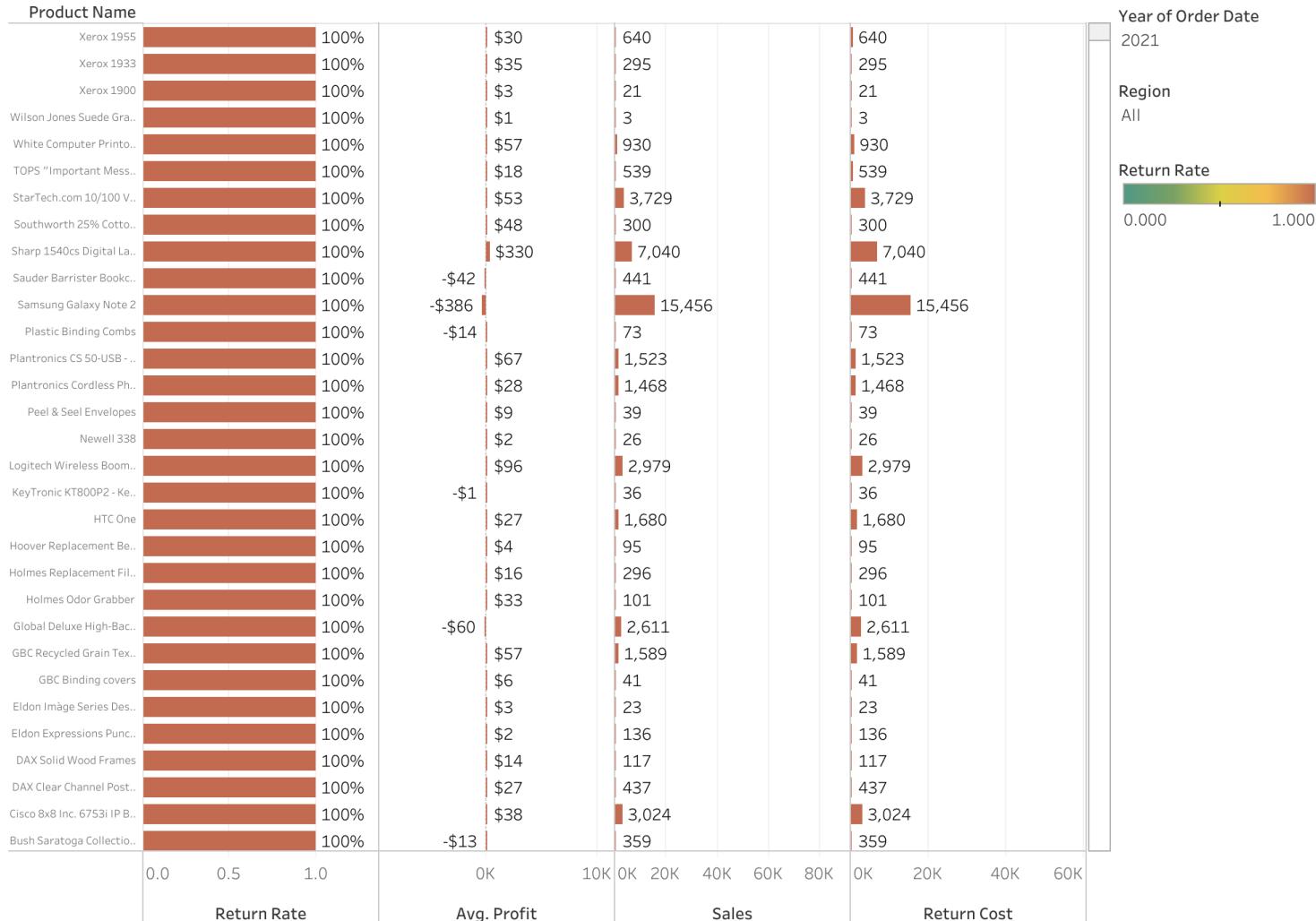


Story 1

Looking further into detail, we focus on subcategories to identify those with high profit w..
..

Now we are looking into the products with high return rates. I created this chart with the objective of being more specific and identifying the products with the highest return rates using the same filters. Also to become a great addition to my Dashboard. This will help us determine specific actions to take regarding these products. By doing so, we can identify potential areas for improvement. Since one of the main reasons could be internal as i explained before.

Now, looking into the external factors affecting our return rates, we created another worksheet to complement the..

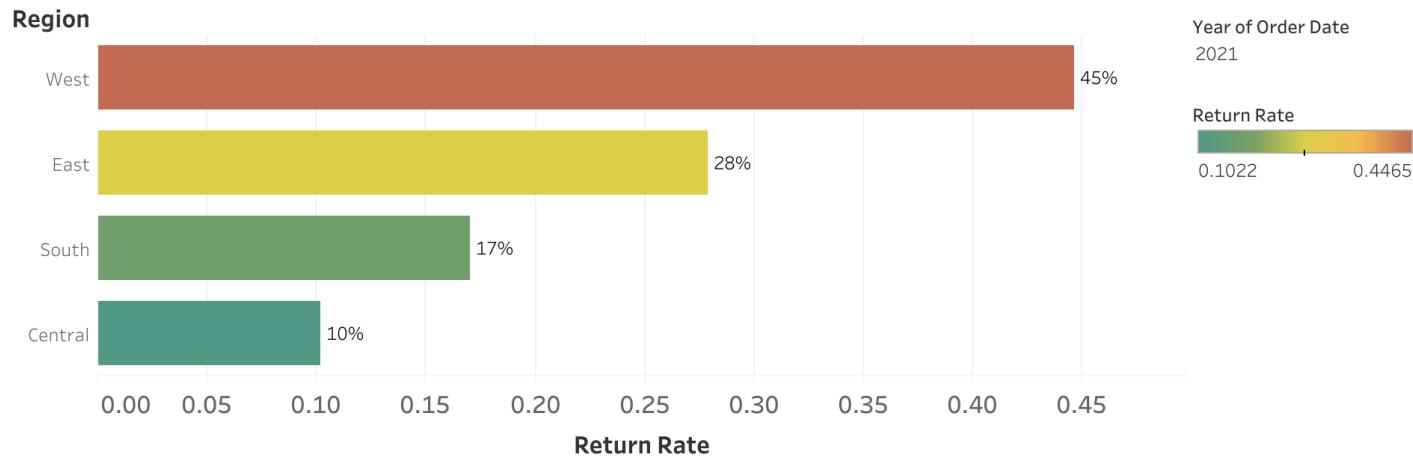


Story 1

Now we are looking into the products with high return rates. I created this chart with the objective of b...

Now, looking into the external factors affecting our return rates, we created another worksheet to complement the analysis by showing the region and its relation

Now we have our return rate by date field. This chart is extremely important for our analysis because it shows us the t...

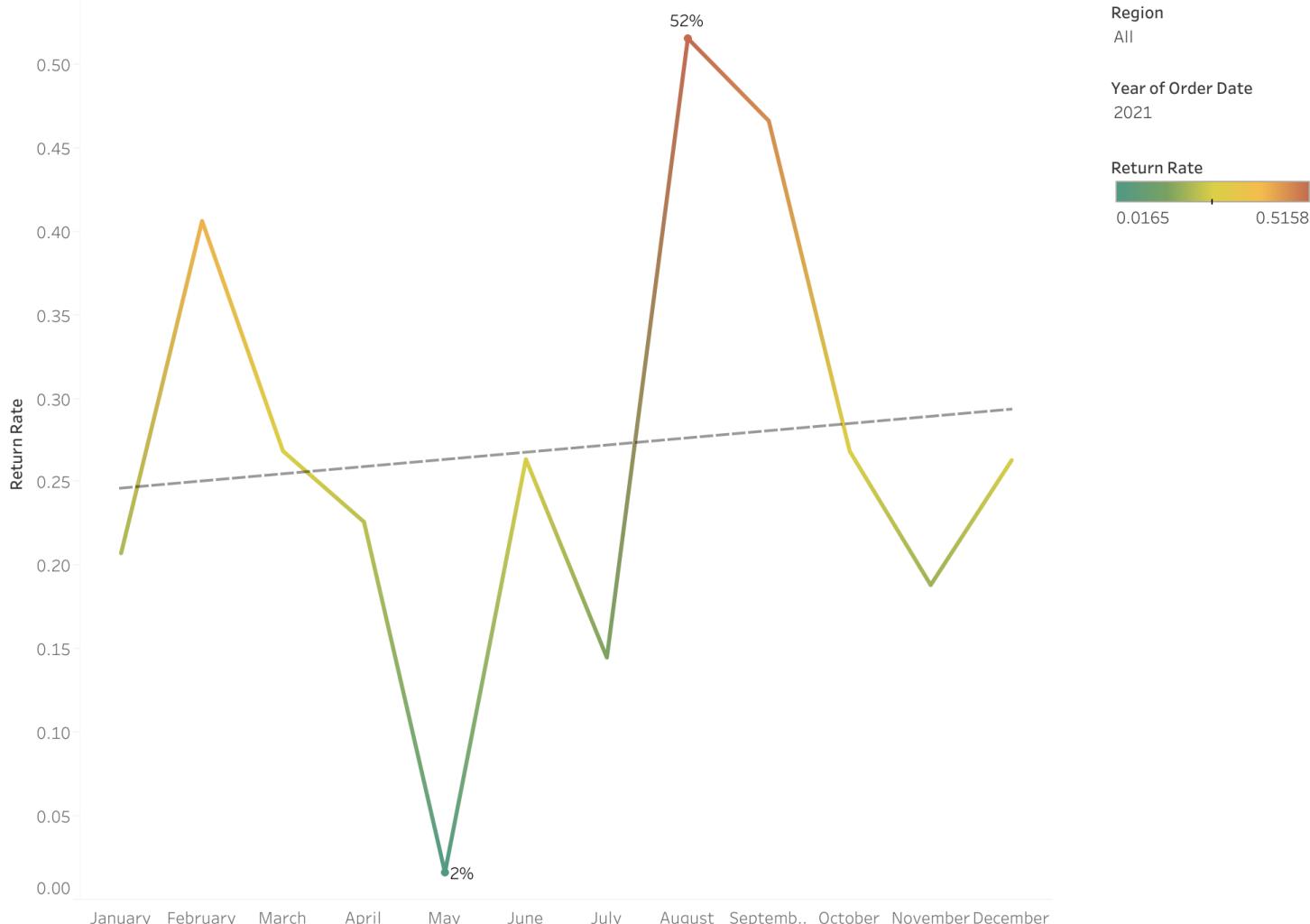


Story 1

Now, looking into the external factors affecting our return rates, we created another work..

Now we have our return rate by date field. This chart is extremely important for our analysis because it shows us the trends by season, an important factor to consider for our return rates, as well as sales and profits. It provides important insights into identifying specific months or days that interact with our return rate field directly. This is key chart to consider in our dashboard.

All these worksheets were previously used in this dashboard, where we could see how our filters for date a..

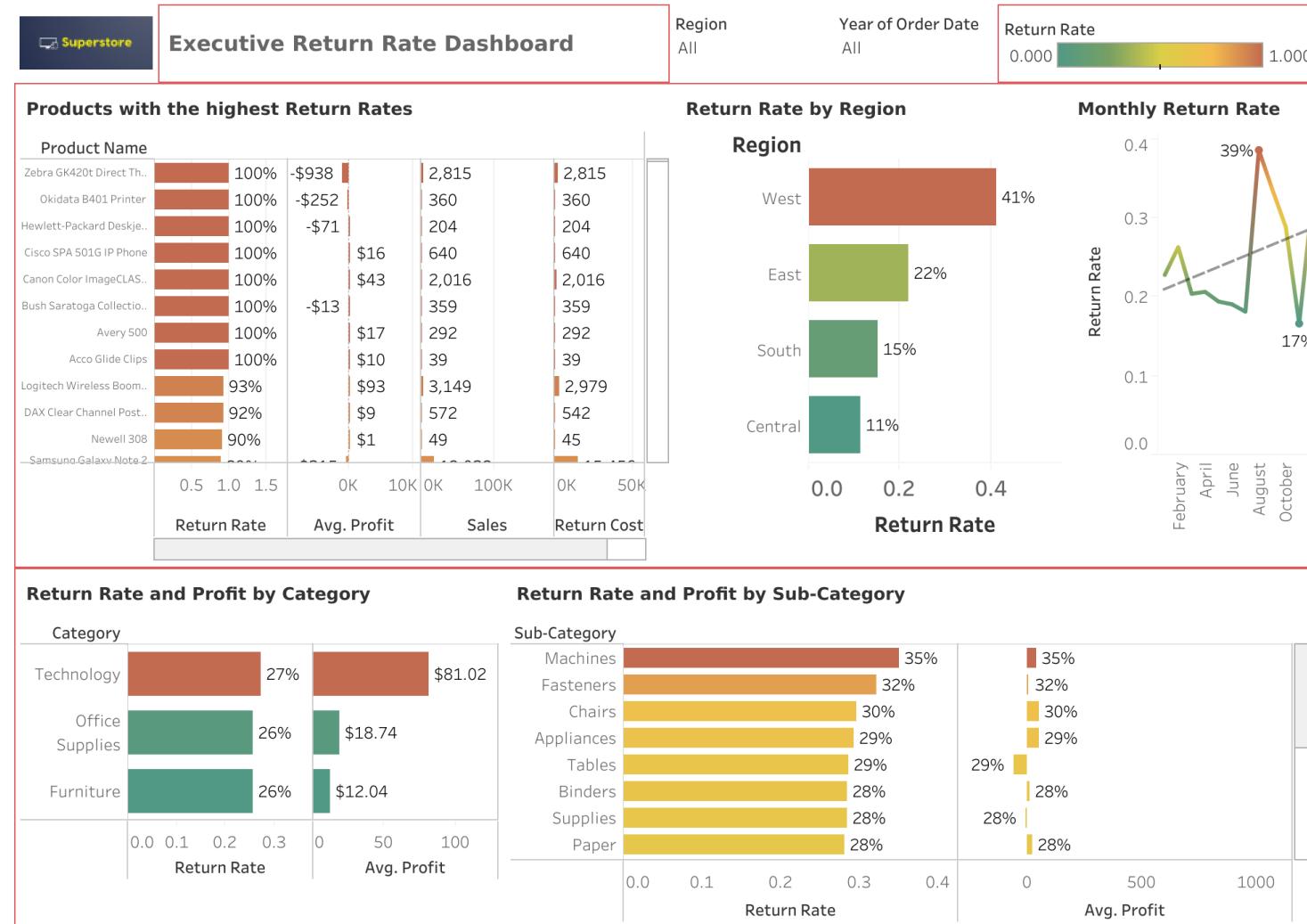


Story 1

Now we have our return rate by date field. This chart is extremely important for our analysis ..

All these worksheets were previously used in this dashboard, where we could see how our filters for date and region can be applied to identify specific products, categories, subcategories, regions, and seasons. It is imperative to address these factors to improve our experience with return rates and to point us in the right direction to fix potential problems with an area or product over the years or in the latest year.

The worksheets are not included in the dashboard, but they are important for the analysis. For example, this scatter plot of S..

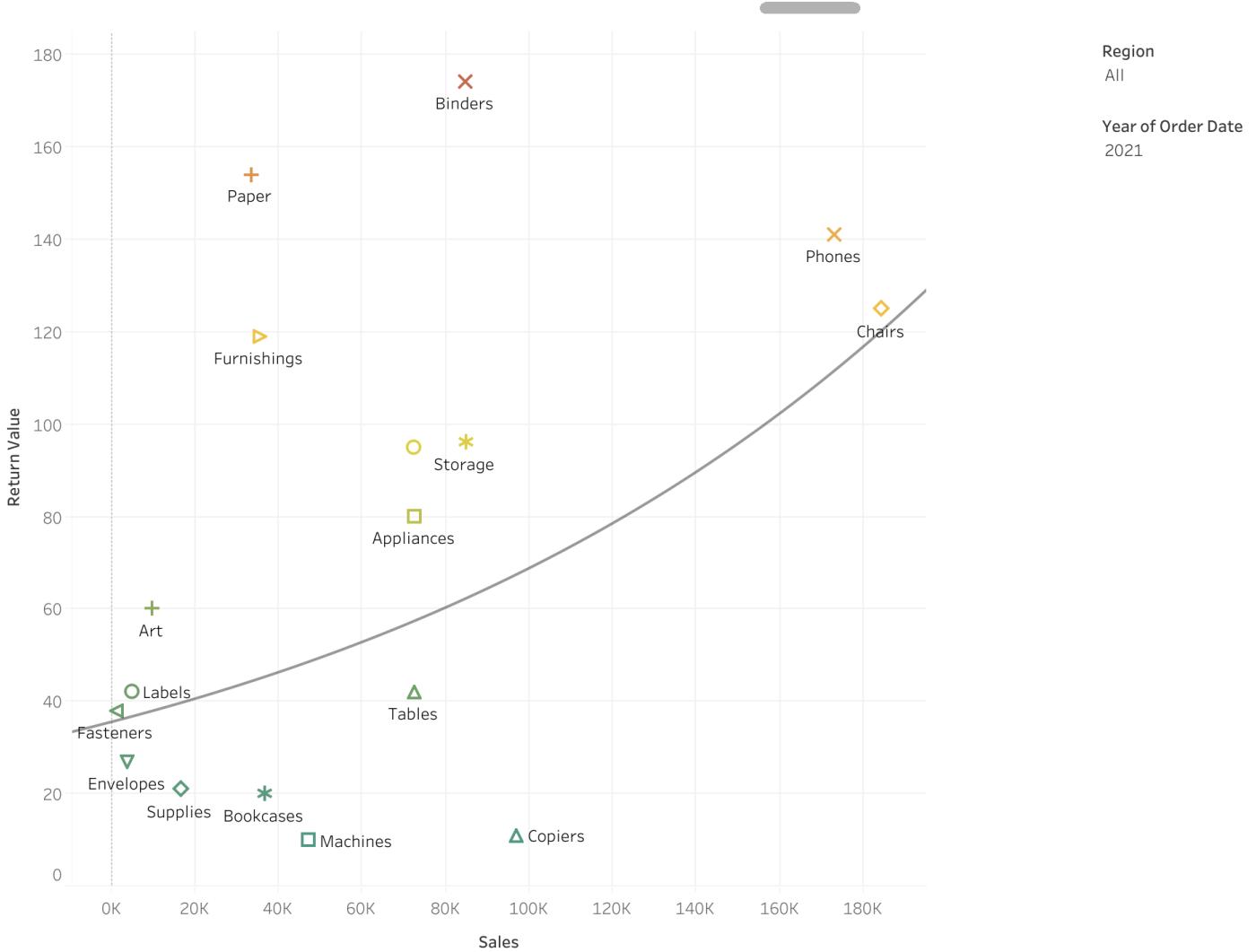


Story 1

All these worksheets were previously used in this dashboard, where we could see ho..

The worksheets are not included in the dashboard, but they are important for the analysis. For example, this scatter plot of Sales and Return values uses a color filter by return value to show the variation of return rates among the subcategories. This visualization illustrates the relationship and the increase in Returns as sales increment.

This analysis examines the relationship between return rates and customers. We filtered the data to identify the t..

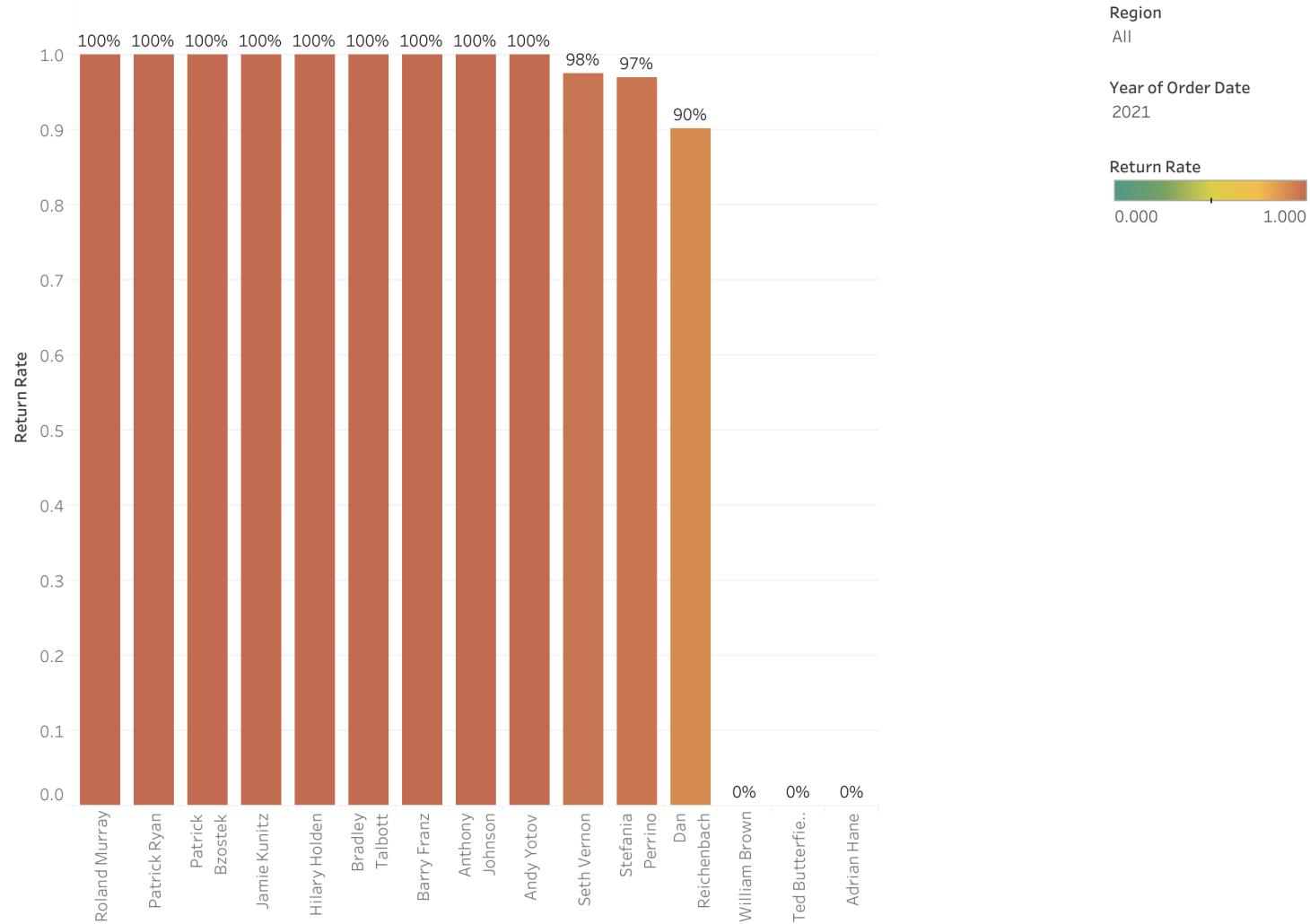


Story 1

The worksheets are not included in the dashboard, but they are important for the analysis...

This analysis examines the relationship between return rates and customers. We filtered the data to identify the top 20 customers with the highest return rates. This approach can be applied across different years and regions to identify and address potential problems related to customer interaction, product quality, or overall experience with the store.

This is a relationship between returns and sales depicted through a composite chart. In this chart, we obser..

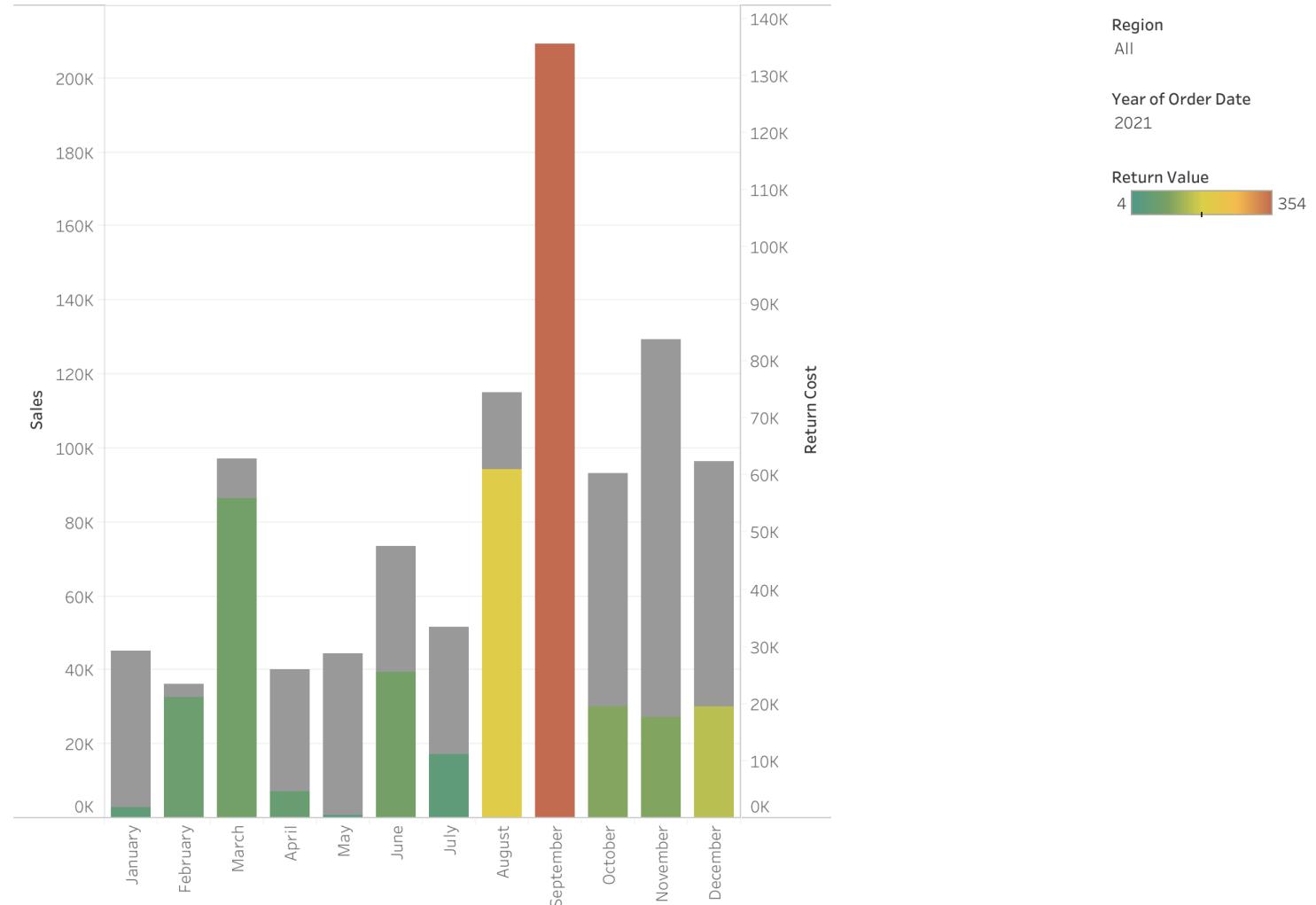


Story 1

This analysis examines the relationship between return rates and customers. We filtered t..

This is a relationship between returns and sales depicted through a composite chart. In this chart, we observe that as sales increase, returns also increase, primarily due to quantity-related factors.

This chart shows us the relationship between return rates and profit. We can observe that as the return rate increases, t..

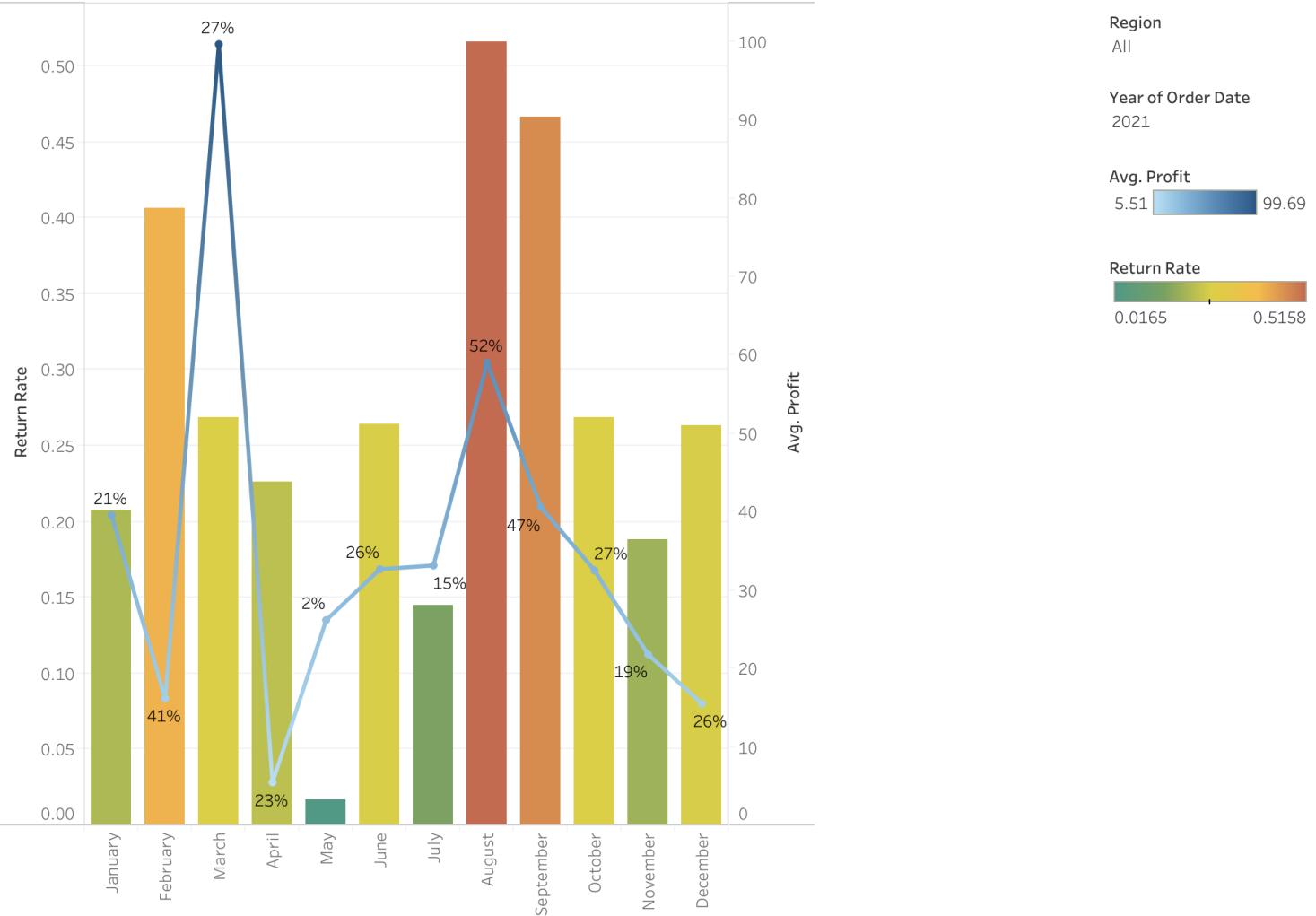


Story 1

This is a relationship between returns and sales depicted through a composite chart. In this ..

This chart shows us the relationship between return rates and profit. We can observe that as the return rate increases, the profit decreases. This graph helps us understand why it is important to decrease return rates in order to increase our store's profit.

We draw several conclusions after the analysis. The relationship between Sales and Returns is proportional. As sales increase, r..



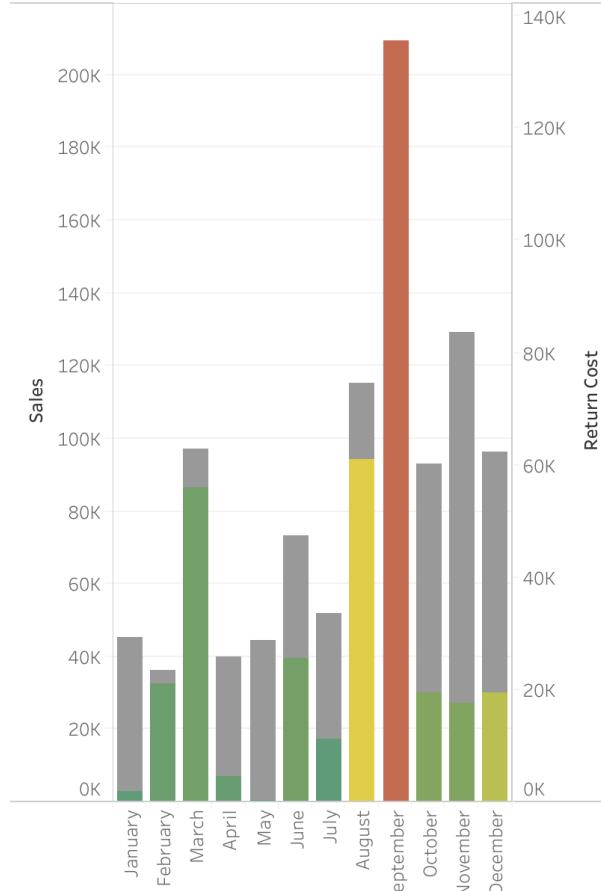
Story 1

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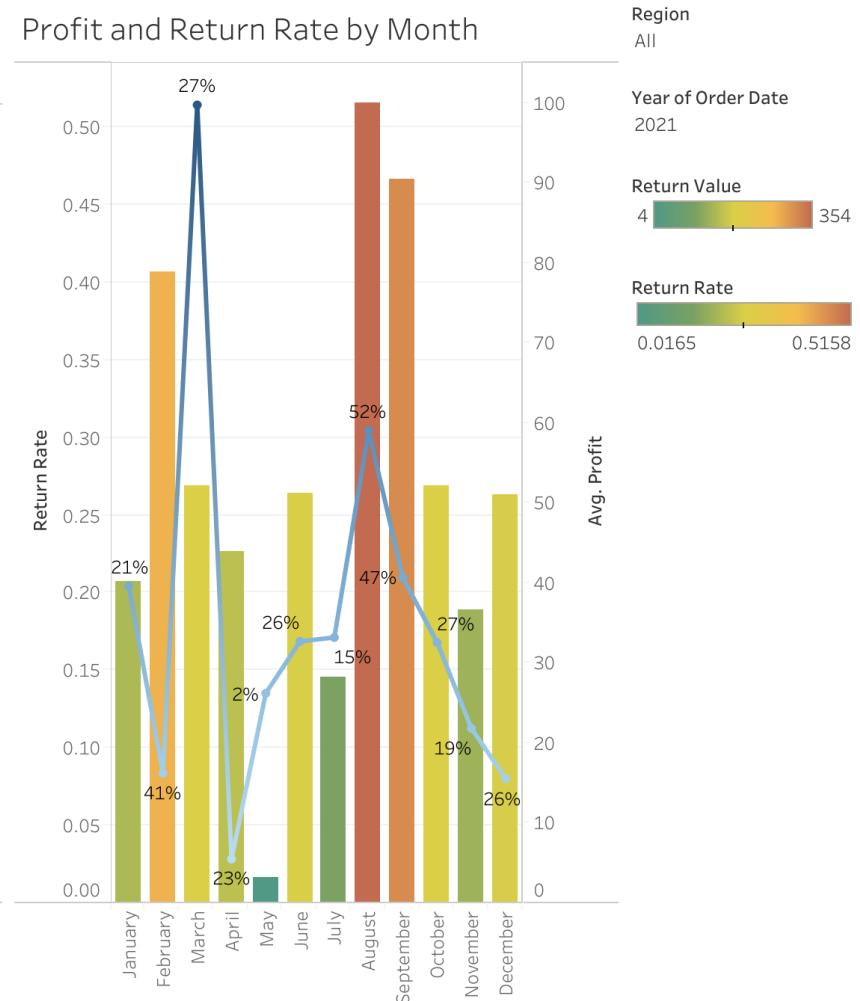
We draw several conclusions after the analysis. The relationship between Sales and Returns is proportional. As sales increase, returns also increase due to an increase in interactions with more customers, as well as new and potential issues related to internal factors associated with the products themselves. The relationship with profit is quite the opposite; as returns increase, our profit decreases, leading us into losses. This is where the importance of returns lies. It's important to take into consideration that the average profit varies among the products. Therefore, those with profits should be viewed in context, as they could potentially yield much greater profits if we reduce the number of returns. And there is the importance of the dashboard as a tool.

And therein lies the power of identifying products with high return rates over the years, across regions, categories, and ..

Sales and Return Cost by Month



Profit and Return Rate by Month



Story 1

We draw several conclusions after the analysis. The relationship between Sales and Returns i..

And therein lies the power of identifying products with high return rates over the years, across regions, categories, and subcategories, as well as understanding the seasonal factors associated with returns. We need to address this issue by identifying specific products in each case so that we can take steps to reduce returns and increase profits for the superstore using our Executive Dashboard, where we could see the top 20 products giving us the biggest loss in profits, to be evaluated.

Conclusions: The conclusions of our analysis indicate that the return problem in the superstore is caused by multiple factors..

