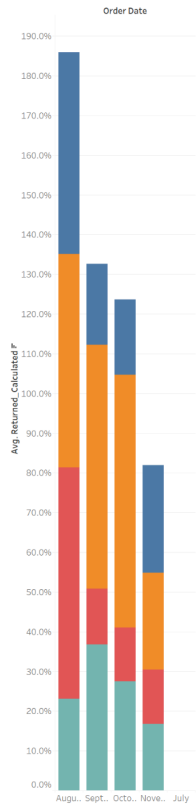
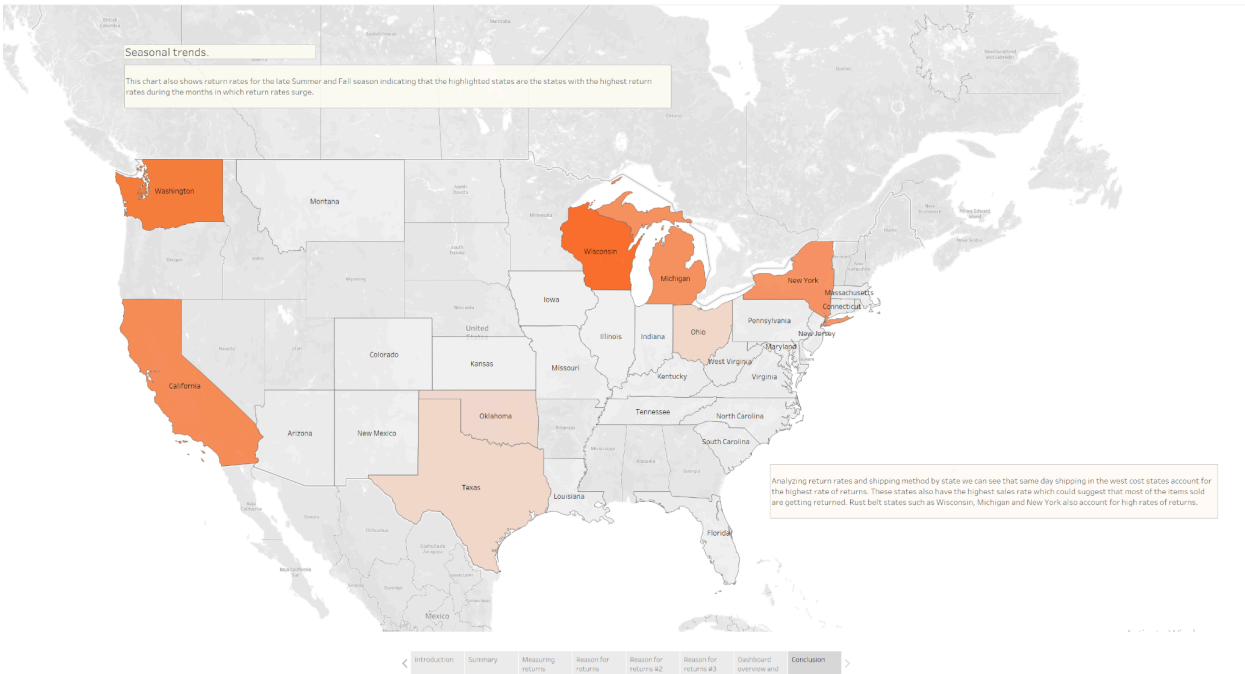


This chart shows the seasonal rate of returns for each sub-category of item as well as the sales for each sub-category. As displayed there is a significant rate of return for items during August, September and December. With September yielding a higher sales rate than August by a significant margin. However items with a high sales amount in September and December also have a high return rate such as chairs which count about 50% of sales being returned the same month. However a larger variety of item in August are being returned.

This chart was measured by stacking sub-categories with specific times of the year in months for both returns and sales. The best metric to look at in these charts is the time of year in question, that being the late Summer and Fall season where we can see an uptick in returns that don't correlate well with the rate of sales.

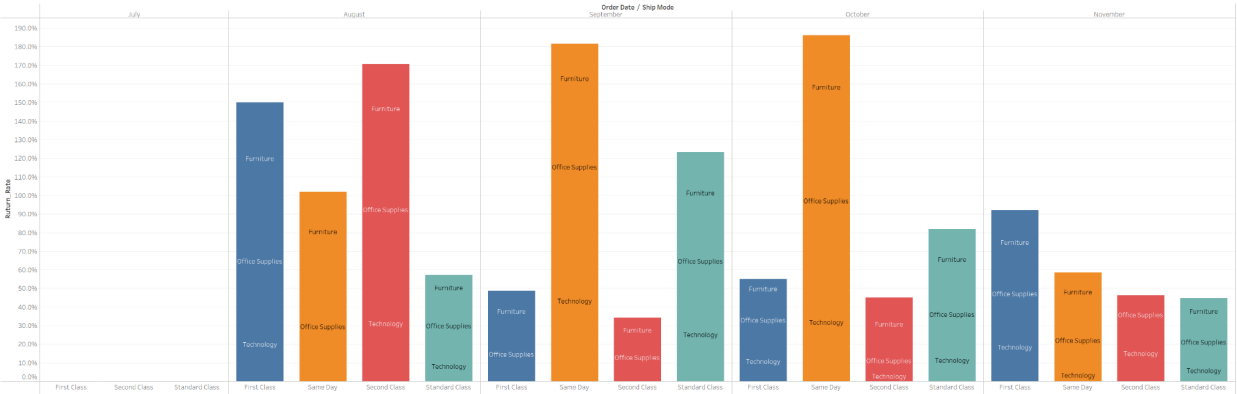


Shipping issues in the aforementioned months are resulting in higher rates of return. Possibly due to damaged items being delivered. Shipping method varies between months with second class shipping accounting for 28% of returns in August. While second class shipping only resulted in 21% in December. However same day shipping results in the majority of returns for each month, resulting in around 50% returns each month.



### Conclusion and Recommendation

#### Return rate Shipping method and category compared



### Summary

We see return rates spike during the months of August, September, October and December. What we can see is that there is also a spike in same day shipping orders for each central category of item. Same day shipping is a fairly uncommon method of shipping during every other month beside the ones mentioned.

While technology accounts for the highest percentage of returns, office supplies are close behind.

### Recommendations

Pursue for safer shipping options during the months of August, September, October, and December. Same day shipping, while the most convenient of all shipping methods, can be the most unsafe for products resulting in damaged goods which would prompt a customer to return an item.

Cut items that aren't selling in certain states. This can also be done for seasonal items as well. Whatever is not selling in certain states or at certain times of the year we need to reorganize by regulating sales of these items to their most profitable times and locations.

By striving for quality and convenient shipping methods as well and regulating sales of items to their most profitable potential will help fight the surge in return rates during the late Summer and Fall season.

Activate Windows  
Go to Settings to activate Windows.