Presentation-Return Rate Analysis

Superstore is facing high product return rates, which can erode profit margins and signal customer dissatisfaction. This story explores what's causing the returns by analyzing patterns by category, month, and state. The goal is to uncover root causes and recommend targeted actions to reduce return volume and improve performance.
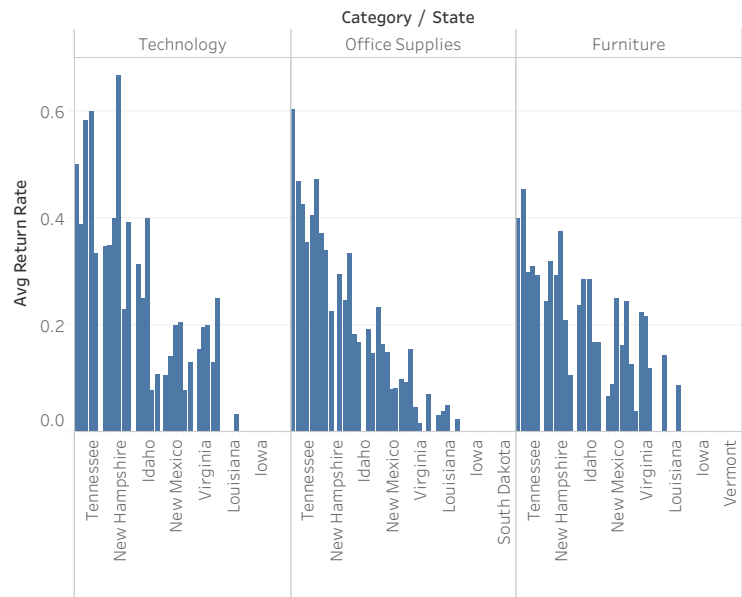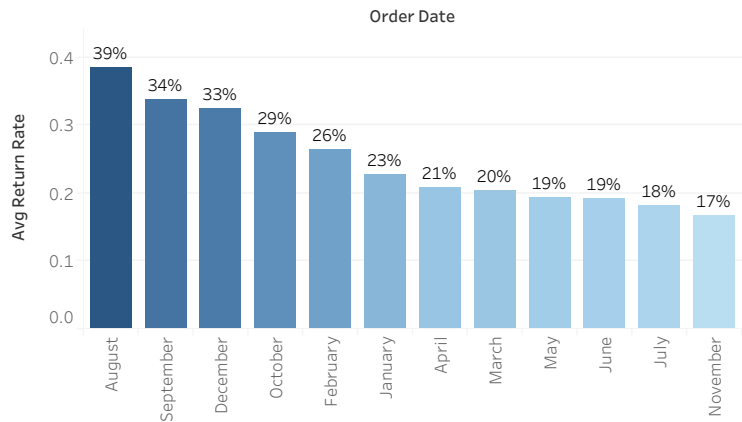
Presentation-Return Rate Analysis

Return Rate By State/Category/Month

This Charts reinforce our analysis by showing
That our biggest time for returns are August, September and December
with Utah, California and Oregon as the ones with bigger return rates.
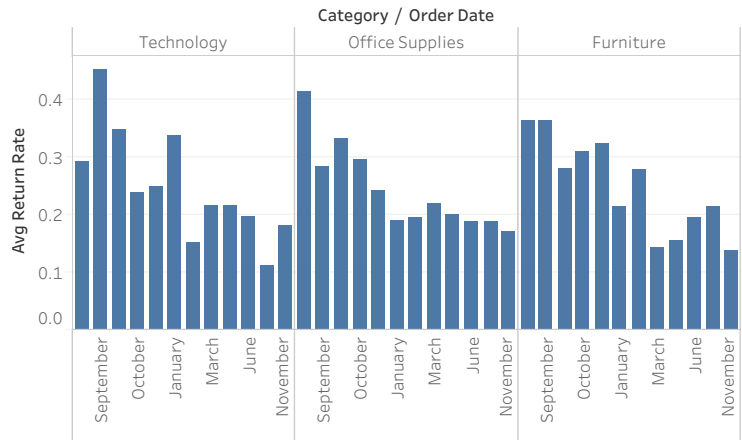**They clearly highlight Technology as our biggest return driver**

Return Rate By Month

RR By State & Category

RR By Category & Month

Presentation-Return Rate Analysis

We measured return rate using a calculated field where 'Yes' = 1 and null = 0, then averaged it. This provides a clearer picture of return behavior than raw return counts alone
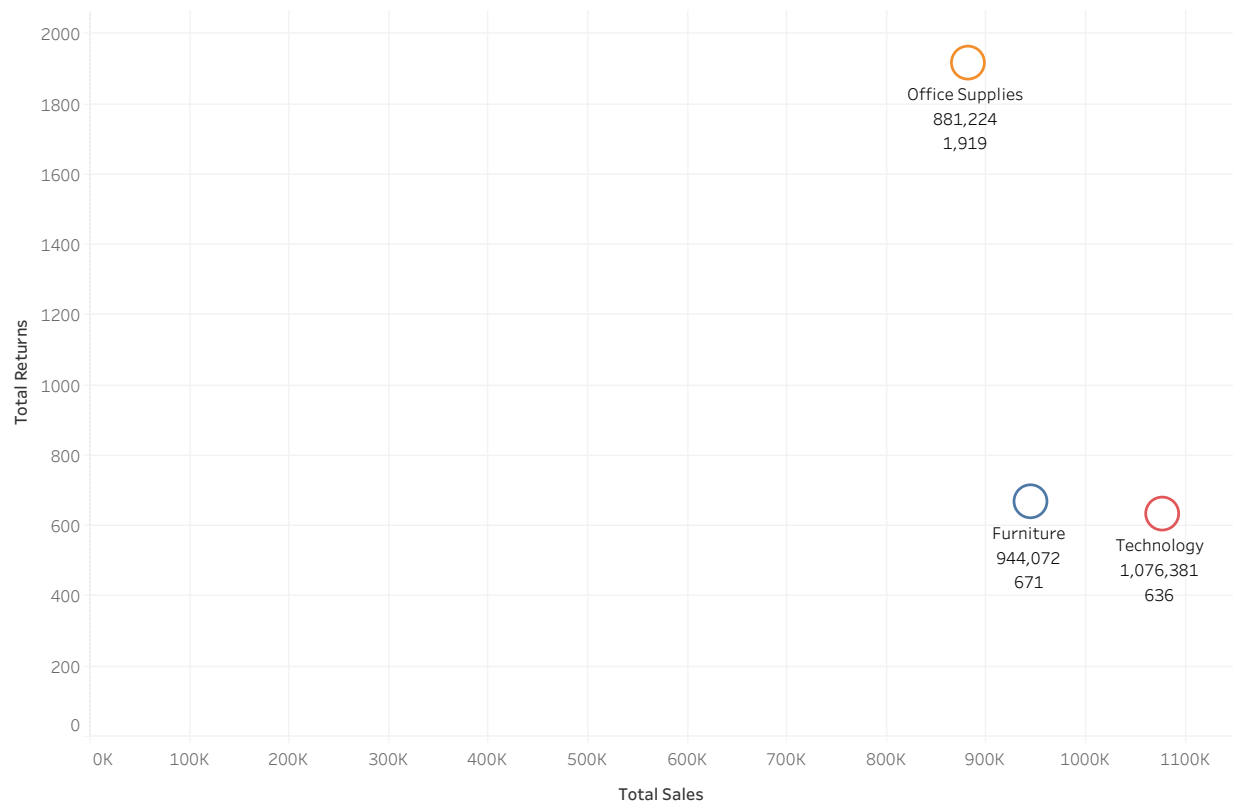
Presentation-Return Rate Analysis

A scatterplot comparing total sales vs. total returns by category shows no strong correlation — high sales don't necessarily mean high returns.

Category
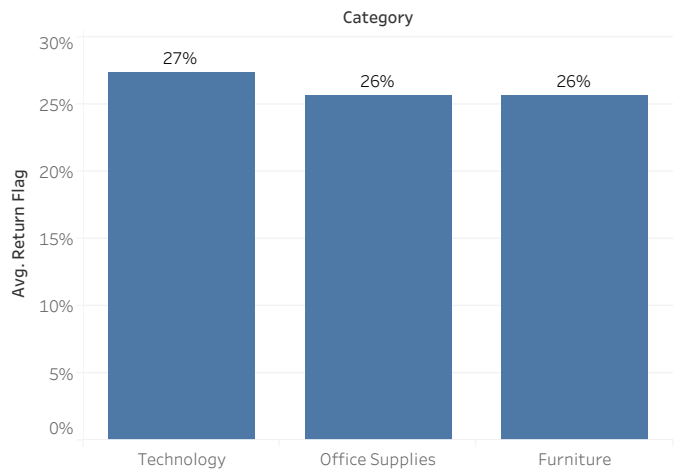- Furniture
- Office Sup..
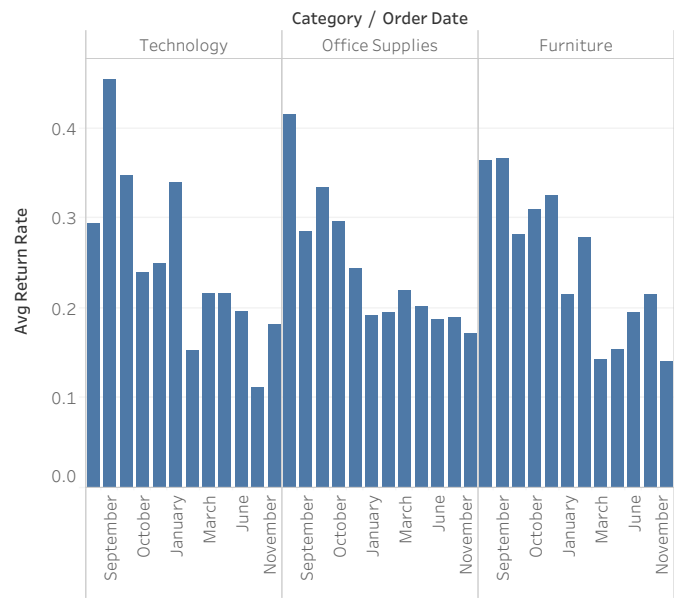- Technology

Total sales & returns / Category

Office Supplies
881,224
1,919

Furniture
944,072
671

Technology
1,076,381
636

Presentation-Return Rate Analysis

Return Rate by Product Category

Technology has the highest return rate across the board, followed closely by Furniture. These categories require targeted review in product quality and fulfillment.
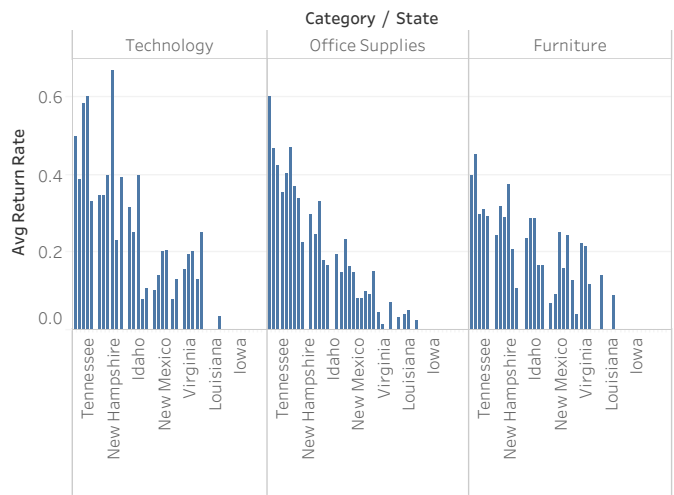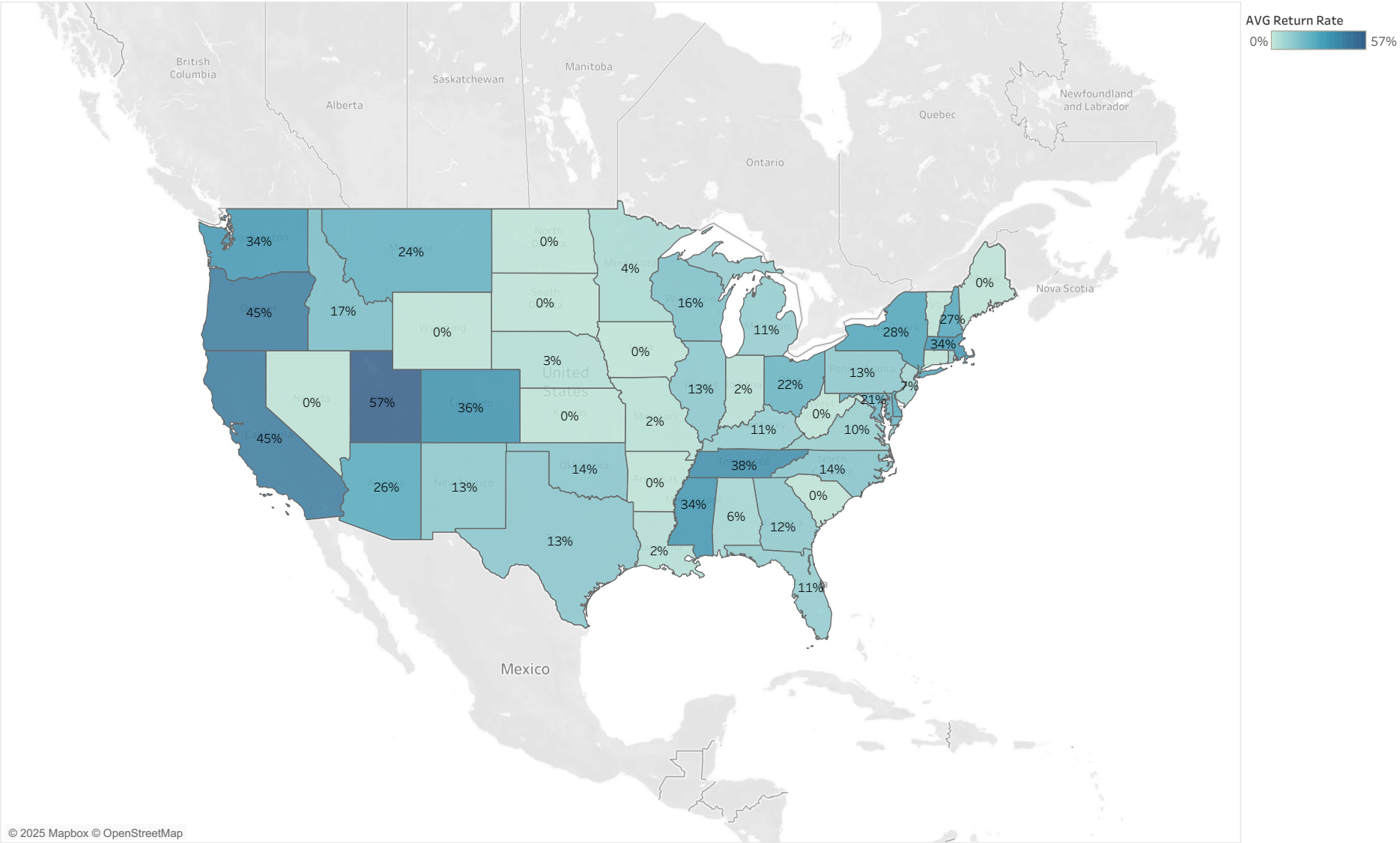
Category

RR By Category & Month

Category / Order Date

RR By State & Category

Category / State

Presentation-Return Rate Analysis

AVG Return Rate

0% ▬▬▬ 57%

Presentation-Return Rate Analysis

Order Date

AVG Return Rate

0.1668   0.3864

Month	Avg Return Rate
August	39%
September	34%
December	33%
October	29%
February	26%
January	23%
April	21%
March	20%
May	19%
June	19%
July	18%
November	17%

Presentation-Return Rate Analysis

Category / State

Presentation-Return Rate Analysis

This dashboard combines all key return metrics — by category, state, and time — into a single interactive view, making it easier to track patterns and identify which products have the highest return rates, when returns occur most frequently, and where they originate. To have a clear understandoing of the graphs,Hover over each graph to view detailed trends.
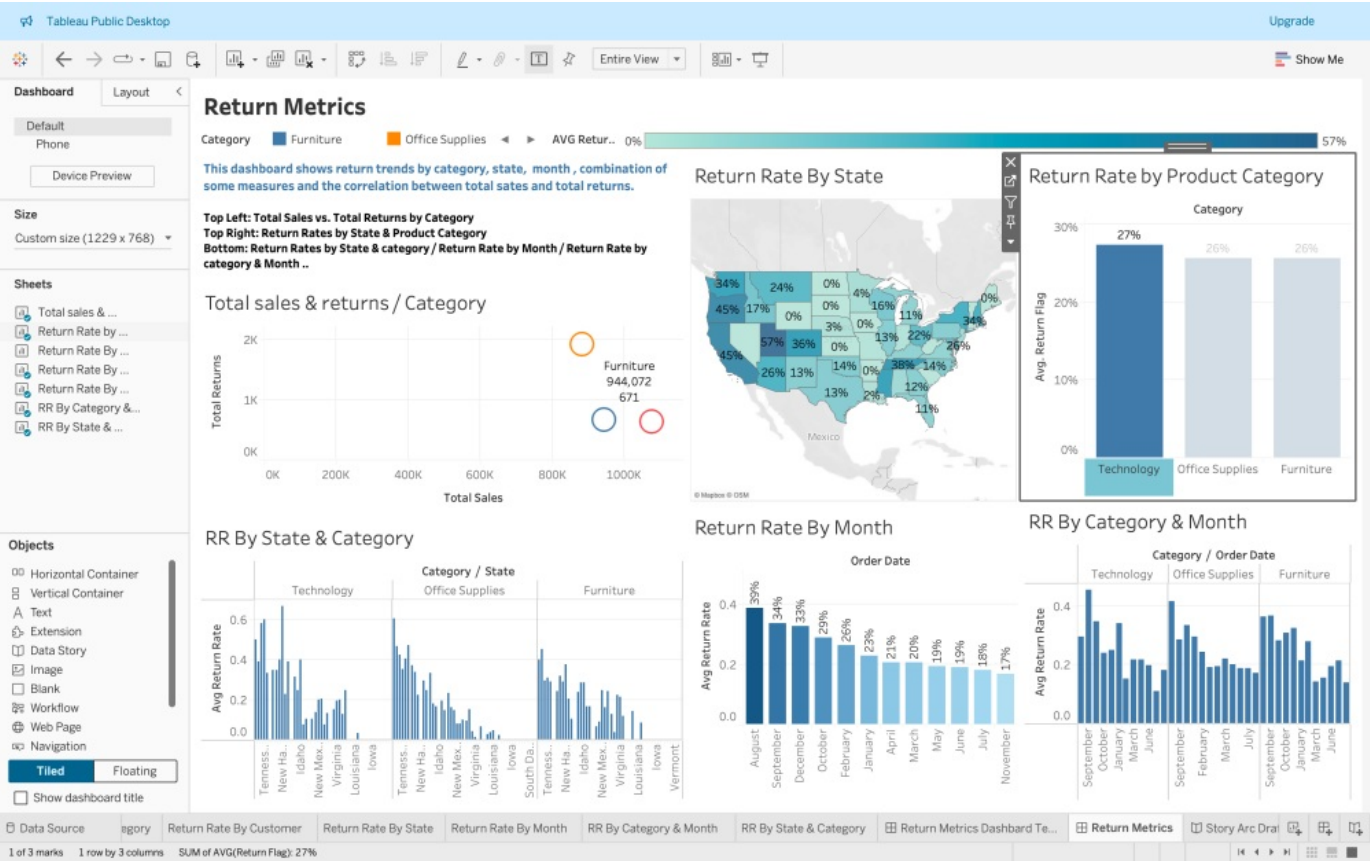
Presentation-Return Rate Analysis

Focus operational improvements on **Technology** and **Furniture** categories, which show the highest return rates. Pay special attention to returns coming from **Utah**, **California**, and **Oregon** — the top return-driving states. Returns peak in **August**, **September**, and **December**, indicating a **seasonal trend** that warrants targeted intervention during these months. Consider reviewing product quality, shipping practices, and customer return policies in these key areas.

To reduce return volume and improve profitability, Superstore leadership should:

.Initiate a root cause investigation into high-return categories (Technology, Furniture) in high-risk states (Utah, California, Oregon).

.Audit operations and product quality for items most returned, especially during peak months (August, September, December).

.Refine return policies or add return friction for repeat-return customers and high-risk SKUs.

.Design targeted interventions (e.g., improved packaging, clearer product descriptions) for high-return geographies.

.Implement this Return Metrics Dashboard across teams to continuously monitor return behavior and guide data-driven actions.

This dashboard should be reviewed monthly, with KPIs like return rate and return cost tracked over time