

STORY TELLING(WHAT CAUSING RETURNS)

- Building worksheets analyzing different views on return rates.
- **Building a Dashboard for Monitoring Returns**
- **Presenting Analysis and Dashboard**
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THE AIM OF STUDY AND THE OBJECTIVES REQUIRED TO REACH THE AIM

Return rate

Highest return rate

What caused the return rate

Prone customer return rate

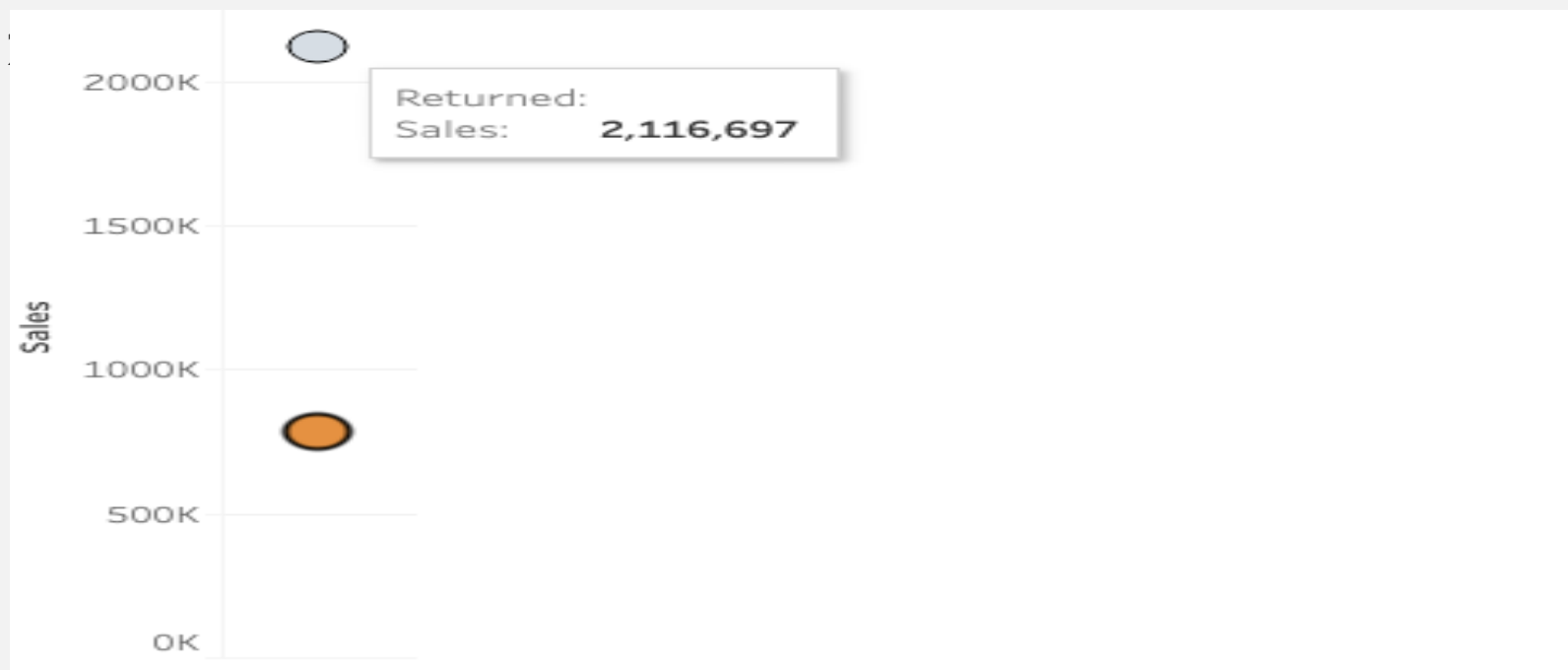
Seasonal return rate

Composite charts by Month

Composite charts by states

Final Dashboard

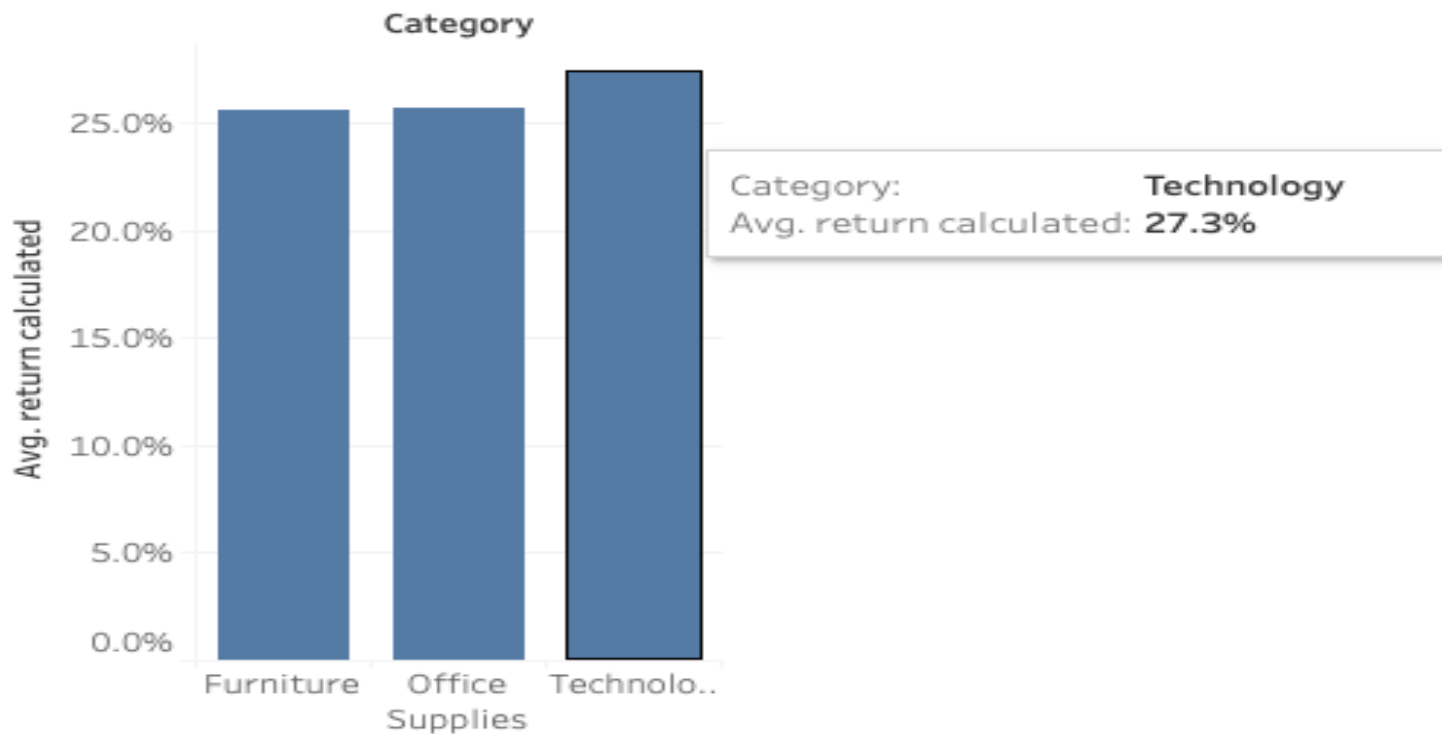
TOTAL OF SALES DIDN'T RETURN



TOTAL SALES DID RETURN

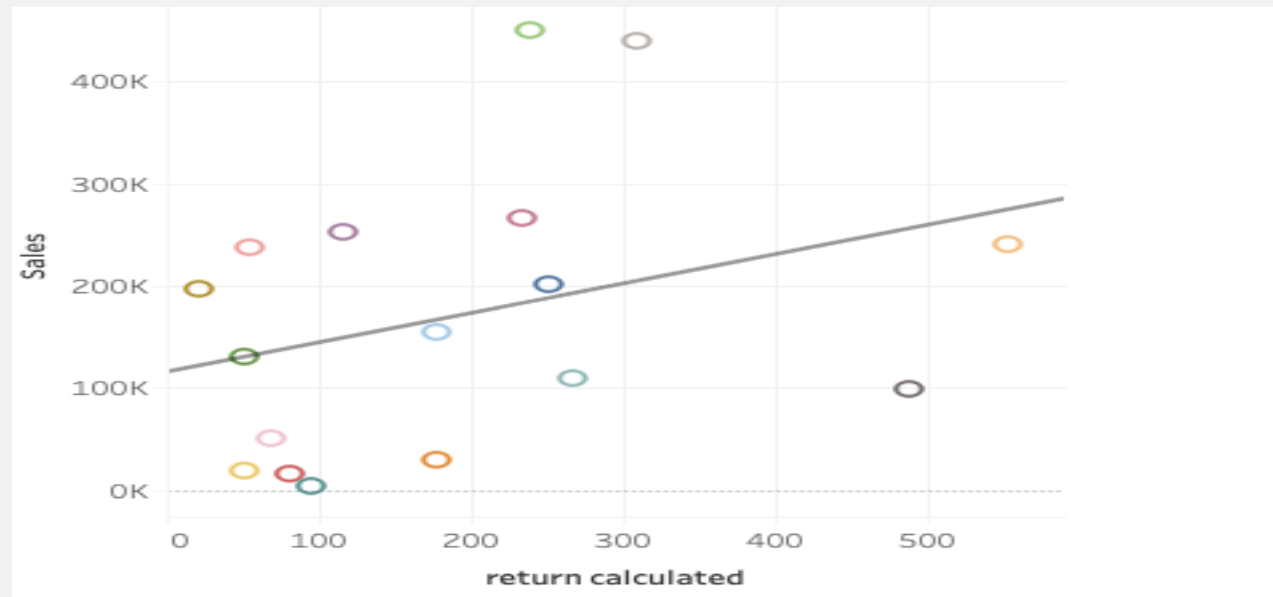


WHAT SUPPLY ITEM HAS THE HIGHEST RETURN RATE



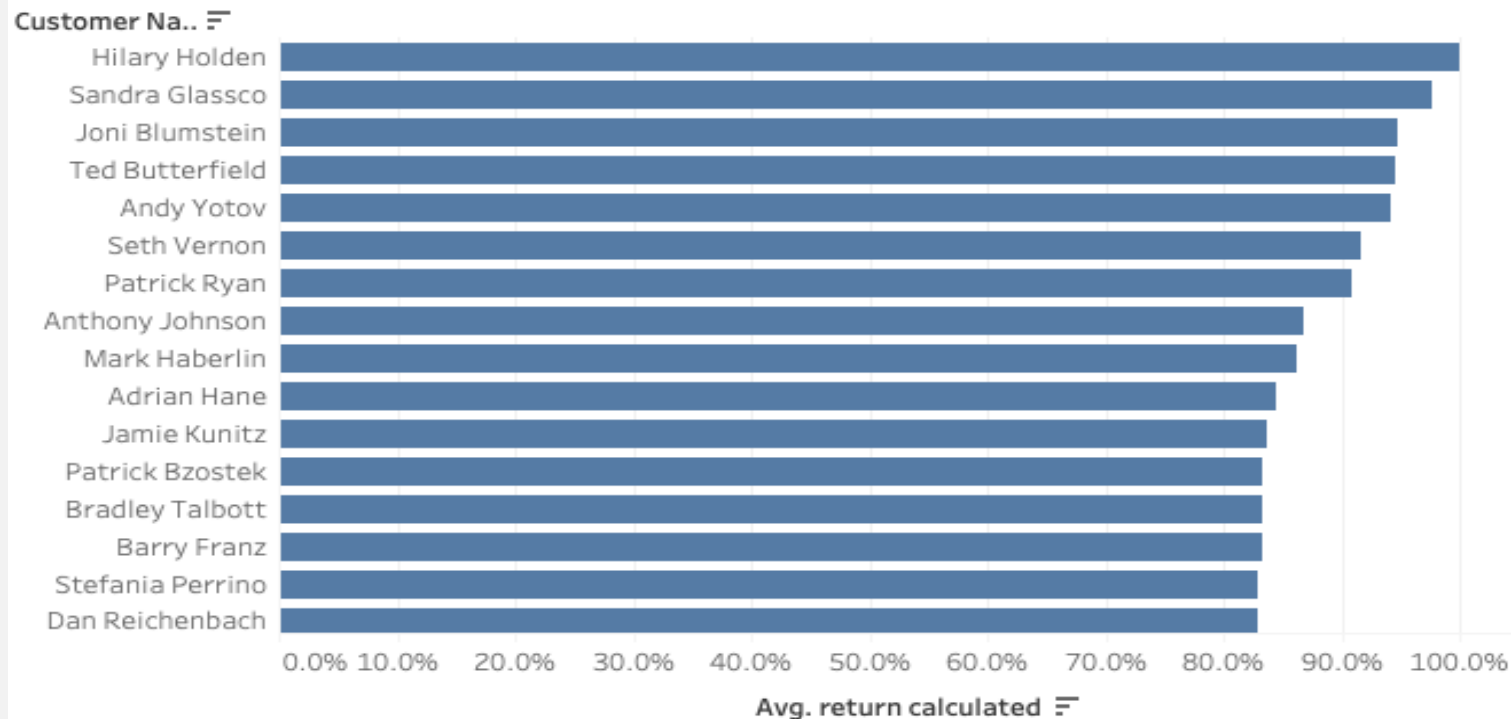
DOES THE SALE CORELATE WITH POSITIVE RETURN

- NO, the sale don't correlate with positive return according to my data.



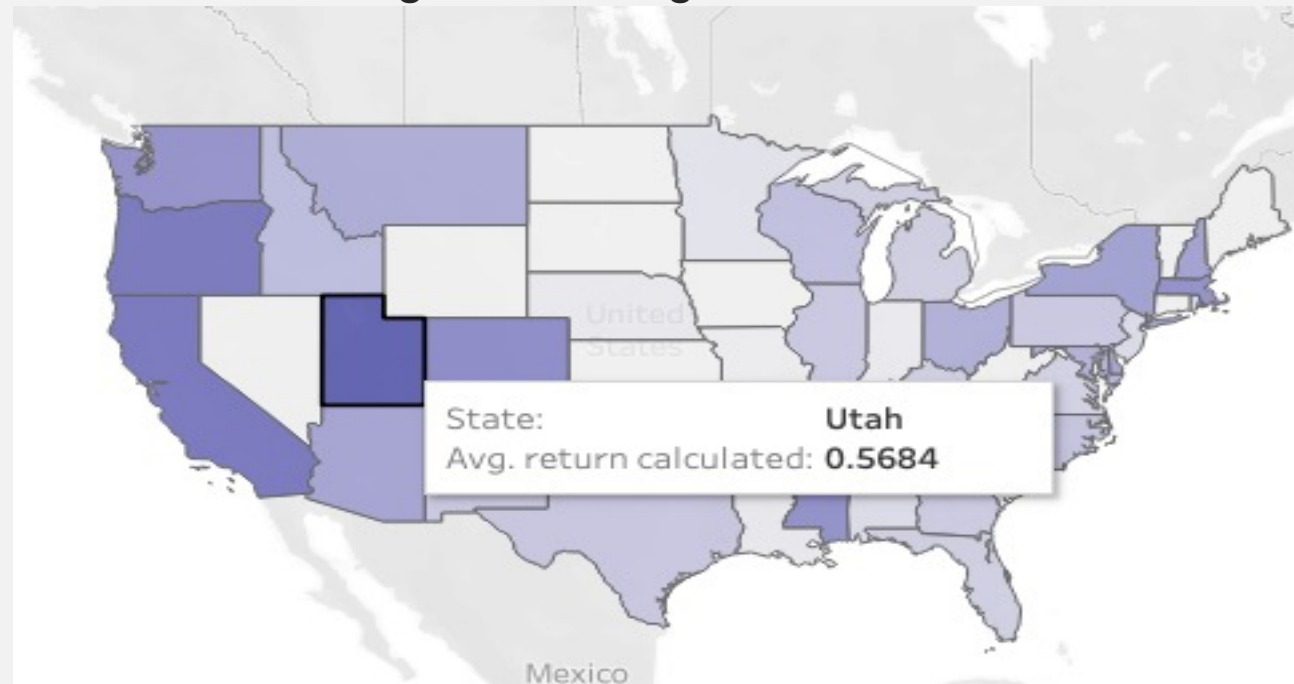
WHO ARE THE TOP 3 CUSTOMER WITH HIGHEST RETURN RATE

The top customers on chart are prone to return such as hilary and Sandra by 100%.

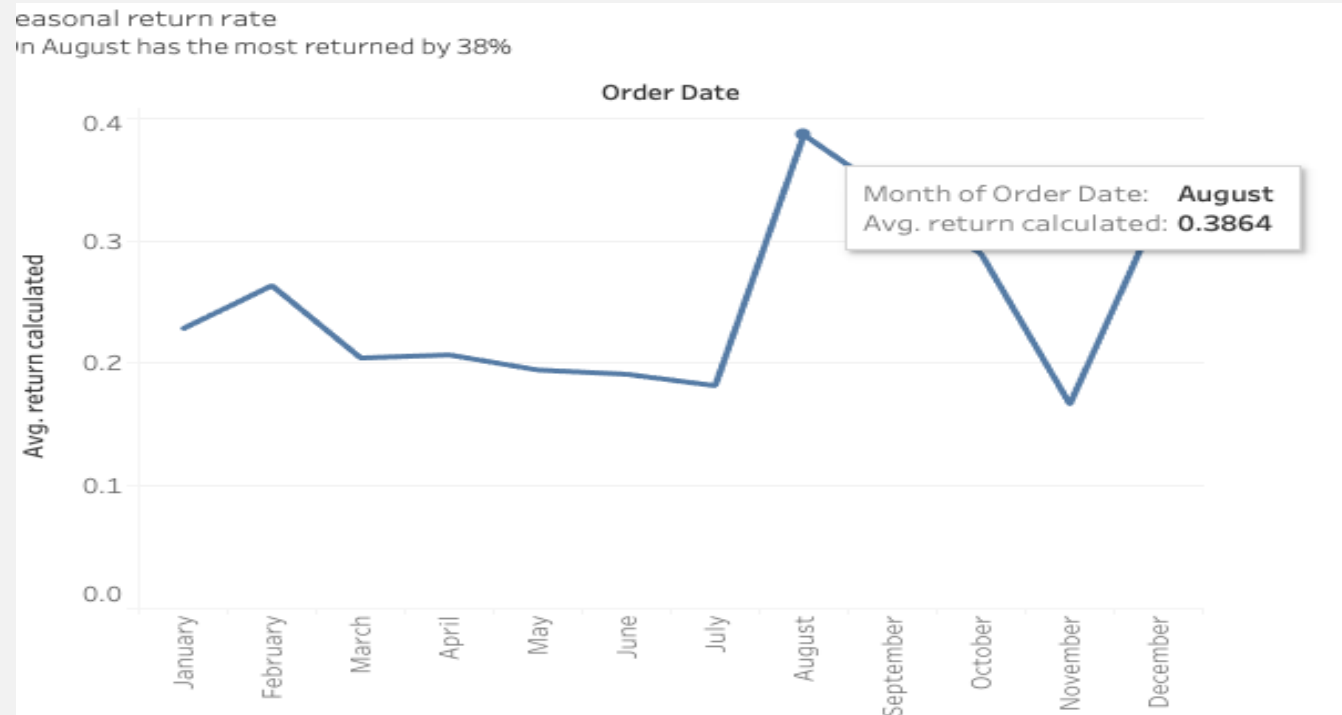


BASED ON MAP WHICH STATES HAS THE HIGHEST RETURN RATE

- Utah, California and Oregon has the highest return rate in the entire country.

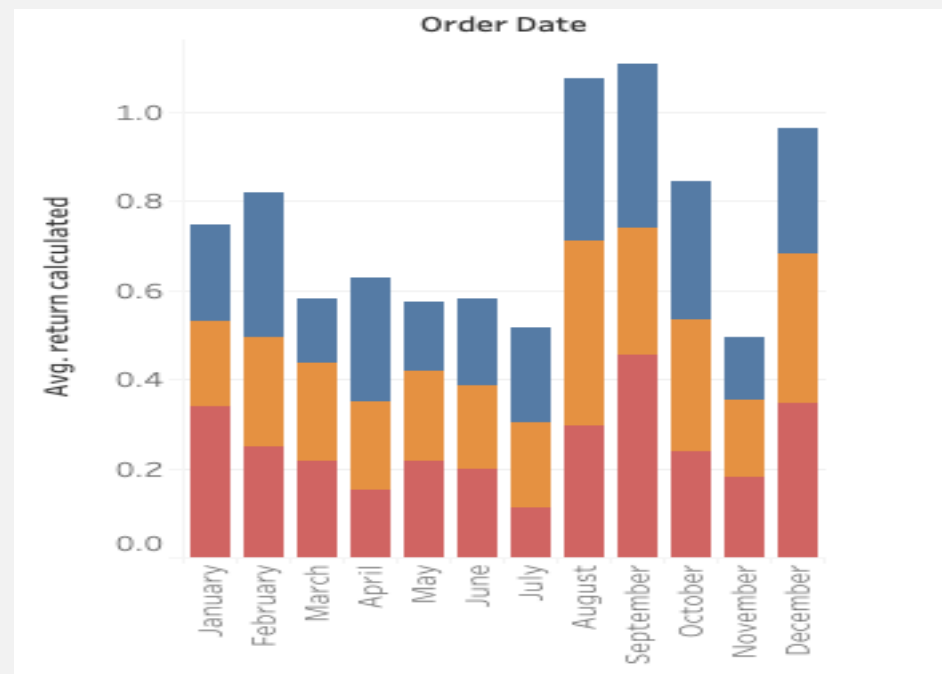


WHICH MONTH HAS THE HIGHEST RETURN RATE



COMPOSITE CHARTS BY MONTH

- According to this chart Technology and furniture's has highest return rate on the different month of the year in blue and red colors.



COMPOSITE CHART BY STATES

- According to this chart Montana, Louisiana and Utah has the highest return rates.

Sub-Category	Avg. return ca	State						
		Utah	Vermont	Virginia	Washing..	West Virginia	Wisconsin	Wyoming
Accessories	1%	0.0%	0.0%	21.4%	40.3%		13.3%	
Appliances	3%	100.0%	0.0%	0.0%	42.3%		0.0%	
Art	1%	66.7%	0.0%	0.0%	8.3%		0.0%	
Binders	9%	55.0%		0.0%	32.7%	0.0%	0.0%	
Bookcases	3%	0.0%	0.0%	0.0%	0.0%		0.0%	
Chairs	2%		0.0%	11.1%	21.6%		0.0%	
Copiers	0%	0.0%		0.0%	42.9%			
Envelopes	5%		0.0%	18.2%	0.0%			
Fasteners	0%	80.0%		0.0%	56.0%		0.0%	
Furnishings	1%	66.7%		28.1%	43.1%		37.5%	
Labels	5%	0.0%		0.0%	5.9%		44.4%	
Machines	0%			0.0%	0.0%			
Paper	7%	57.9%	0.0%	0.0%	36.3%	0.0%	0.0%	
Phones	5%	66.7%	0.0%	20.8%	29.5%		0.0%	
Storage	2%	54.5%	0.0%	0.0%	40.6%		53.3%	
Supplies	0%	0.0%		0.0%	50.0%		0.0%	
Tables	0%	0.0%		20.0%	26.1%	0.0%	0.0%	

SUMMARY

- Based on the data analysis on this report, The diagrams, charts and calculations shows that whatever is causing the return is all upon to the locations, climate changes, months, States and the type of products. Some states has 100% return rate compare to other states which is all depends on the months and type of products on those states. To lower return rate, we need to focus on the strategies to minimize the causes of the return by selling those products in the right place and right timing. Some items don't on for sale during summer time so we need to focus on what is more profitable during summer for sales.