

 [View Source Data](#)

select all ----->
filtered by month ----->

☒ month

☒ Jul 1, 2025

☒ Jun 1, 2025

☒ May 1, 2025

☒ Apr 1, 2025

☒ Mar 1, 2025

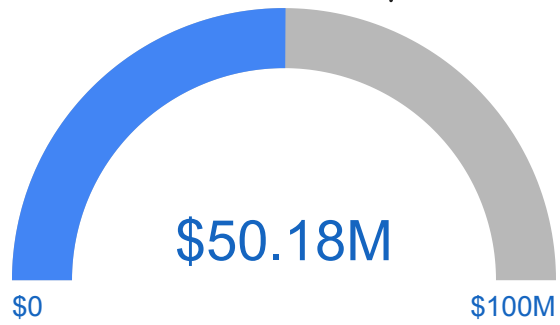
☒ Feb 1, 2025

☒ Jan 1, 2025

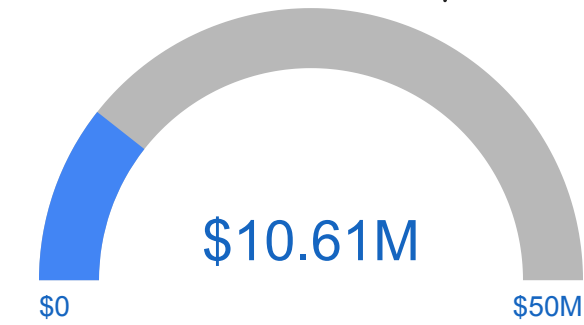
☒ Dec 1, 2024

MoM Sales Breakdown

Total Sales as of July 21, 2025



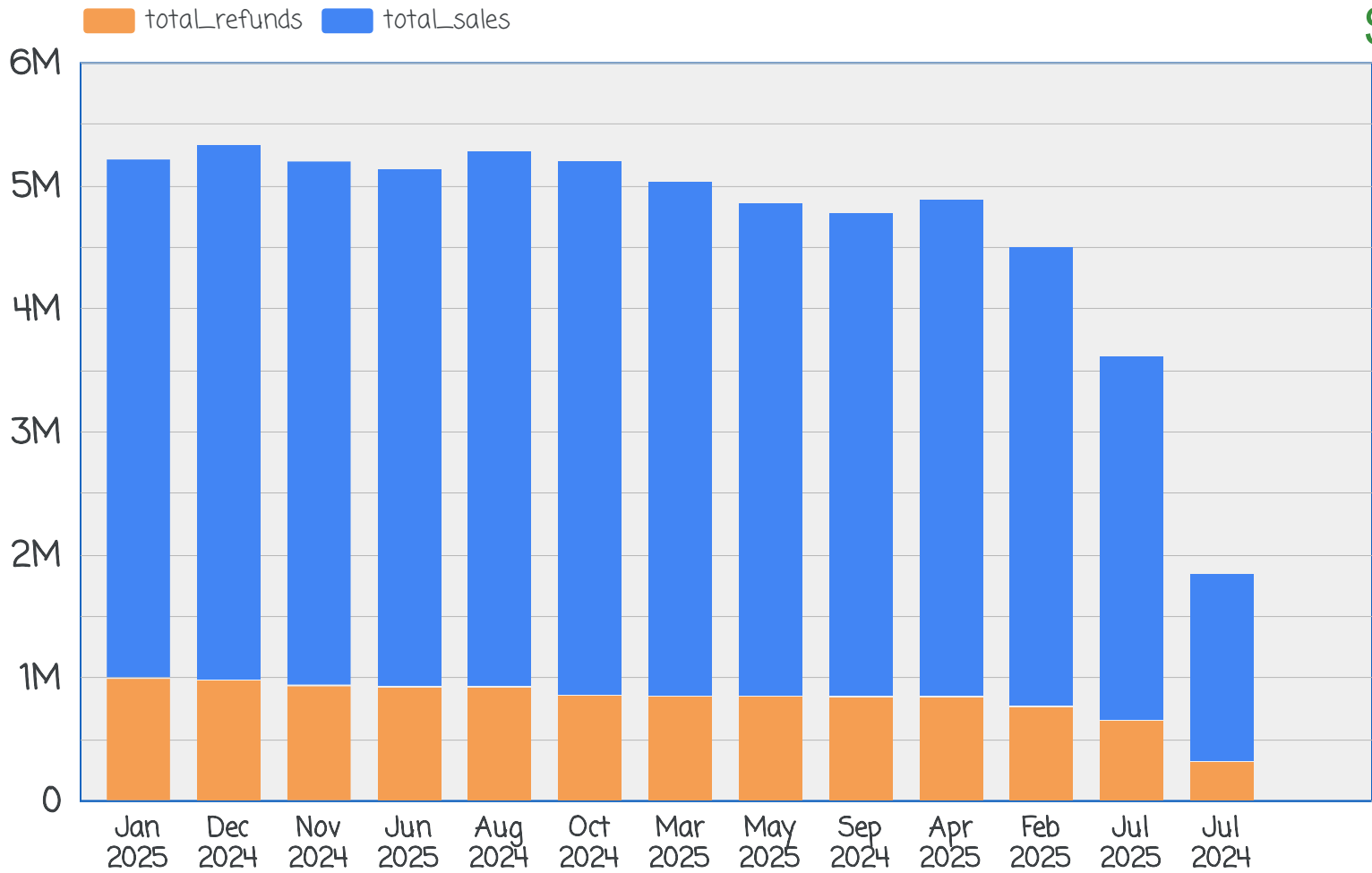
Total Refunds as of July 21, 2025



Dashboard FAQ's

- Data is updated monthly
- Data filters aggregate per page
- Buisness logic is applied using SQL and pushed to the shared drive
- questions or issues contact me@garrettschumacher.com

MoM Sales \$ vs. Returns \$

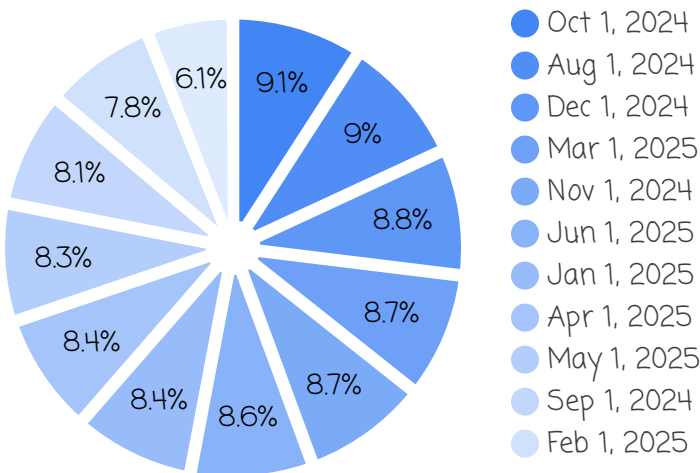


Net Revenue(Selected Months)

\$39,570,427.58

month		net_revenue
1.	Oct 1, 2024	3,501,157.
2.	Aug 1, 2024	3,441,162.
3.	Dec 1, 2024	3,387,953.
1 - 13 / 13		< >

Net Revenue as a % of Total Sales




Total Orders Total Sales Total Refunded

11.9K \$50.18M \$10.61M

Regional Sales Trends

 View Source Data

☒ region

 Type to search

☒ West

☒ Territories

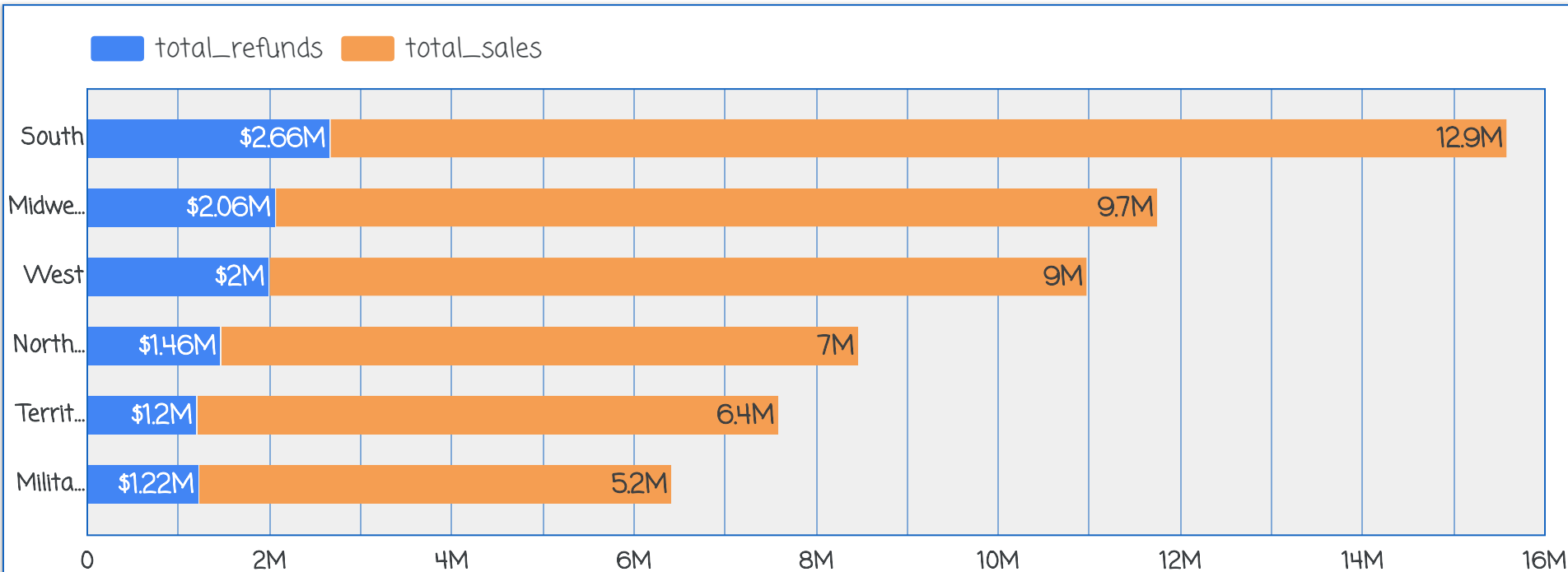
☒ South

☒ Northeast

☒ Military

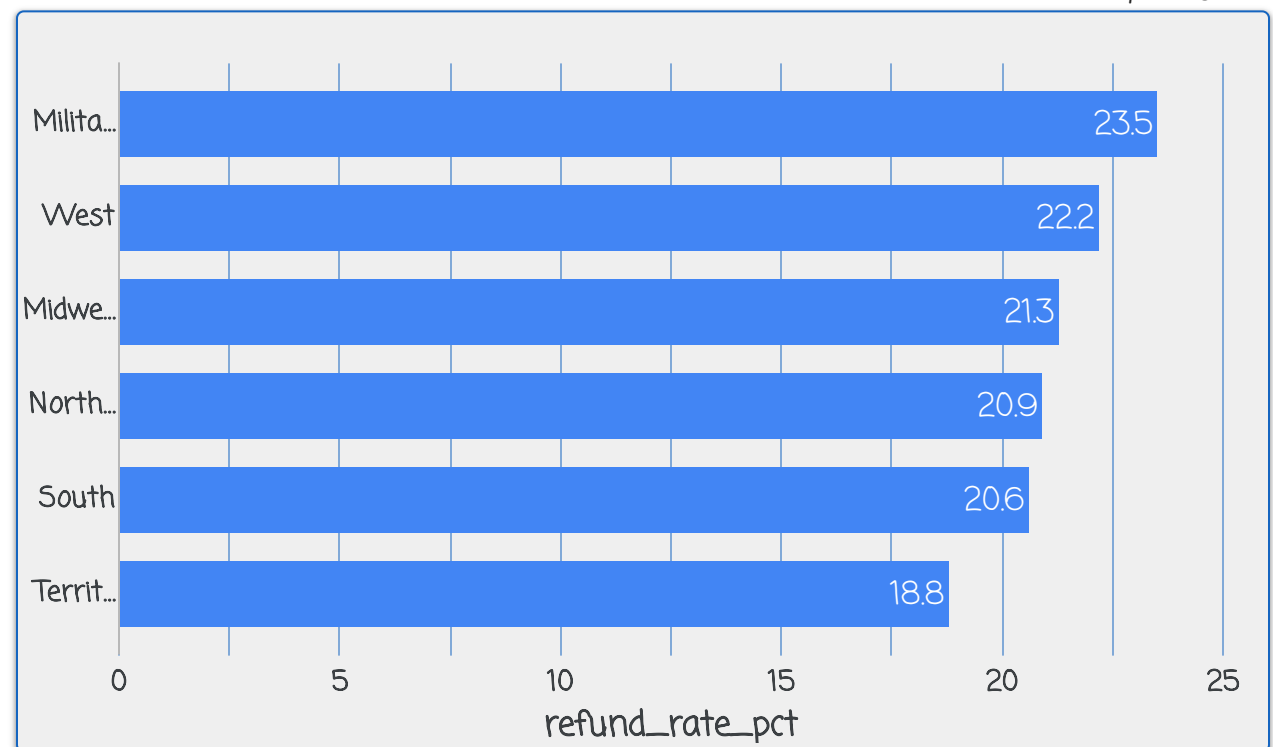
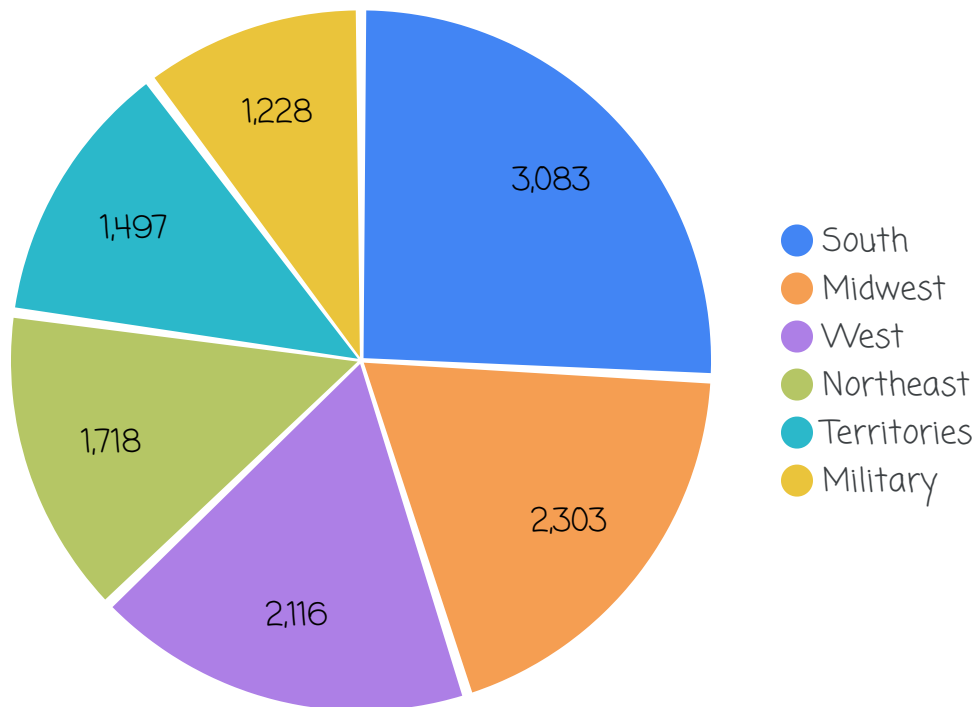
☒ Midwest

Regional Sales Breakdown



Refund Rate % by Region

Total Orders by Region





Product-Level Refund

Product Catagory by Total Refunded

[View Source Data](#)

Analysis



Category

electronics



Top Refund Driver

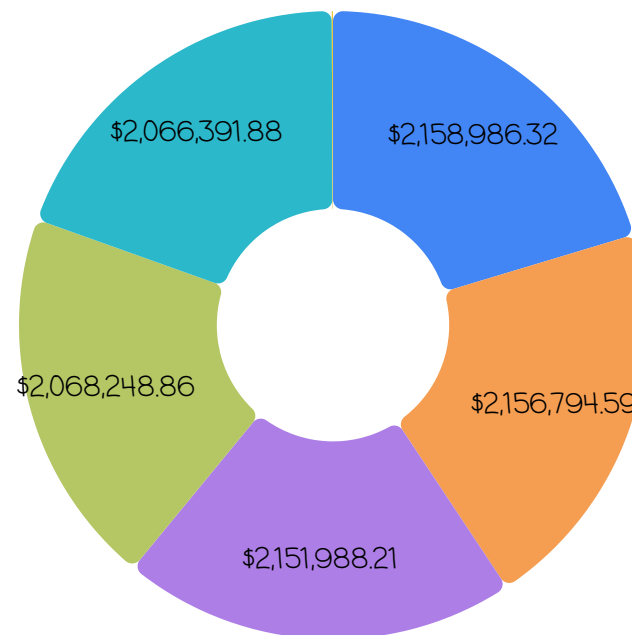
compact speaker

Total Refunded

Return Count

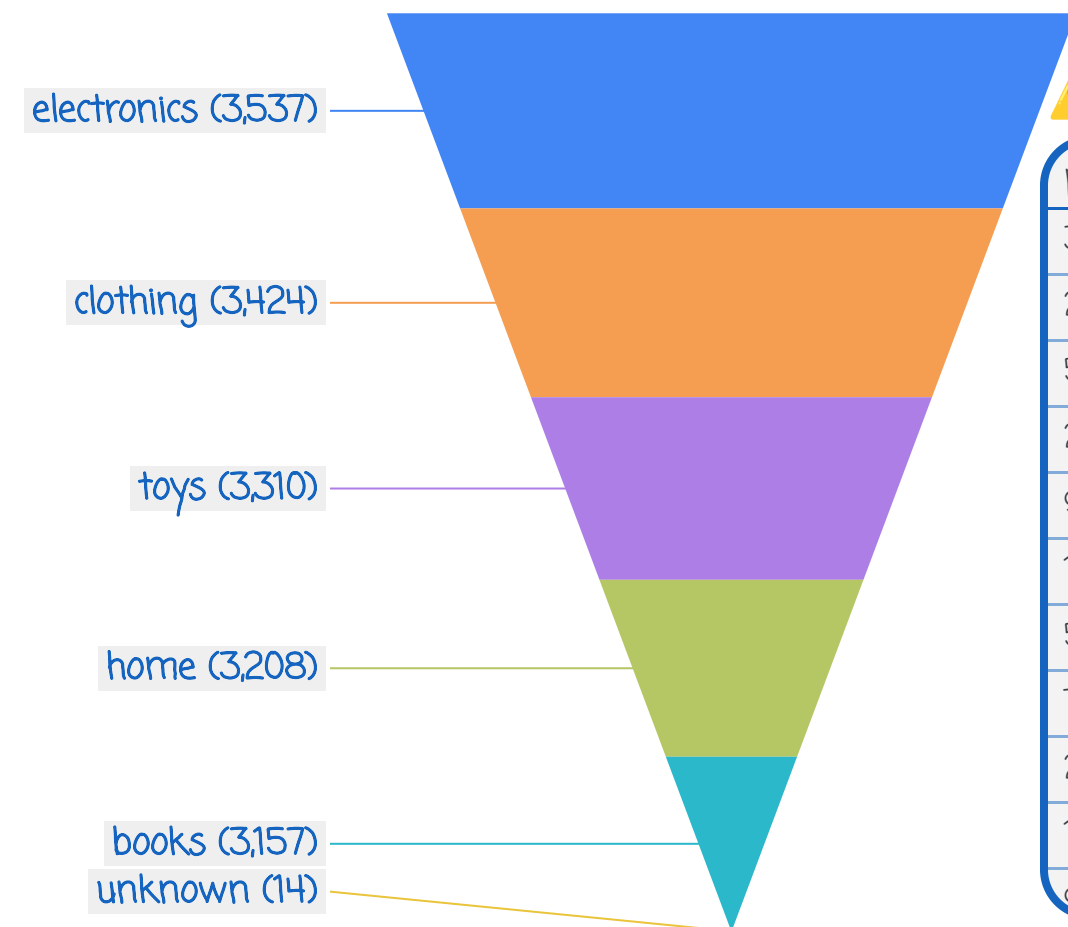
10.6M

16.7K



- electronics
- clothing
- toys
- home
- books
- unknown

Return Count Funnel



Products >\$10k in Total Returns

product_id	product_name	product_catego...	return_co...	total_refunded
343	compact speaker	electronics	25	30,536.59
265	durable shirt	clothing	22	29,997
510	hardcover anthology	books	22	28,094.4
285	smart speaker	electronics	20	27,376.1
971	rustic table	home	21	27,341.78
1033	stylish shirt	clothing	19	27,243.72
508	educational car	toys	22	26,110.08
78	fun doll	toys	16	25,749.88
214	elegant table	home	17	25,681.76
1029	comfortable shirt	clothing	20	25,188
965	smart speaker	electronics	19	24,994.8

View Source Data

☒ product... Record ...

☒ clothing

262

☒ toys

259

☒ electronics

256

☒ home

255

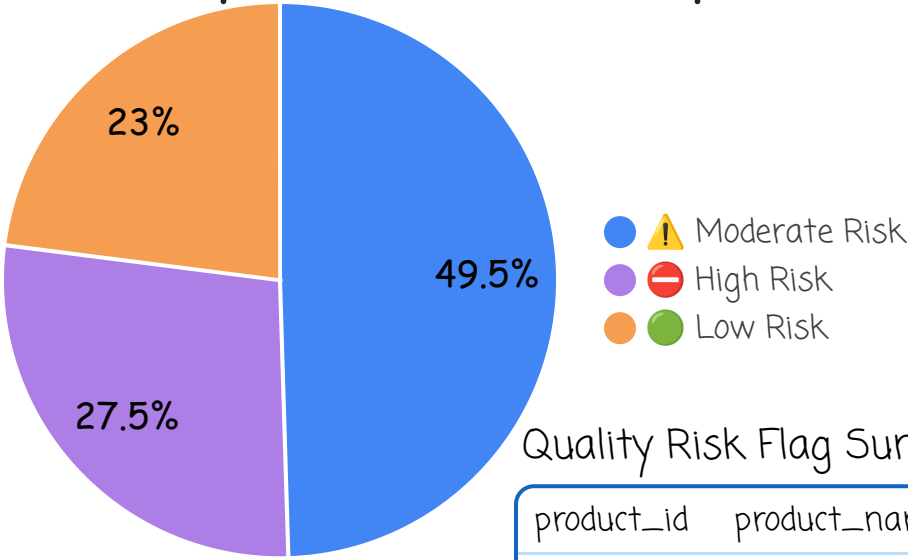
☒ books

253

☒ category

1

Quality Risk Flag Analysis



Quality Risk Flag Breakdown

High Risk:

• ≥ 50% of returns are due to quality-related issues

Moderate Risk:

• Between 33% and 49% of returns are quality-related

Low Risk:

• < 33% of returns involve quality issues

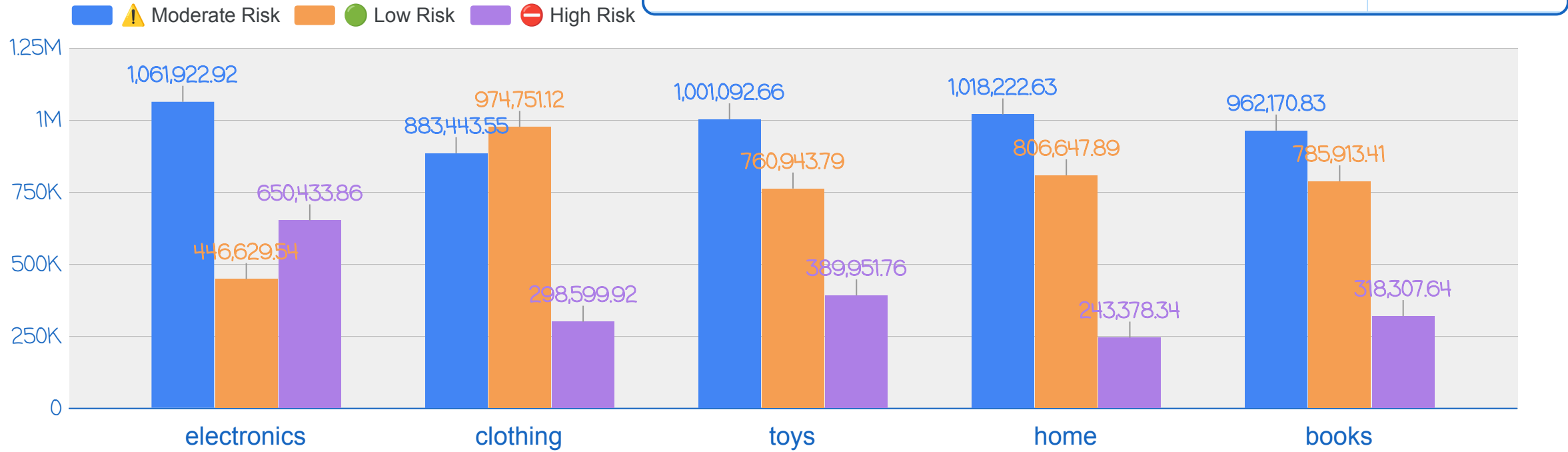
Quality Flagged Ret...

Quality-Related Losses

6,539

\$10.61M

Quality Risk Flags: Category Breakdown



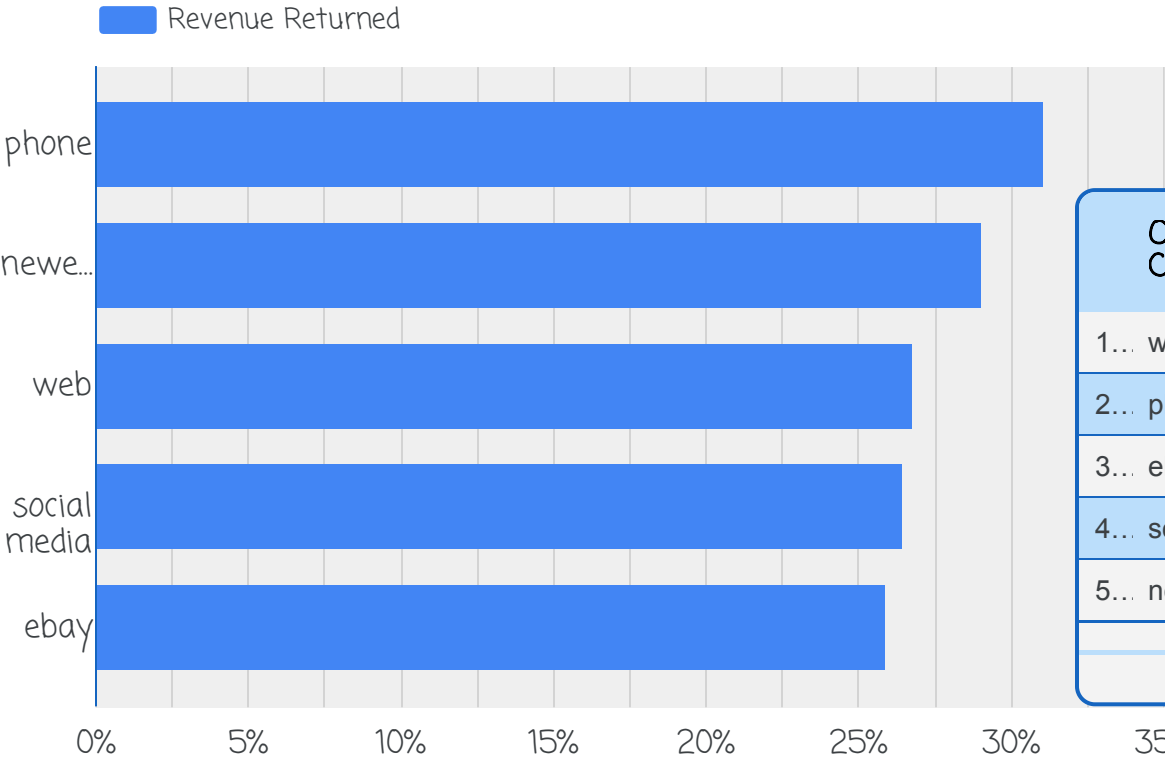
Quality Risk Flag Summary

product_id	product_name	product_catego...	quality_risk_tier	quality_returns
1286	modern memoir	books	Low Risk	2
1285	colorful blocks	toys	Low Risk	4
1284	portable camera	electronics	Moderate Risk	4
1283	fun car	toys	Moderate Risk	6
1282	illustrated guide	books	Moderate Risk	5
1281	fun puzzle	toys	Low Risk	3
Grand total				6,539

% of Total Revenue Returned by Order Channel

Order Channel Risk Analysis

View Source Data



Top Selected Channel by % of Revenue Lo...

phone

Order Channel	Sales ▾	Refunds	% of revenue refunded
1... web	\$30,528,344.93	\$6,297,662.73	26.76%
2... phone	\$7,348,564.23	\$1,770,834.66	31.04%
3... ebay	\$5,122,567.31	\$1,016,265.71	25.88%
4... social m...	\$4,710,767.21	\$964,714.59	26.45%
5... newegg	\$2,469,488.51	\$559,826.92	29.02%
1 - 5 / 5 < >			

☒ order_chann...

☒ web

☒ social me...

☒ phone

☒ newegg

☒ ebay

Sales & Refund Trends by Channel

