

Draft Story Arc for Presentation

- 1. Summary of Analysis of Returns**
- 2. How Should Returns Be Measured?**
- 3. Key Root Causes of Returns**
- 4. Overview of Each Component of the Dashboard**
- 5. Explanation of Each Chart and Interpretation**
- 6. Demonstration of How the Dashboard Should Be Used**
- 7. Interpreting the Dashboard and Using Filters to Identify Root Causes**
- 8. Actions to Be Taken After Identifying Root Causes**
- 9. Conclusion with Proposed Next Steps**