Story point #1: **Return rate percentage is the most effective measure for identifying problem areas across product categories**

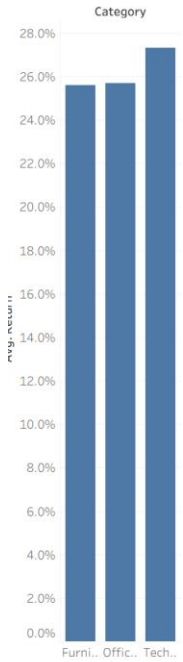
Summary
- Return rate percentage allows you to compare performance across different product categories, time periods, and regions on an equal basis.
Ex) A 15% return rate immediately tells you the severity of the problem, while raw numbers like "500 returns" lack context
- Return rate reveals patterns that absolute numbers might hide - a product with high sales but low return rate vs. one with fewer sales but high return rate
- Helps prioritize which areas need immediate attention based on percentage impact rather than just volume

Dashboard Overview
Geographic analysis: Map showing return rates by state/region to identify geographic concentrations
Product performance: Bar charts displaying return rates by category and subcategory
Time-based trends: Line charts revealing seasonal patterns in returns
Customer behavior: Analysis of return-prone customers (filtered for multiple orders)
Correlation analysis: Scatterplot showing relationship between sales volume and returns
Composite views: Multi-dimensional charts combining factors like time, geography, and product categories

How the Dashboard Can Be Used
Root cause identification: drill down into specific problem areas
Performance monitoring: Track return rate trends over time
Strategic decision-making: Compare different segments to allocate resources effectively
Operational insights: Identify which products, regions, or time periods need attention

Proposed Next Steps
Focus on highest return rate categories
Deploy for regular monitoring by relevant teams
Conduct detailed analysis of root causes in problem areas
Develop action plans based on identified patterns
Establish regular review cycles to track improvement

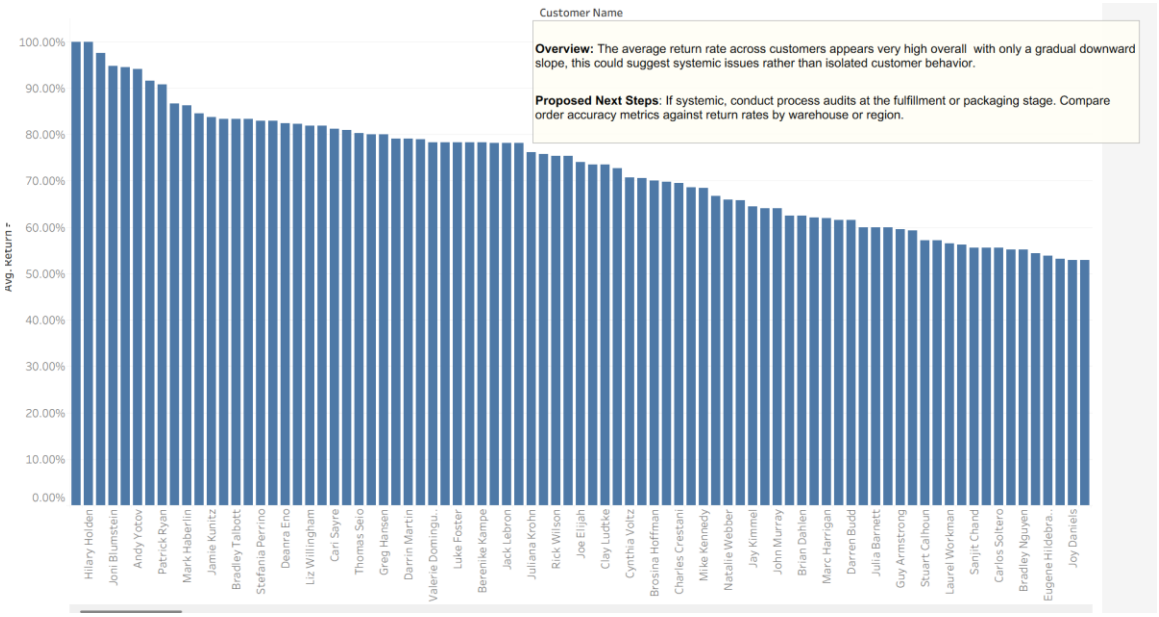
Story Point # 2: **1 in 4 items sold gets returned - here's why.**



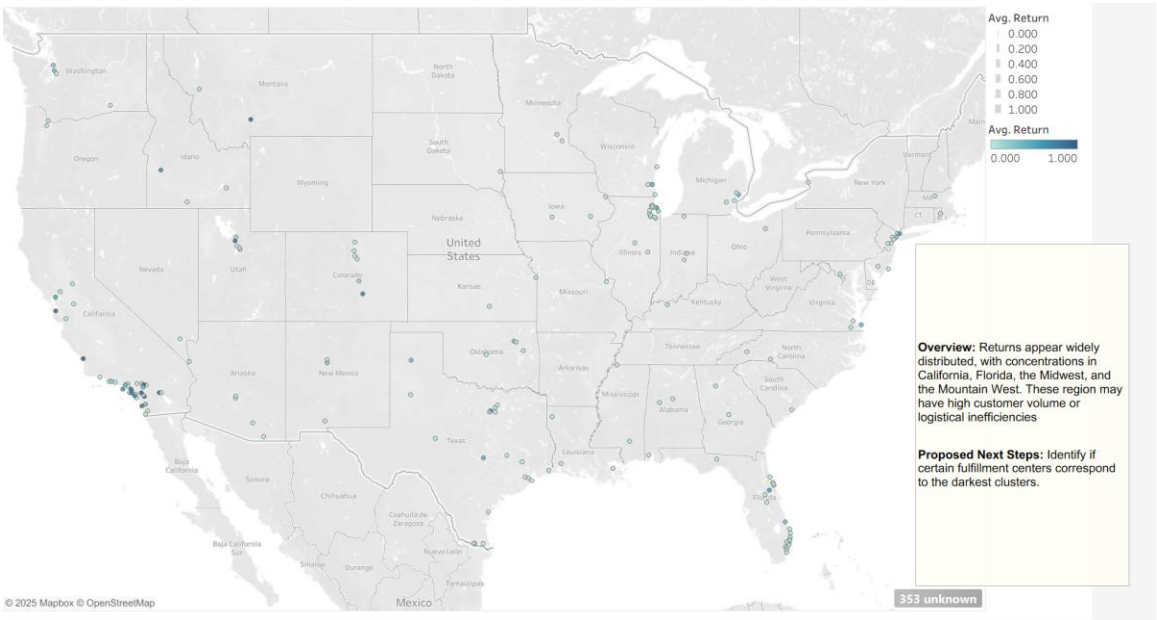
Overview: Return rates are consistently high across all product categories (25-27%), with Technology slightly leading at 27.3%. This narrow range suggests systemic operational issues rather than category-specific problems, requiring company-wide solutions.

Proposed Next Steps: This operational issue offers a clear path forward: improve warehouse and shipping processes to reduce returns across the entire portfolio.

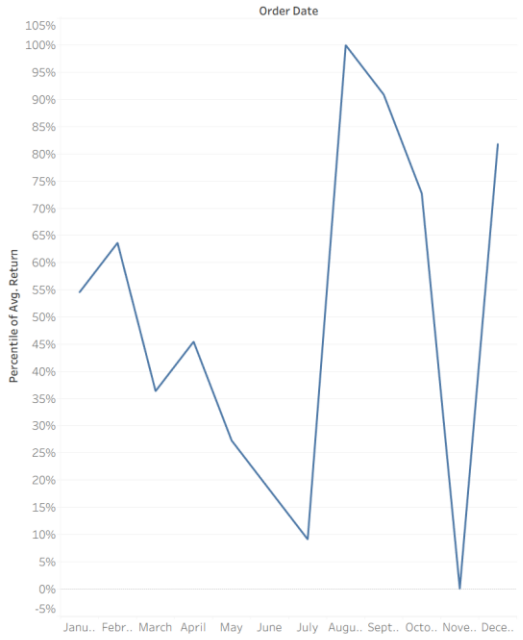
Story point # 3: **Systematic Issue Vs Customer Behavior**



Story point # 4: **A Coast-to-Coast Problem**



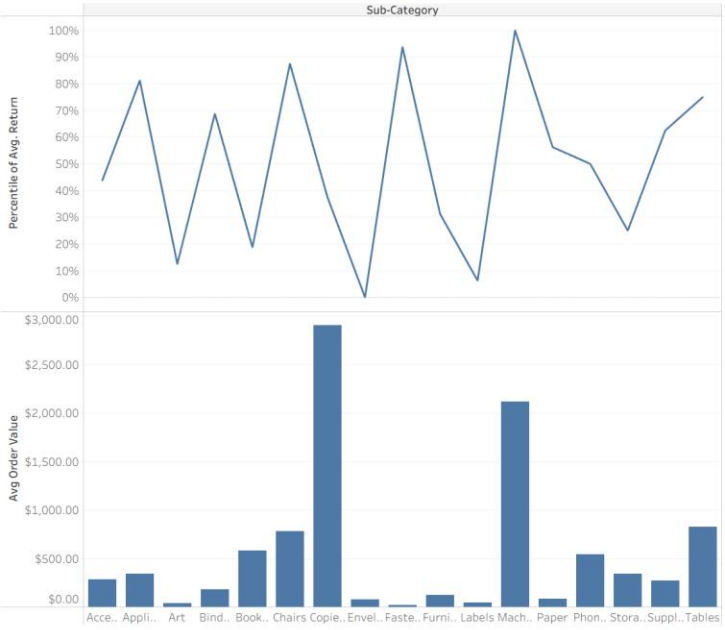
Story point #5**: Return Rates Soar, then Fall**



Overview: Seasonal Trends for returns happen August --> September. Lowest: October to November, and moderate returns Jan to April, with a decreasing trend from March to June.. This indicates: Mid-year sees the most returns, early fall sees the fewest.

Proposed Next Steps: High returns migh indicate product quality issue or seasonal buying behavior. Segment data further by product type to see what drives summer spikes. Perhaps check return policy, if any changes

Story Point # 6: **High-Value Items, High Return Risks**



Overview: Compares return rate percentiles (top) with average order value (AOV) (bottom) across product sub-categories.Evaluate:
Which categories are most frequently returned
Whether higher-value purchases are associated with higher return rates

Evaluation/Reccomendation:
Biggest risk = Copiers + Machines
High AOV + High return rate → costly operational burden. Investigate immediately.

Furniture = moderate priority/risk
Improve product shipping/logistic details to avoid damage

Low-cost items are stable
Accessories, Appliance, Art, Envelopes, Fasteners, paper, etc. Show low AOV (<$400), mid-range return rates. Likely due to routine office-supply orders, low risk

Return rate variability is high
Some low AOV categories have high return rates, Some high AOV categories have lower return rates.. No consistent correlation.

Story point # 7: **How Order Value and Return Rates Move with the Seasons**