

Story 1

Introduction	Segment Return Rate per Week	Highest Return by Customers	Supplies Returned	Sales and Returns
--------------	------------------------------	-----------------------------	-------------------	-------------------

At the Superstore, the high volume of returned orders has been a persistent issue, affecting both customer satisfaction and the company's profitability. As returns grow, the store faces increased logistical costs, inventory disruptions, and potential reputational damage. Understanding the underlying causes of these returns is crucial for improving operational efficiency and enhancing customer experience.

How Should Returns Be Measured?
Return Rate (%)
Total Cost of Returns (\$)
Total Number of Returns (Orders)

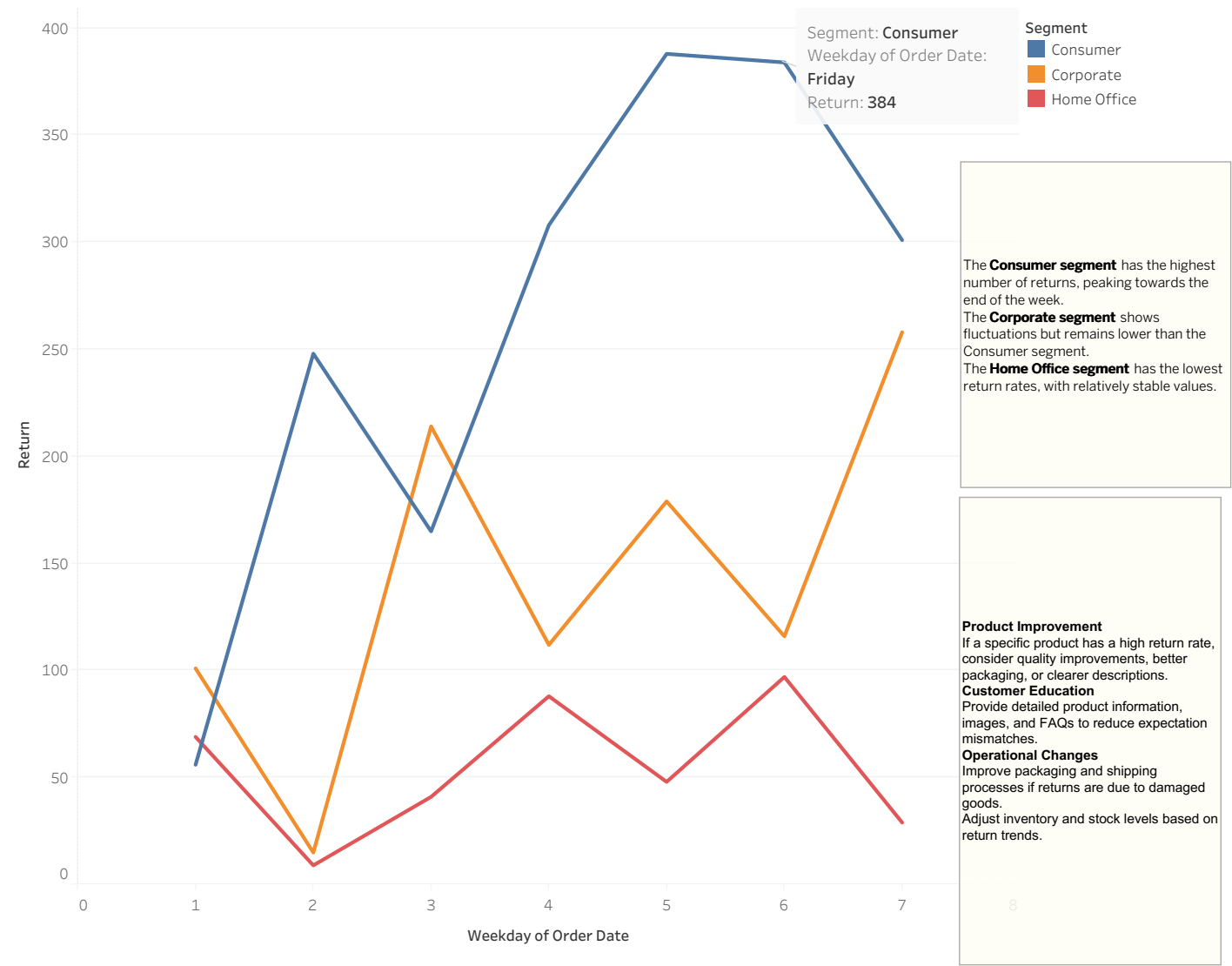
When Is One Better Than the Other?
Return Rate is best for assessing overall return trends and comparing different products, categories, or time periods.
Total Cost of Returns is crucial for financial decision-making, helping to quantify the impact on profit margins.
Total Number of Returns is useful for operational and logistics planning, especially for inventory management.

Key Root Causes of Returns

Product Issues – Defective or damaged items, incorrect specifications.
Customer Expectations – Product not meeting expectations (e.g., size, quality, color).
Shipping Errors – Wrong item sent, delayed delivery.
Fraudulent Returns – Customers returning used or ineligible products.
Seasonal Trends – Higher returns after peak shopping seasons (e.g., holidays).

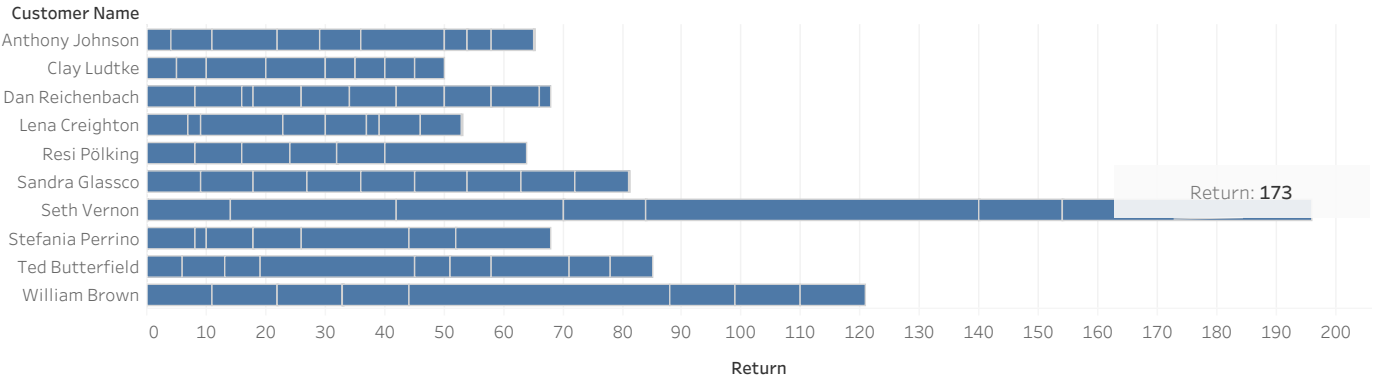
Story 1

Introduction	Segment Return Rate per Week	Highest Return by Customers	Supplies Returned	Sales and Returns
--------------	------------------------------	-----------------------------	-------------------	-------------------



Story 1

Introduction	Segment Return Rate per Week	Highest Return by Customers	Supplies Returned	Sales and Returns
--------------	------------------------------	-----------------------------	-------------------	-------------------



This dashboard effectively highlights customer return patterns, helping businesses **target problem areas, reduce costs, and enhance customer satisfaction.**

High-Return Customers

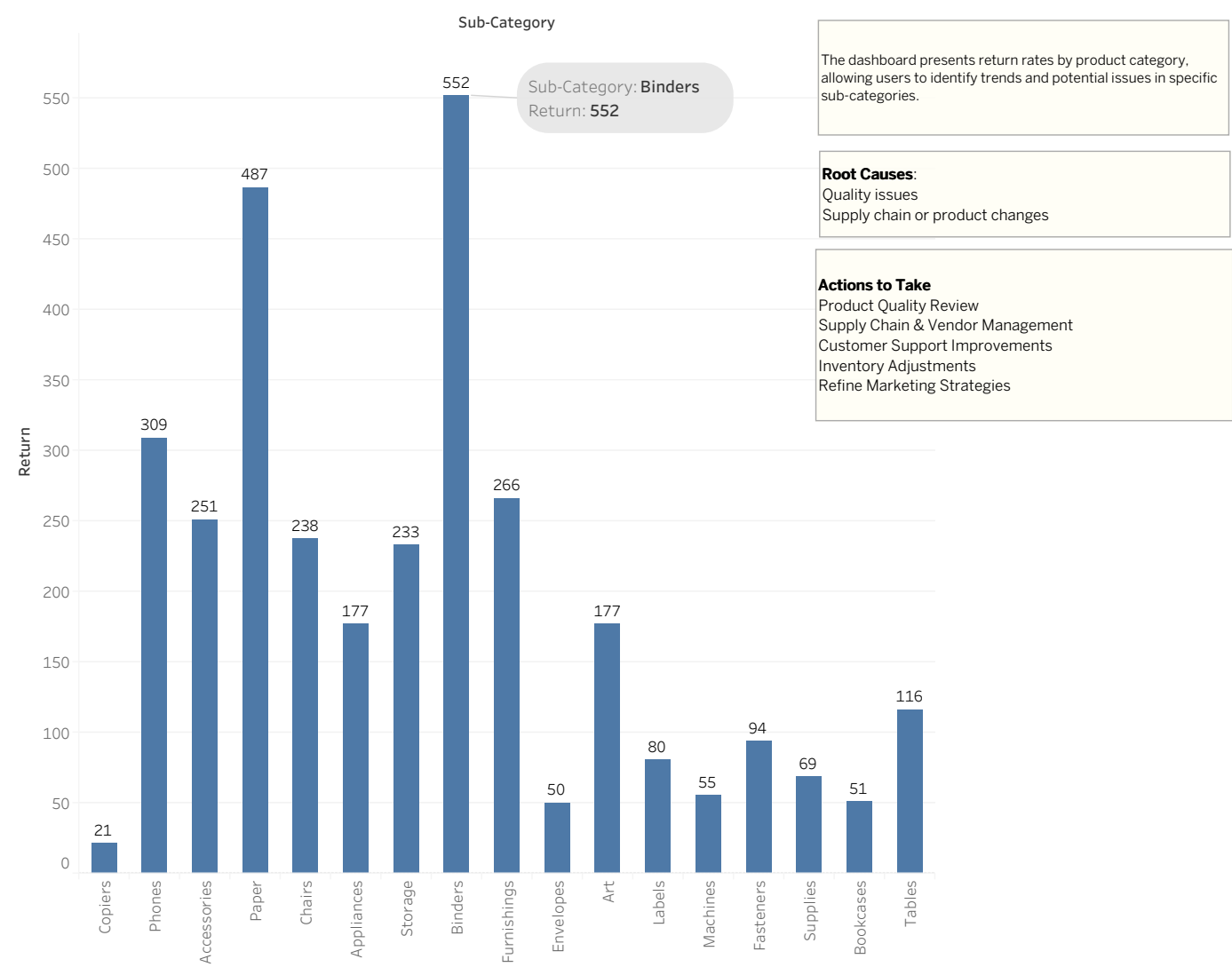
Customers with significantly high return rates may indicate **recurring issues** with specific products or dissatisfaction. **William Brown and Sandra Glassco** stand out as having the highest return numbers, requiring further investigation.

Actions to Take

Customer Segmentation & Behavior Analysis
Product Quality Improvement
Adjust Policies & Communication
Optimize Supply Chain & Logistics

Story 1

Introduction	Segment Return Rate per Week	Highest Return by Customers	Supplies Returned	Sales and Returns
--------------	------------------------------	-----------------------------	-------------------	-------------------



Story 1

Introduction	Segment Return Rate per Week	Highest Return by Customers	Supplies Returned	Sales and Returns
--------------	------------------------------	-----------------------------	-------------------	-------------------

