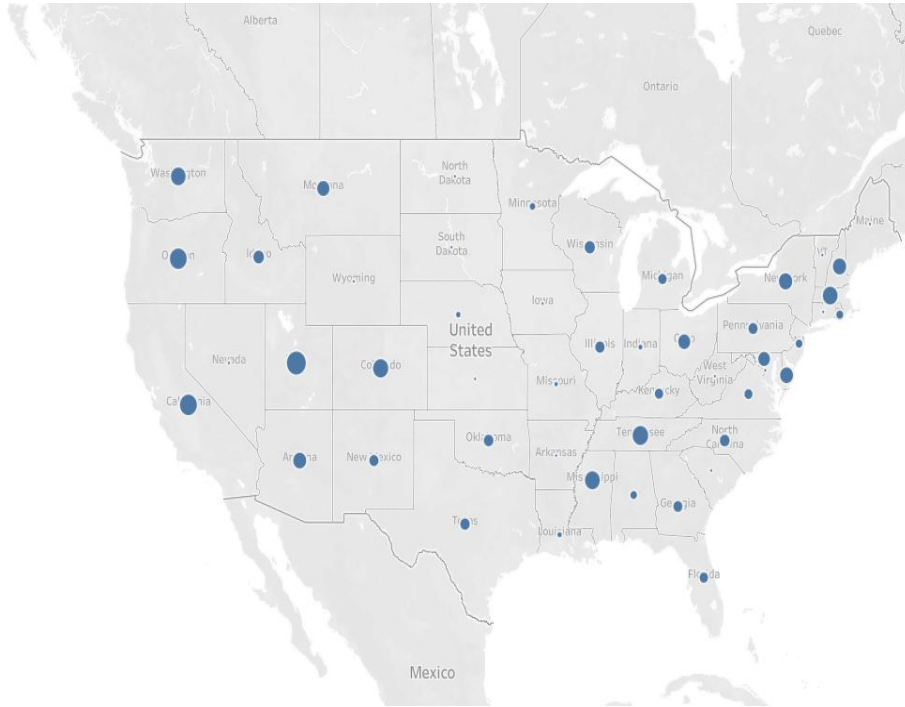


Superstore

Louis Zydor

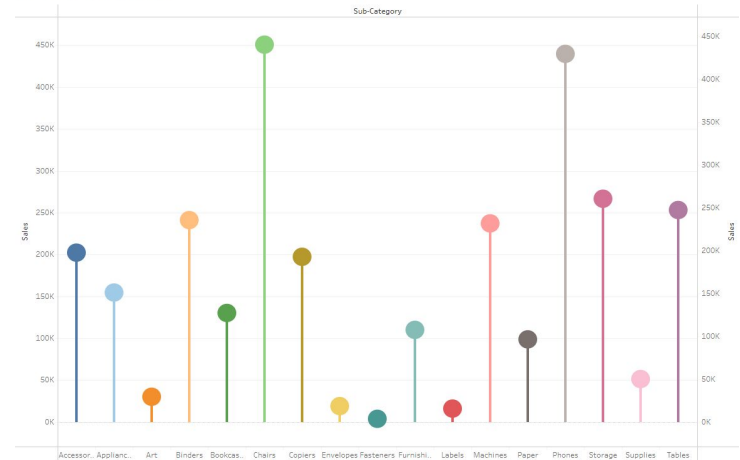
Returns by State



Through the country the returns are equal in percentage

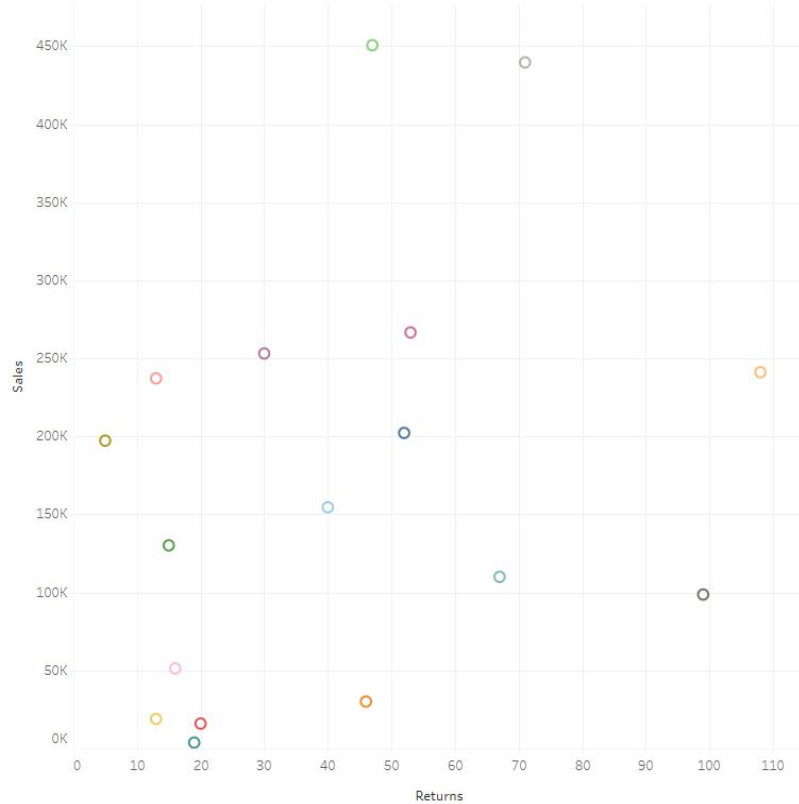
Potential changes in advertising based on region could be looked into

Total Sales by Subcategory



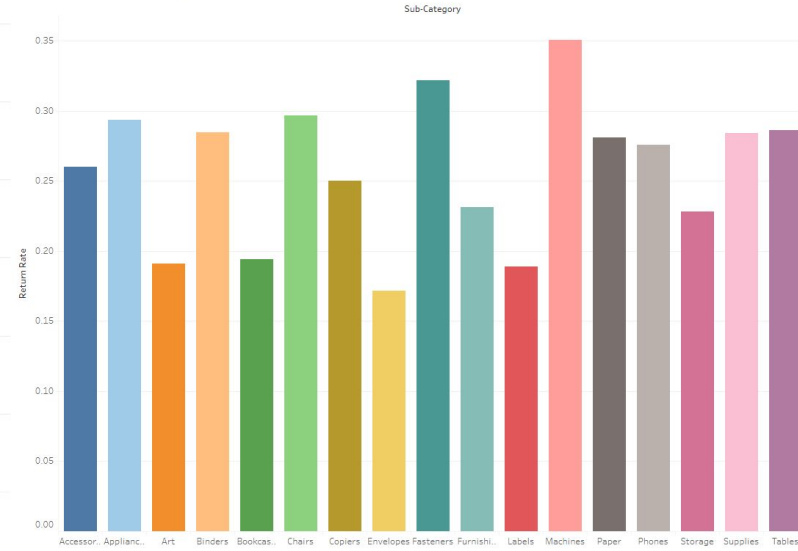
Sales vs. Returns

Returns vs Sales



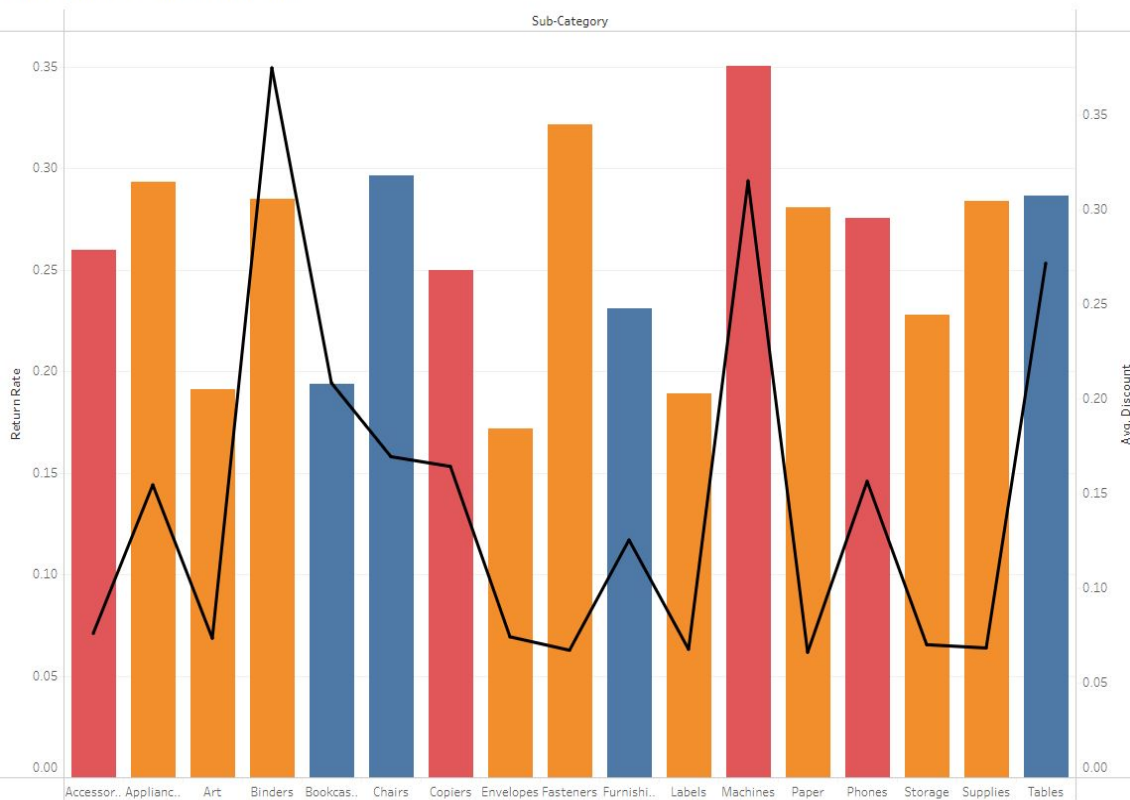
- Sales do not seem to have much of an influence on returns
- Outliers may need to be looked into, as those products may be seeing decreased customer satisfaction

Return Rate by Subcategory

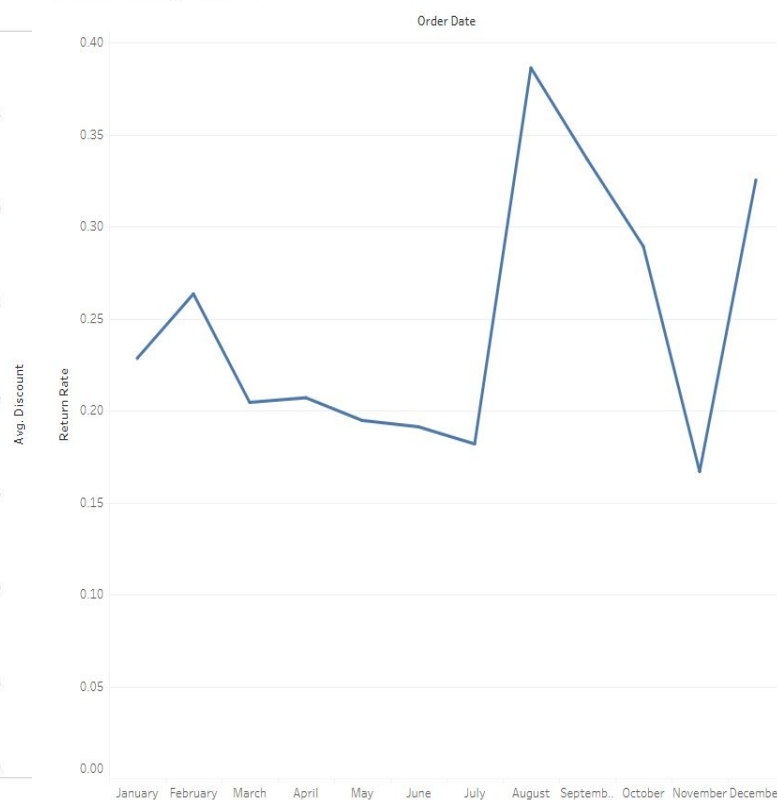


What's causing returns?

Do Discounts Affect Return Rate?



Return Rate by Month

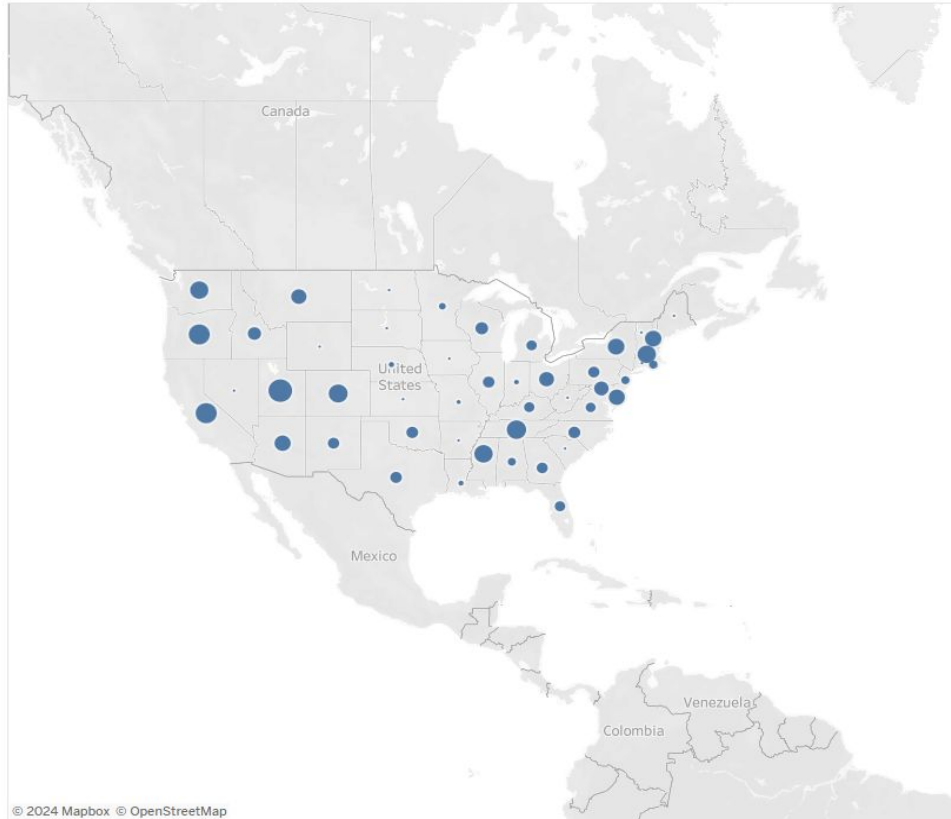


Potential Causes

- There were more returns done in the fall and winter months, perhaps due to back to school sales?
- High purchase/returns in items such as tables, binders, supplies and other machines. This could also correlate to moving for school and work.
- The rate of returns is high on heavily discounted items, could the low prices give the impression of low quality?

The Big Picture

Return Rate by State



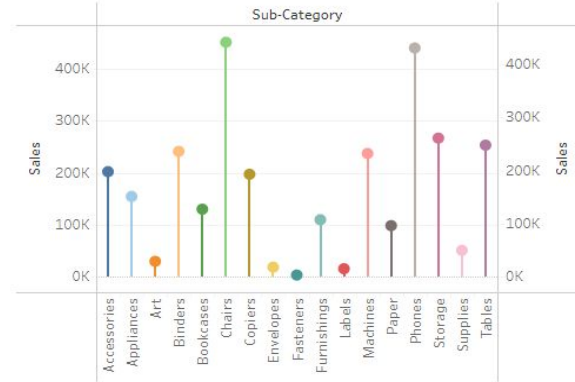
Sub-Category

- ☒ (All)
- ☒ Accessories
- ☒ Appliances
- ☒ Art
- ☒ Binders
- ☒ Bookcases
- ☒ Chairs

Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Total Sales by Subcategory



Returns vs Sales

