

Returns should be measured by the Return rate %, Total number of returns, and Cost of returns. Return rate % should be used when a product is having similar sales, but one is having a much higher return rate which signals potential problems with product. Using the Total number of Returns is best when high volume of returns could potentially overwhelm support and indicate systematic issues. Lastly, using total Cost of returns is useful for a high-cost product is returned even in small numbers which may have greater financial impact than many small-item returns.

Potential Issues: -Product quality issues, -Operational or Supplier Errors, -Shipping and Handling Damage, -Mismatch Between Product, Description, and Reality, -Customer Behavior

Comparrison

Return Rate by
Bewtween Sales and ..

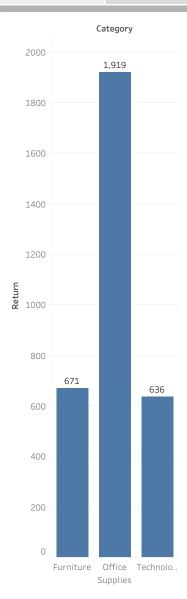
Return Rate by
Customer ID

Return Rate
Geographically

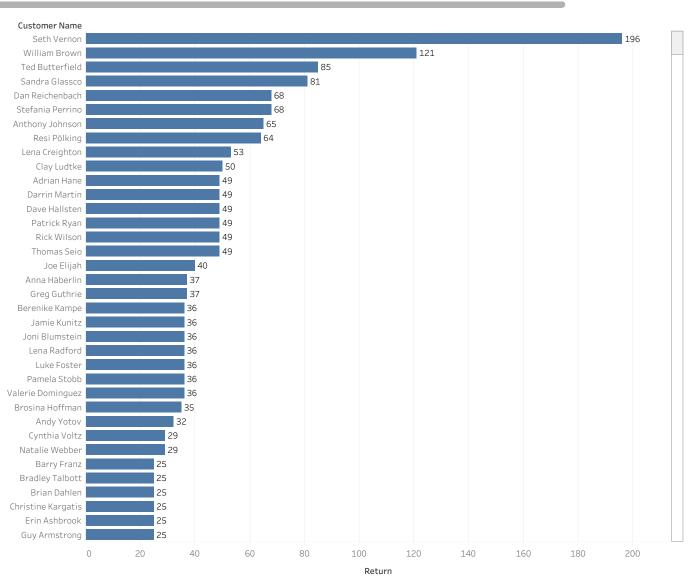
Return Rate Over Time
Geographically

Return Rate Over Time
Product Category Ove..

Date and Co..



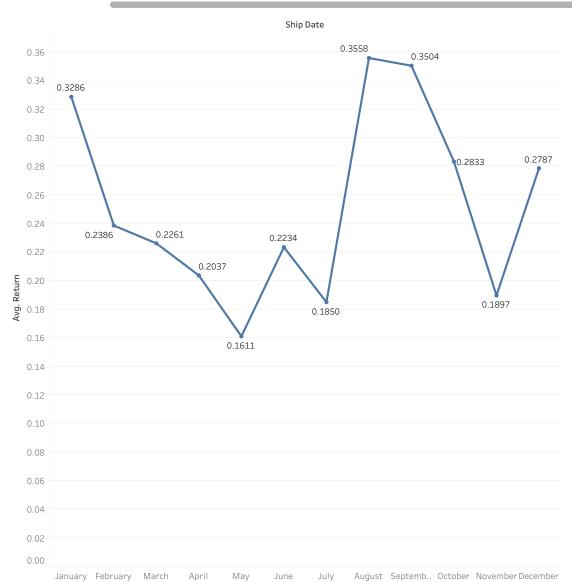
Comparrison Bewtween Sales and	Return Rate by Product Category	Return Rate by Customer ID	Return Rate Geographically	Return Rate Over Time	Composite Charts of Product Category Ove	Accumilated Date and Co



Story 1

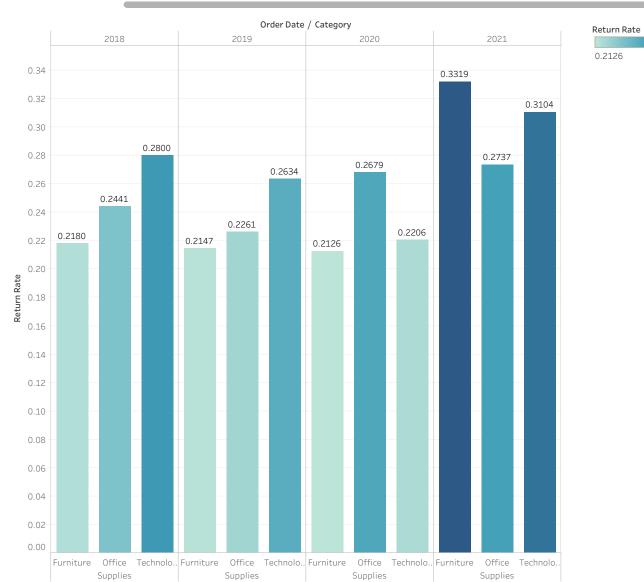
Comparrison Return Rate by Return Rate Return Rate Over Time Accumilated Date Return Rate by Composite Charts of Bewtween Sales. Product Category Customer ID Geographically Product Category Ove.. and Control of Data State Alabama Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Idaho 0.3353 0.0000 Illinois 0.2353 0.0440 Indiana lowa 0.0000 0.1613 0.1739 0.4468 Kansas 0.2772 0.0000 0.1062 . 0.0000 Kentucky 0.0690 0.0263 Louisiana 0.1324 • 0.0000 0.5684 0.3618 Maine 0.0000 0.2586 0.0000 0.0152 Maryland 0.4517 Massachusetts 0.3811 0.1389 0.0000 0.2628 0.1282 Michigan 0.0000 0.0635 Minnesota 0.1343 Mississippi 0.0238 Missouri 0.1079 Montana Nebraska Mexico Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Venezuela 🤇 Oregon Pennsylvania Rhode Island © 2025 Mapbox © OpenStreetMap

Return Rate by Product Category Customer ID Return Rate Geographically Return Rate Over Time Product Category Ove.. Return Rate Over Time Product Category Ove.. Accumilated Date and Control of Data



Return Rate by Product C	Return Rate by Customer ID	Return Rate Geographically	Return Rate Over Time	Composite Charts of Product Category Ove	Accumilated Date and Control of Data	Monitoring Returns

0.3319



Return Rate

Return Rate by

Return Rate

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by Product C.. Control of Data Customer ID Geographically Product Category Ove. Return Rate -Total Sales & Total Returns have a notably high Return Rate by Time To Null return numbers, suggesting product or suctomer Ship Date -Return Rate by Time show high peaks in May and 0.3504 0.2833 0.3 0.23 0.2 0.2261 0.3 0.2386 Return Rate October, suggesting seasonal or promotional impacts. 0.1611 0.1897 0.2126 0.3319 -Return Rate by Product indicates Office Supplies as the highest number of reutrns. Sales -Return Rate Geographic shows States like Louisiana Oct. and New Jeresey as high return rates, while Nebrask.. 3,799 451K Total Sales & Total Returns Return Rate by Return Product Sub-Catego.. 21 552 202,245 Accessories 251 Category Sales Appliances **154,610** 177 1.919 To Null 2К Return Art 0 30,123 **177** Rindors 2/11 127 EE2 671 1 K 200K 400K 0 200 400 State Sales Return Furnit.. Office .. Techn.. 1 Order Return Rate Geographic Composite charts From 2 Order Date / Category 2018 2019 2020 2021 Month of Ship .. Return Rate 0.6 ΑII 0.4 0.2 Customer Name ΑII State Alabama Return Rate by Arizona 0.2628 0.0238 Customer Arkansas California **Customer Name** Colorado Seth Vernon Connecticut 100 200 Delaware

Return Rate Over Time

Composite Charts of

Accumilated Date and

District of ..

Florida

Return

Monitoring Returns

Return Rate Return Rate by Return Rate Return Rate Over Time Composite Charts of Accumilated Date and Monitoring Returns by Product C. Customer ID Geographically Product Category Ove. Control of Data Category Return Total Sales & Total Returns ΑII

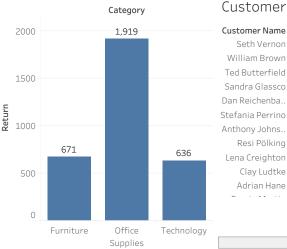


clear patterns in product perfomance, trends, regional behavior, and customer activity. Certain sub-categories like Binders and phones happen to show a dispropotionately high return rate. Additionally, returns happen to peak in May and October, suggesting a link to seasonal or promotional factors.

The return analysis reveals

To address these issues, the business should prioritize high-return products for quality reviews, tailor marketing and strategies for peak months, and focus on customer and regional feedback to uncover the root causes. Using return rate as the key metric rather than just the return valume provides a balanced view of the performance of product. With these inisghts, the business can target and implement these improvements, optimize their return policies, and enhance overall customer satisfaction while reducing unnecessary costs.

Return Rate by Product



Customer Name Seth Vernon 196 William Brown 121 Ted Butterfield Sandra Glassco Dan Reichenba.. Stefania Perrino Anthony Johns.. 65 Resi Pölking 64 Lena Creighton 53 Clay Ludtke 50 Adrian Hane 49 100 200 Return