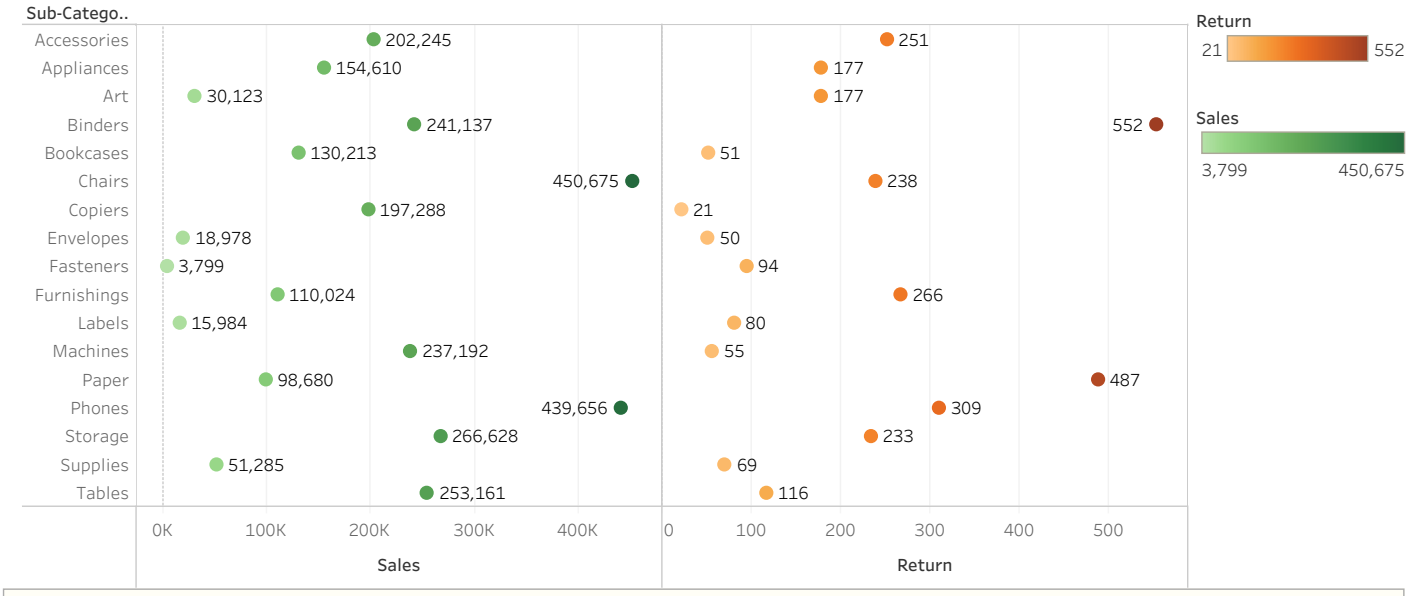
Story 1

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..



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

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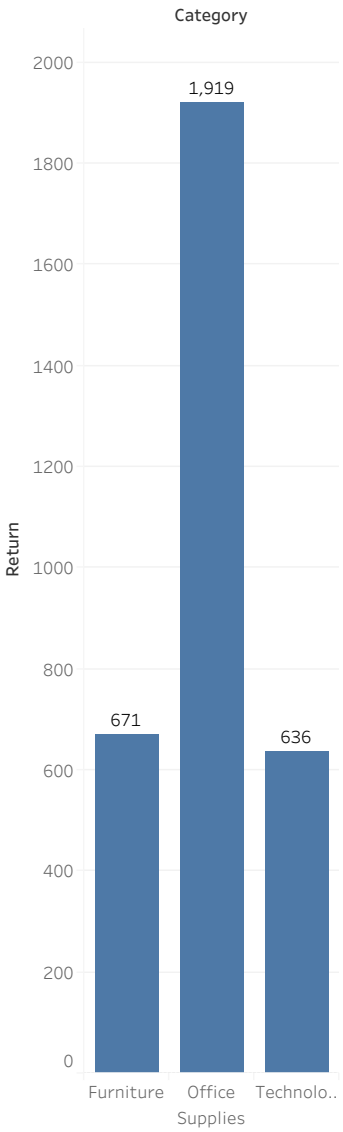
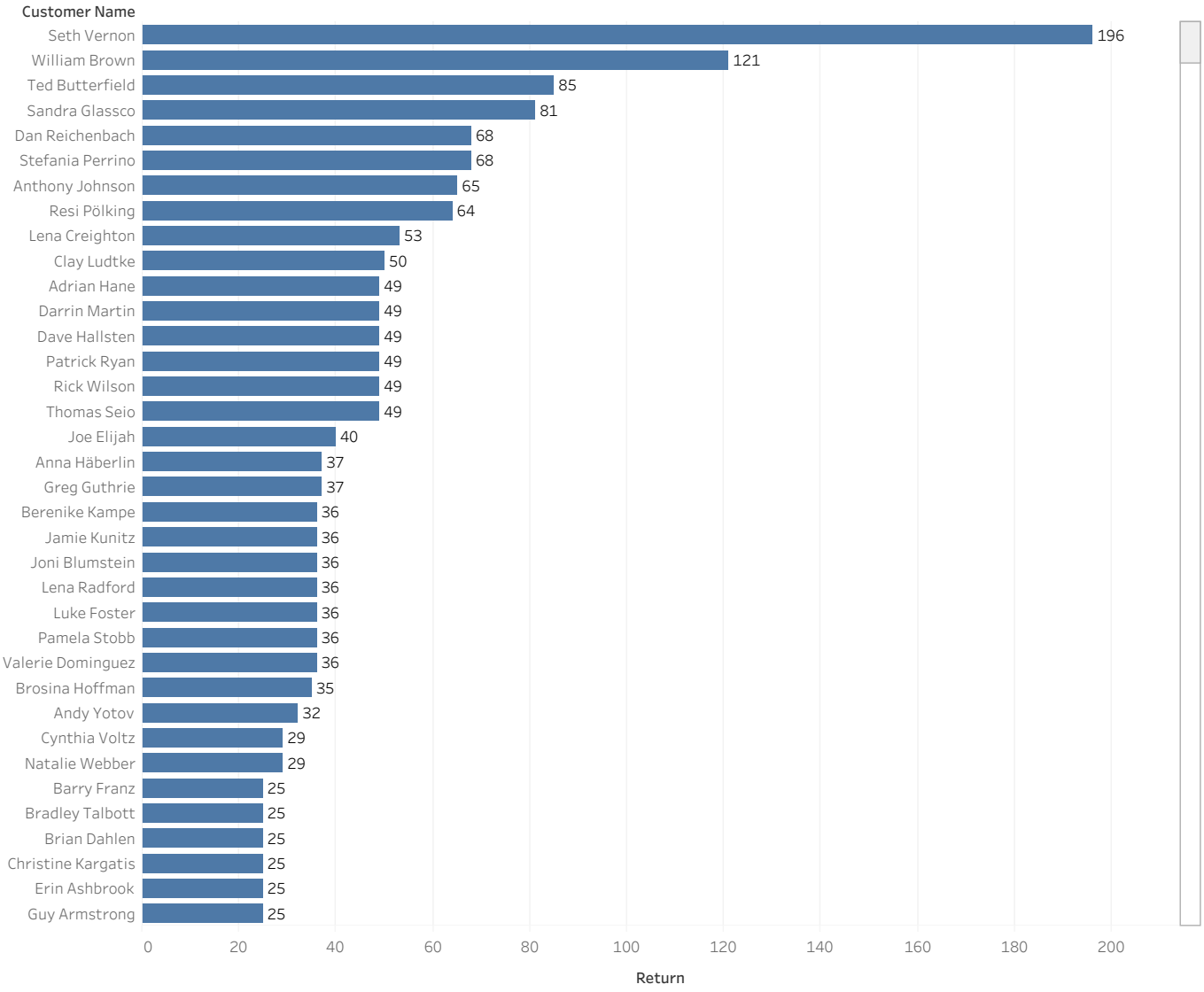


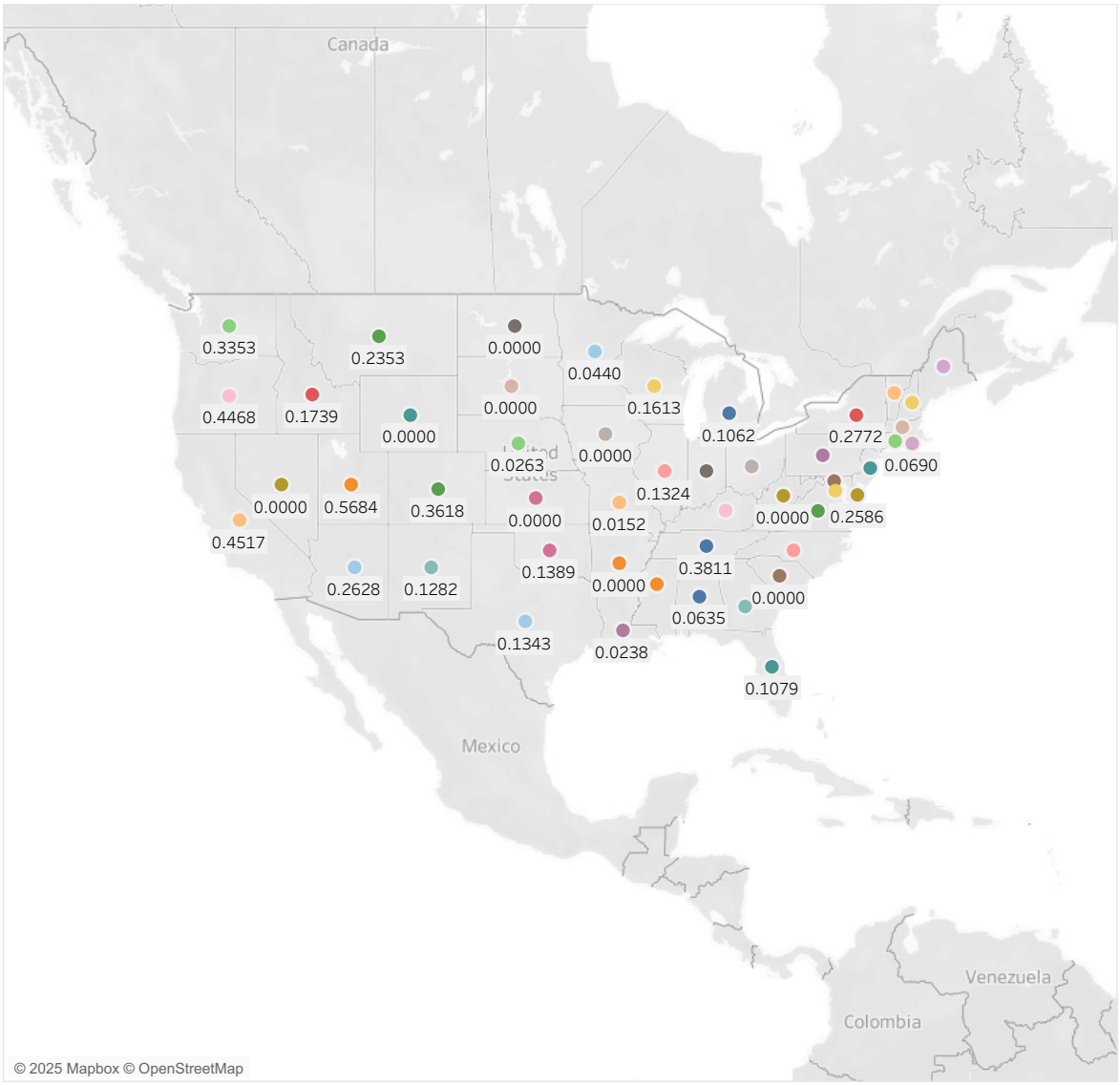
Story 1

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..



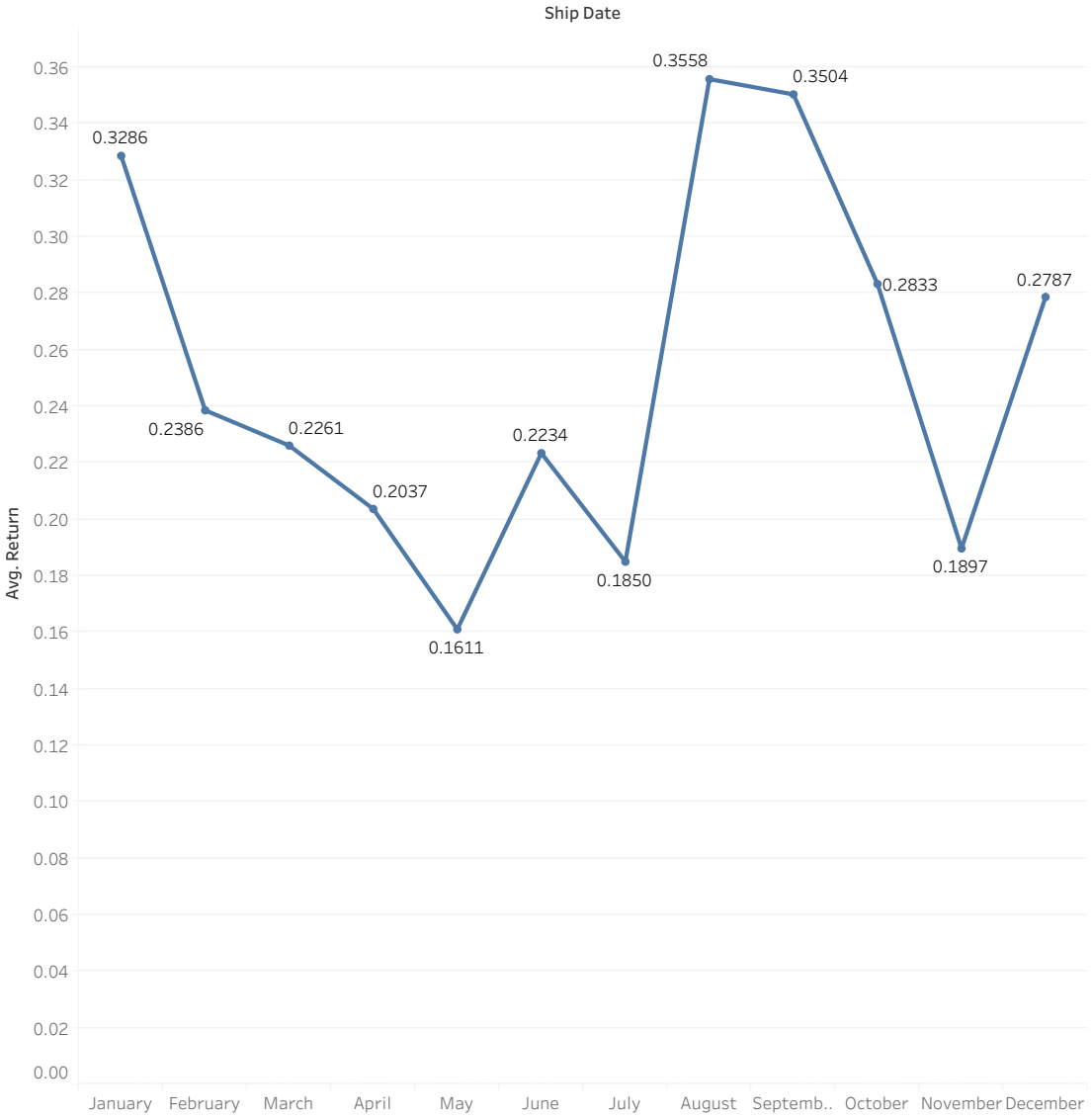
Story 1

Comparrison Bewtween Sales.. | 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 Control of Data



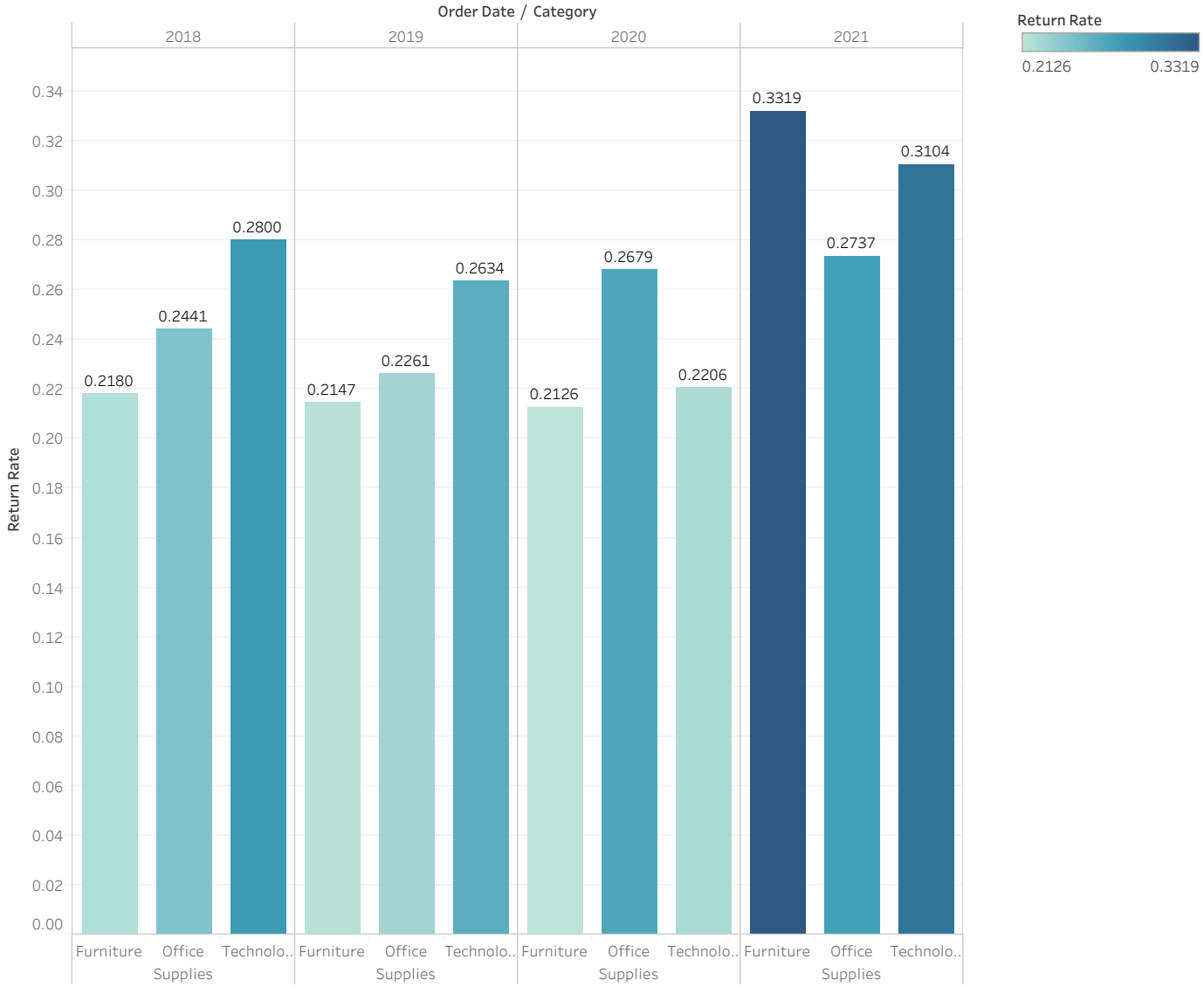
State
- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Florida
- Georgia
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island

Story 1


Ship Date
Avg. Return
0.36
0.34
0.32
0.30
0.28
0.26
0.24
0.22
0.20
0.18
0.16
0.14
0.12
0.10
0.08
0.06
0.04
0.02
0.00
0.3286
0.2386
0.2261
0.2037
0.1611
0.2234
0.1850
0.3558
0.3504
0.2833
0.1897
0.2787
January
February
March
April
May
June
July
August
Septemb..
October
November
December

Story 1

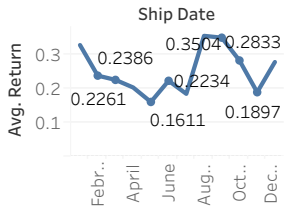
Return Rate by Product C..	Return Rate by Customer ID	Return Rate Geographically	Return Rate Over Time	Composite Charts of Product Category Ove..	Accumilated Date and Control of Data	Monitoring Returns



Story 1

-Total Sales & Total Returns have a notably high return numbers, suggesting product or suctomer issue.
-Return Rate by Time show high peaks in May and October, suggesting seasonal or promotional impacts.
-Return Rate by Product indicates Office Supplies as the highest number of reutrns.
-Return Rate Geographic shows States like Louisiana and New Jeresey as high return rates, while Nebrask..

Return Rate by Time

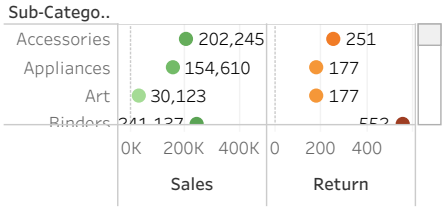


Return Rate
To Null

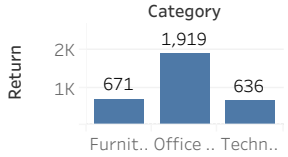
Return Rate
0.2126 0.3319

Sales
3,799 451K

Total Sales & Total Returns



Return Rate by Product

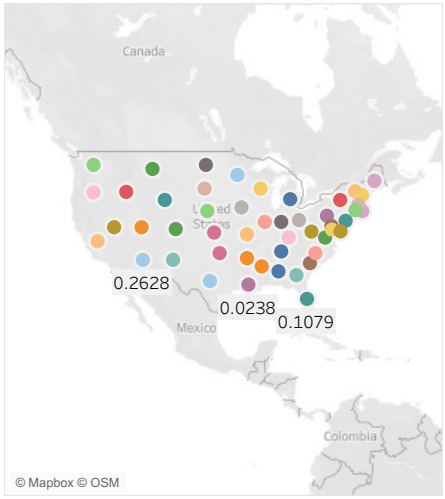


Return
21 552

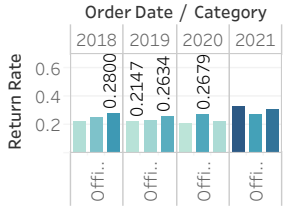
Sales
To Null

State
All

Return Rate Geographic



Composite charts



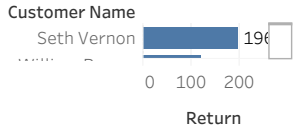
1 Order
From 2

Month of Ship ..
All

Customer Name
All

State
Alabama
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
District of ..
Florida

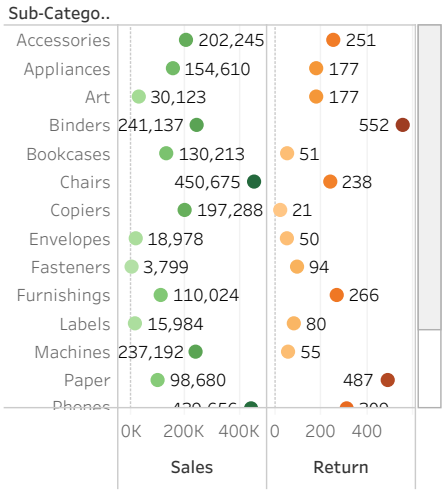
Return Rate by Customer

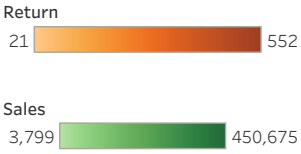


Story 1

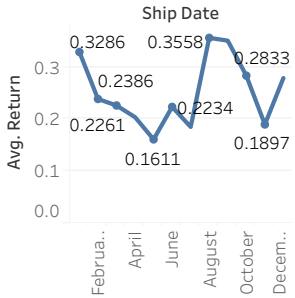
Return Rate by Product C.. | Return Rate by Customer ID | Return Rate Geographically | Return Rate Over Time | Composite Charts of Product Category Ove.. | Accumilated Date and Control of Data | Monitoring Returns

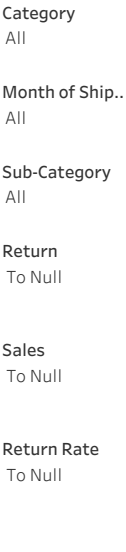
Total Sales & Total Returns



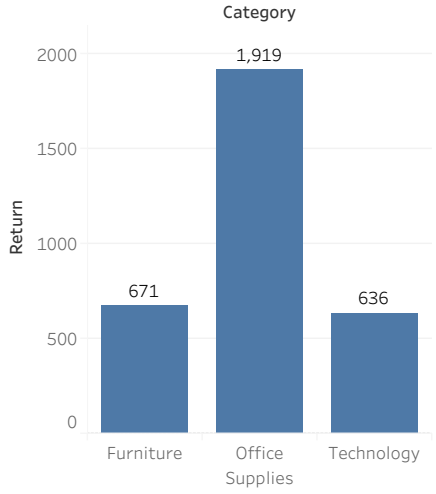


Return Rate by Time

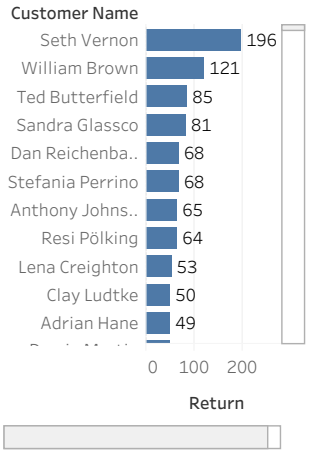




Return Rate by Product



Return Rate by Customer



The return analysis reveals 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.

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.