

LOW FIDELITY STORY POINTS

Our objective was to find root causes of the high number of returned orders at the Superstore.

In order to identify the density as well as the frequency of those returns, We used mainly 2 measures, which are return rate and total number of returns.

According to our results, the key root causes of those returns are closely related to the type of product, the location and a period of time during the year.

In order to come up with these results with built a set of 7 charts, each of which is contained in a worksheet of our workbook:

- "Sales and returns correlation" helps us understand how far from 0 the returns are from the sales. From there we can confirm how high is the number of returns, comparing to the sales.
- "Returns Rate per Category" gives us an overview of which category register the most returns.
- "Returns Rate per customer" is a chart about the consumer's identify.
- "Returns map" helps us define where returns are the most concentrated geographically.
- "Returns over time" helps us identify how season affects returns.
- "Returns Sub-category" and "Returns product name" are just break down of the "Returns Rate per Category"

Our dashboard "Low Fidelity Factors" summarizes our work with a series of 5 charts giving us an overview of the key factors of our high level of returns:

- Category "Technology" have the highest returns rate, with product name "Logitech Speaker" been the most returned item.
- The State of Utah registered the highest rate of returns with more than half of the items sold returned.
- The month of August, registered the highest level of returns, closely followed by December.

According to our results we can conclude that the type of product may have a significant impact on the customer satisfaction. We should then investigate on the quality of the products for sales in category "Technology" specifically those registering the most rate of returns like "Logitech Speaker"

Also we should investigate among customers of the States with 0.3 and more returns rate, in order to understand why the returns are so high. Maybe the products are not suitable for those particular regions

Finally, we should try to understand why people are more inclined to return during August and December and try to find a way around it.