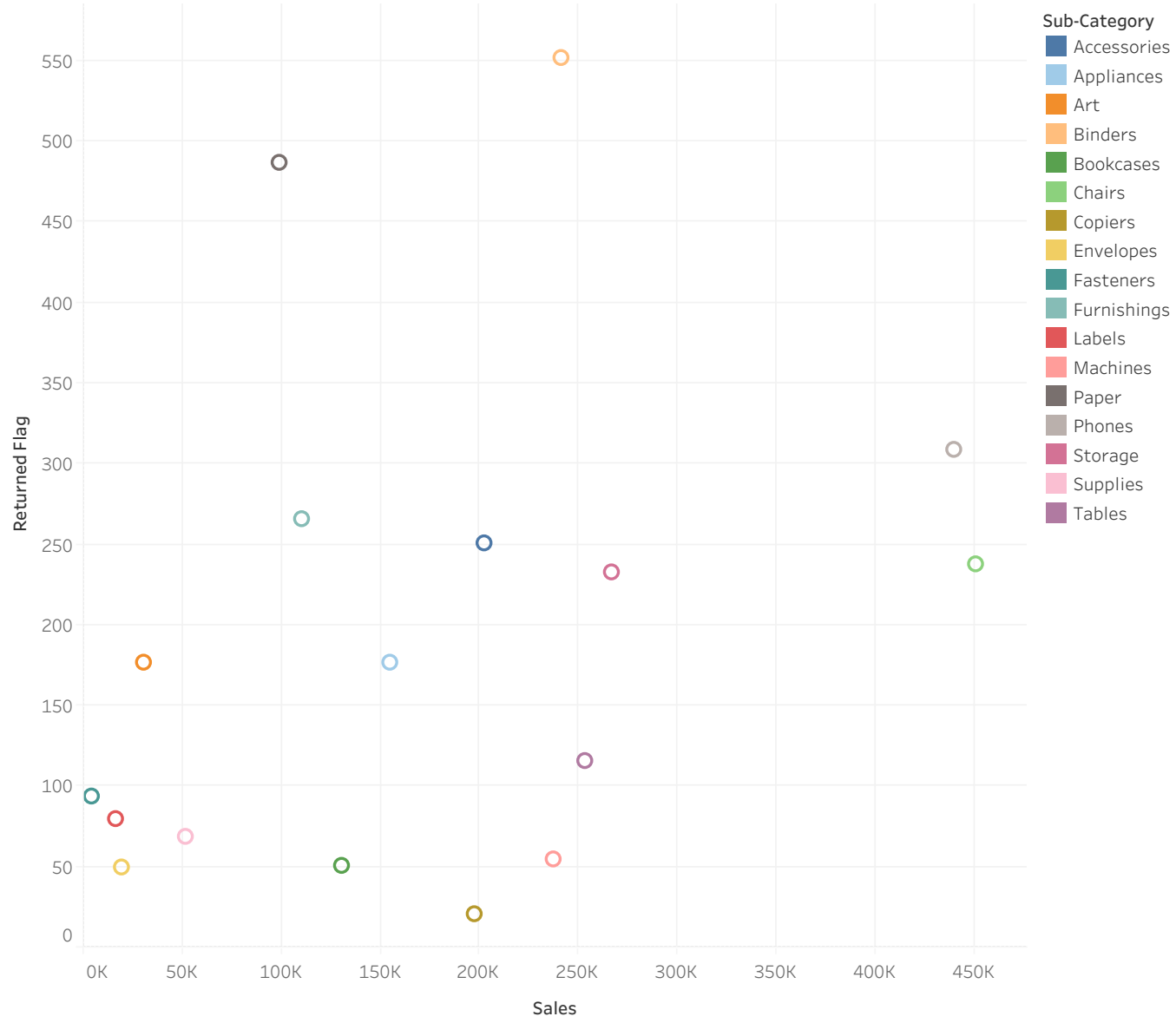
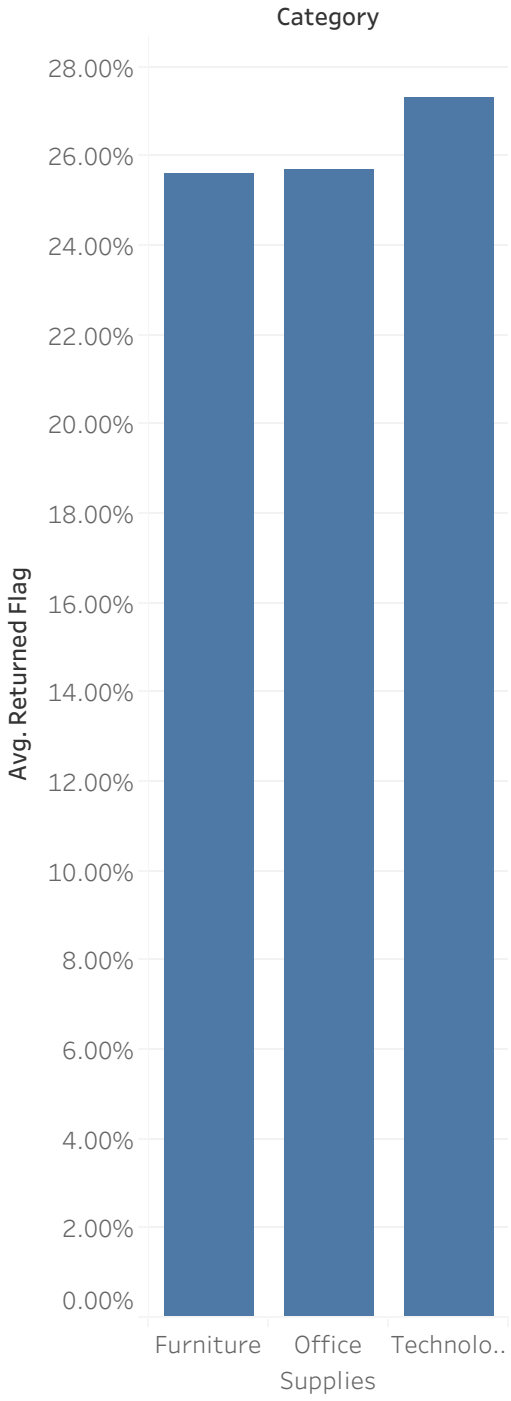
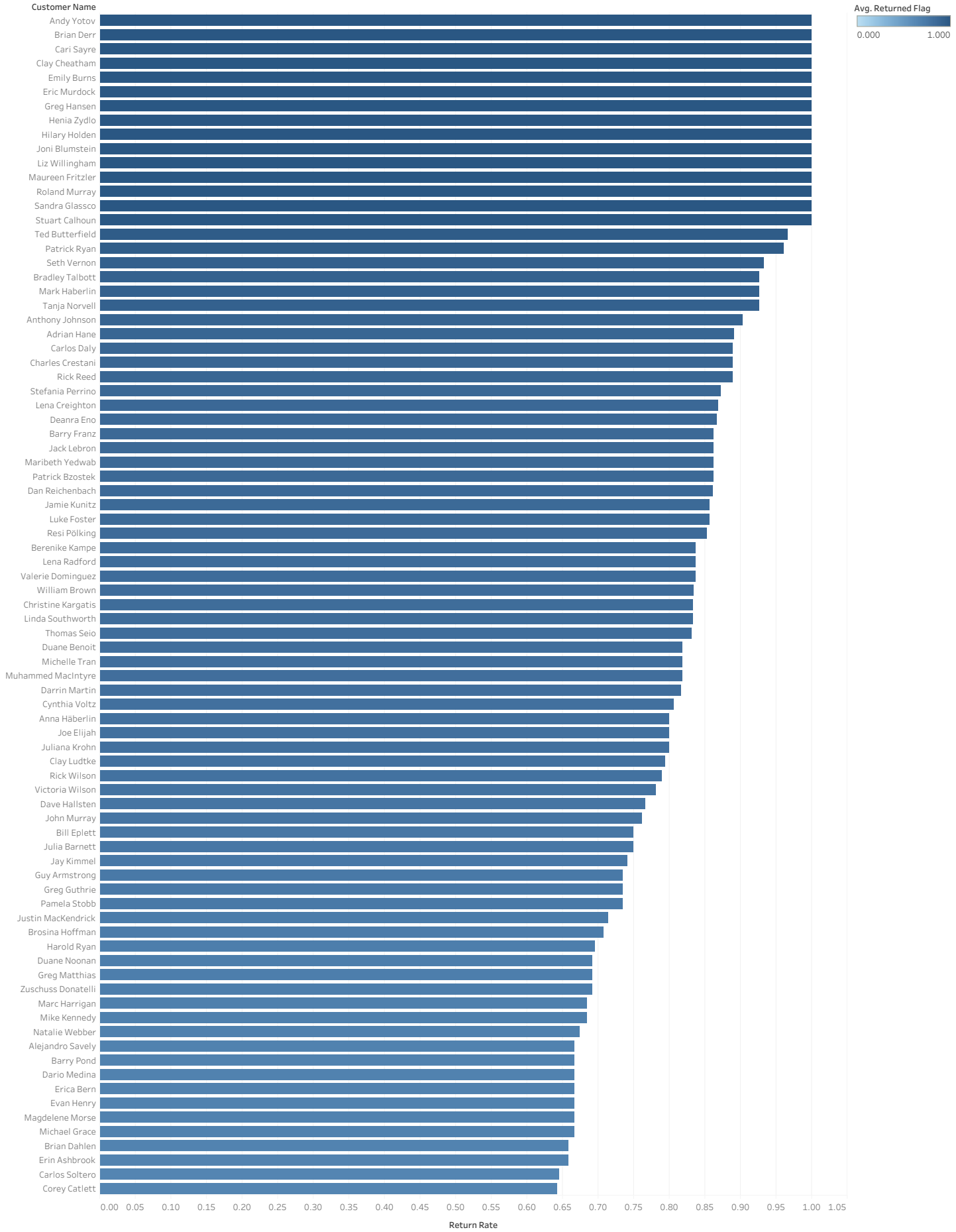
Total Sales vs Total Returns



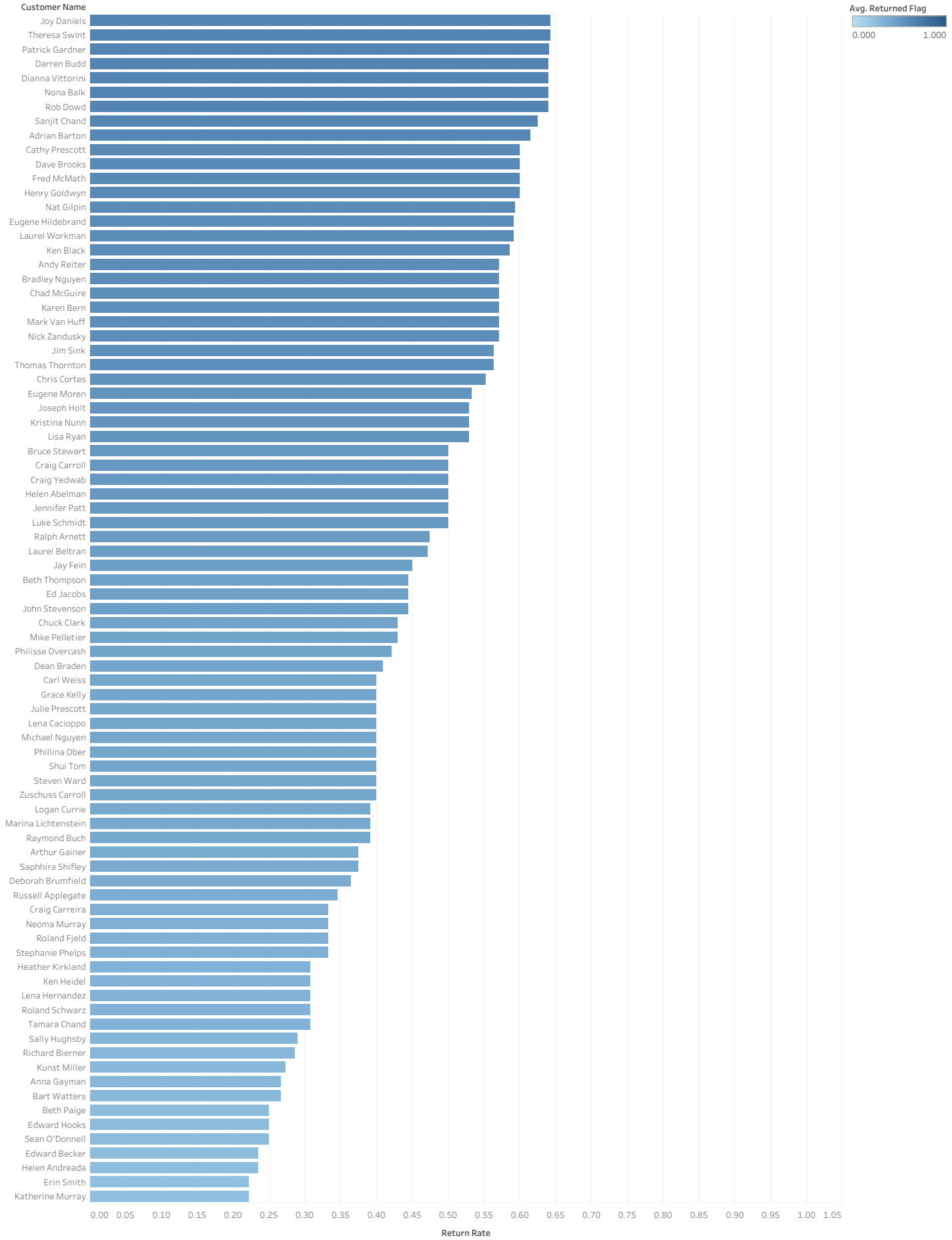
Return Rate by Product Category



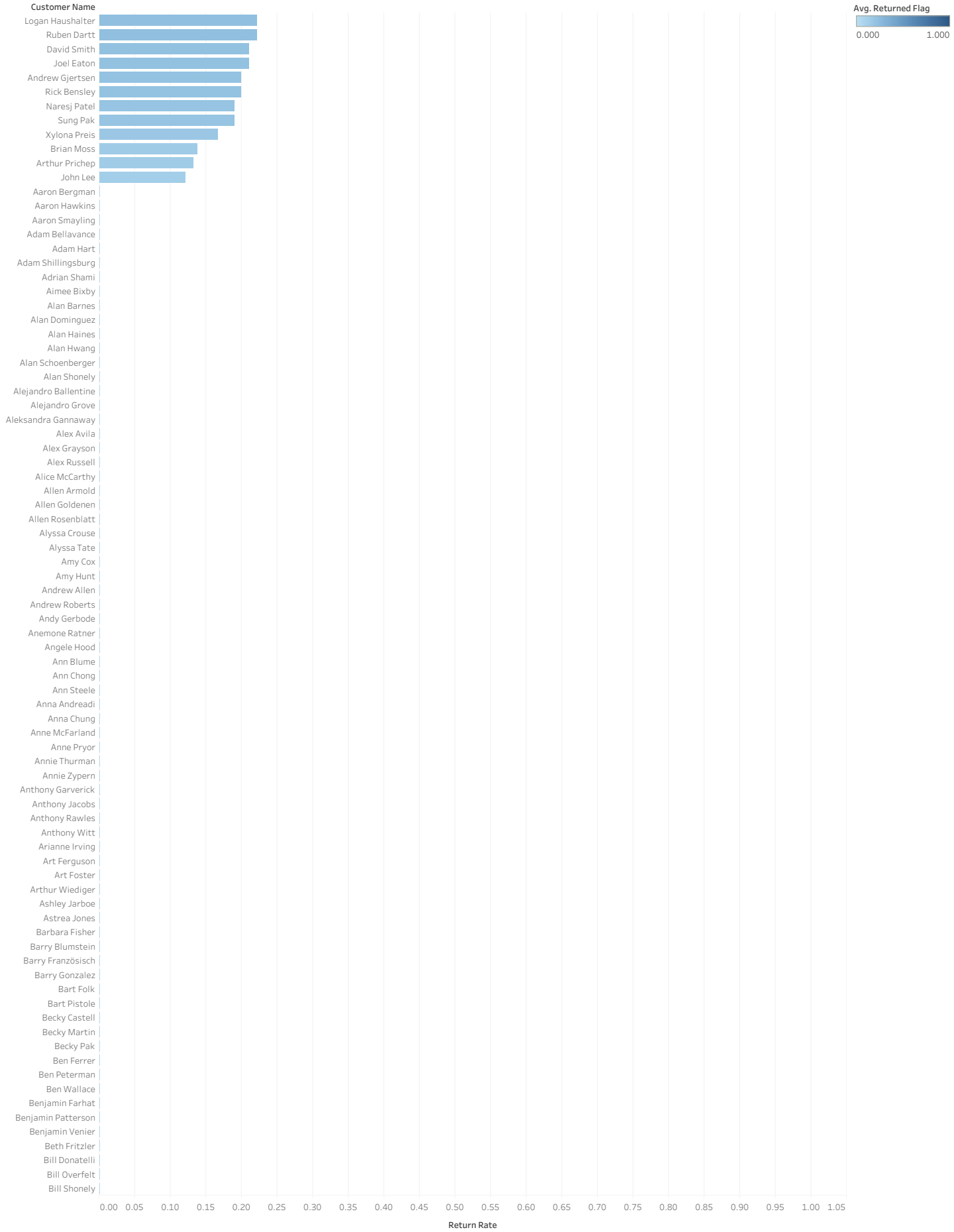
Return Rate by Customer (Exclude One-Time Buyers)



Return Rate by Customer (Exclude One-Time Buyers)



Return Rate by Customer (Exclude One-Time Buyers)



Return Rate by Customer (Exclude One-Time Buyers)

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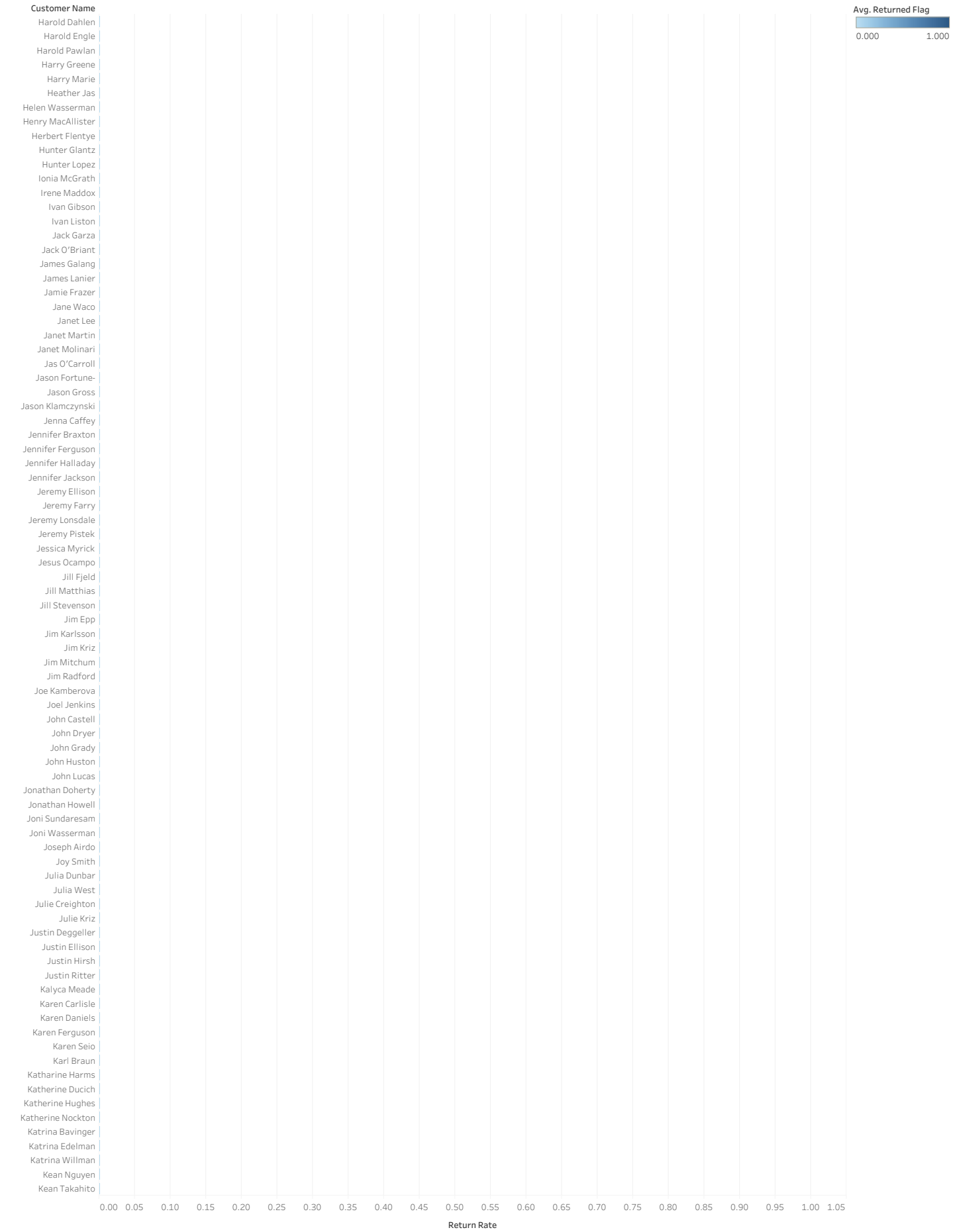

Return Rate by Customer (Exclude One-Time Buyers)

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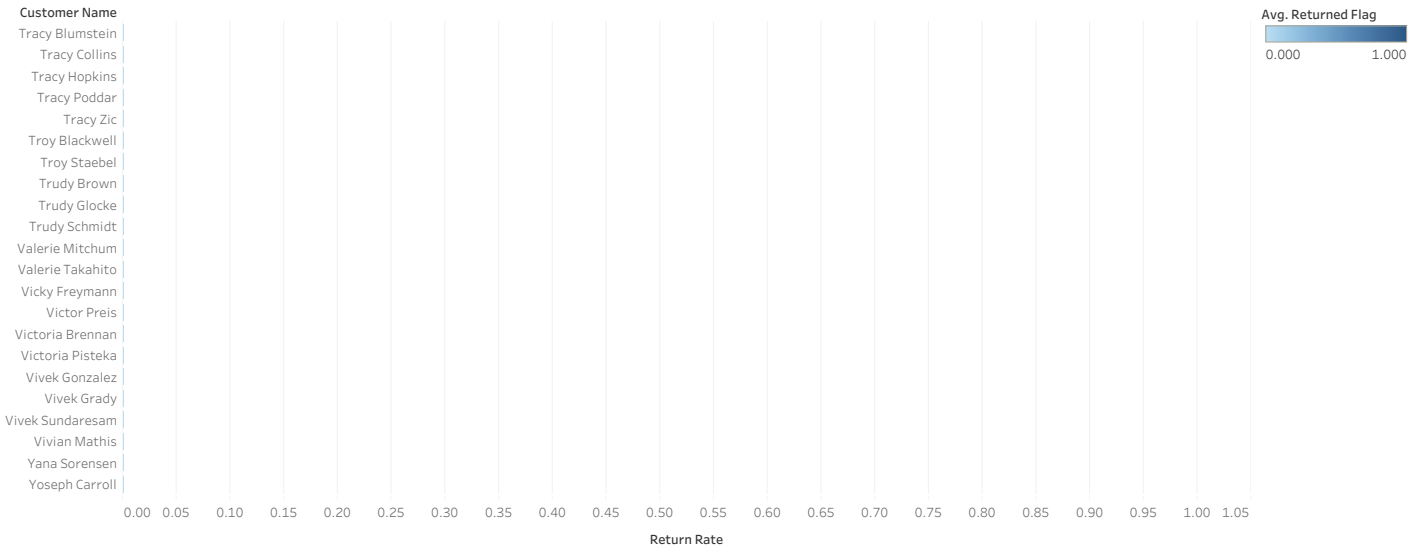
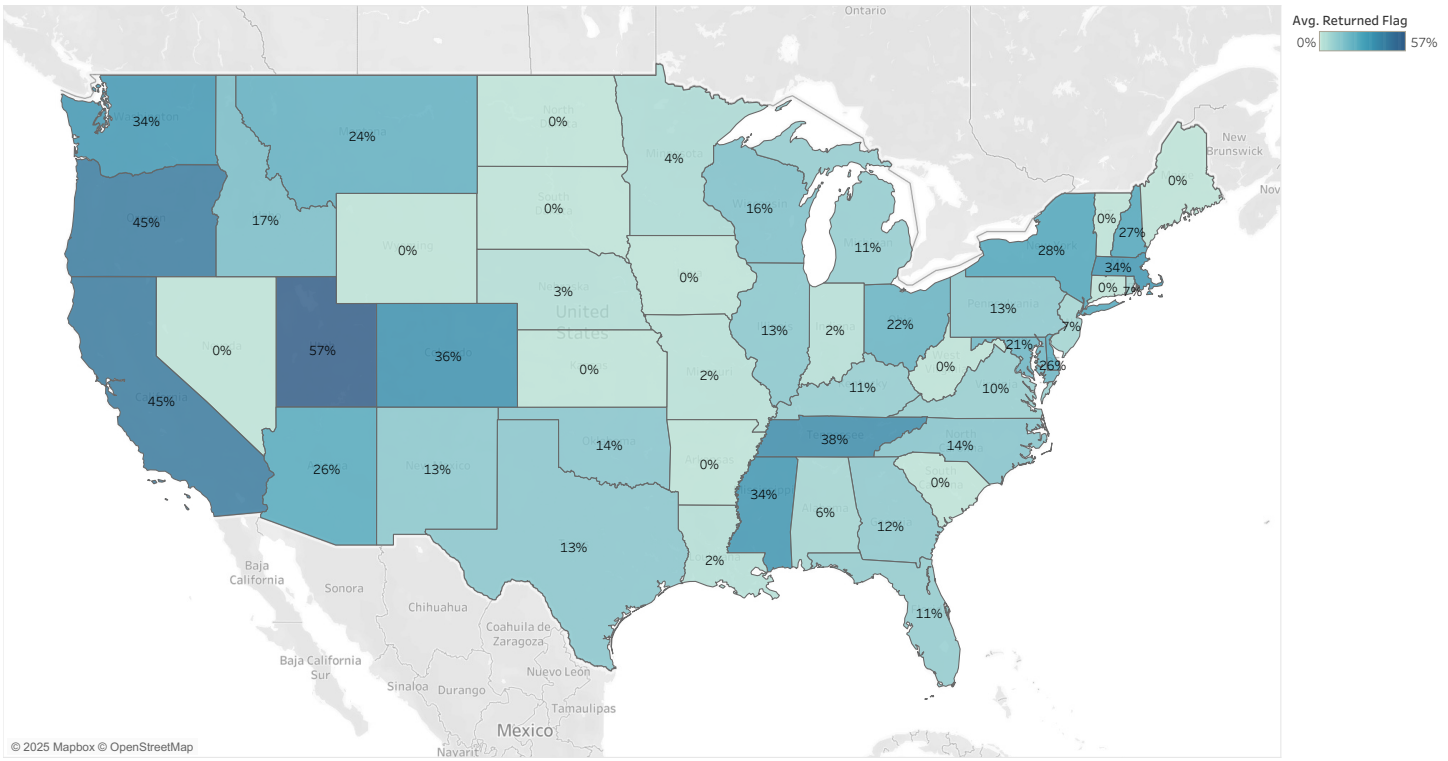
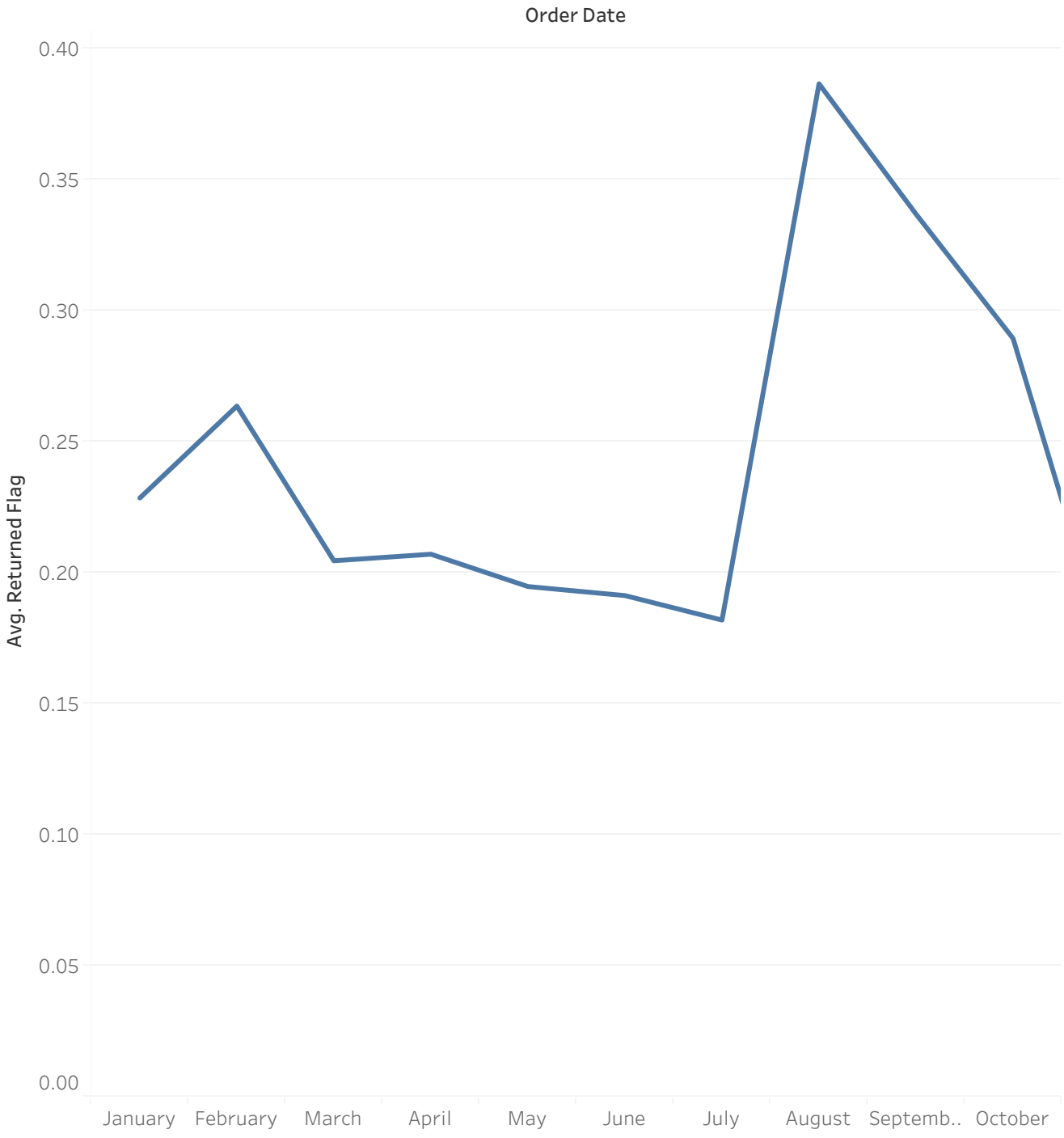


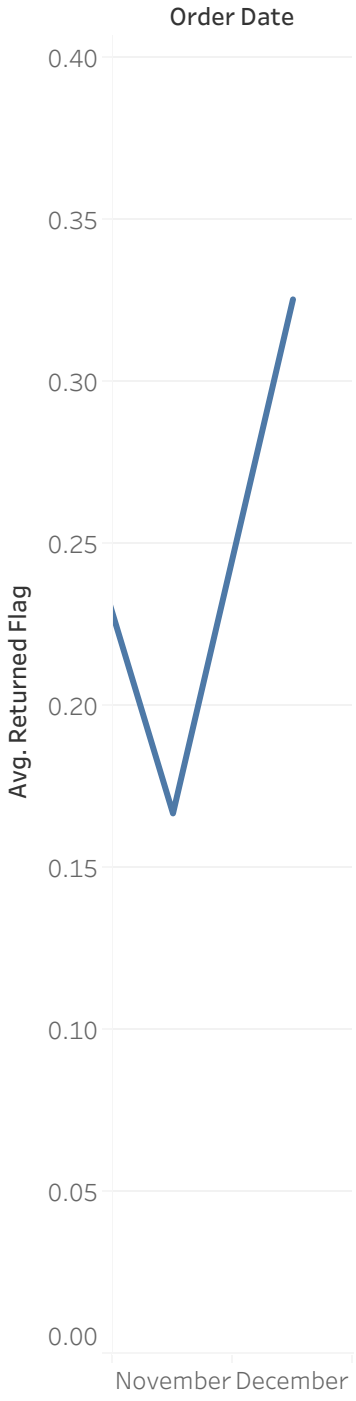
Return Rate by Geographic Measure



Return Rate Over Time



Return Rate Over Time



Return Rate by Month and Product Sub-Category

Order Date

Sub-Catego..	January	February	March	April	May	June	July	August
Machines	56%	0%	44%	0%	42%	17%	0%	0%
Labels	41%	14%	0%	42%	6%	16%	0%	34%
Accessories	38%	0%	20%	15%	21%	18%	15%	4%
Paper	32%	39%	37%	29%	20%	25%	20%	41%
Bookcases	29%	0%	6%	13%	20%	23%	20%	13%
Phones	28%	40%	17%	15%	15%	22%	11%	42%
Envelopes	28%	0%	9%	12%	0%	0%	29%	35%
Furnishings	24%	22%	24%	32%	15%	13%	24%	29%
Chairs	22%	46%	7%	29%	18%	22%	20%	50%
Supplies	20%	0%	0%	25%	35%	0%	0%	34%
Binders	17%	30%	26%	16%	31%	20%	26%	41%
Art	14%	5%	7%	9%	8%	10%	3%	41%
Tables	0%	54%	4%	21%	6%	28%	15%	43%
Storage	0%	0%	18%	11%	13%	22%	23%	39%
Fasteners	0%	0%	0%	27%	0%	0%	0%	48%
Copiers	0%		30%	40%	45%	0%	0%	67%
Appliances	0%	42%	22%	14%	25%	18%	34%	55%

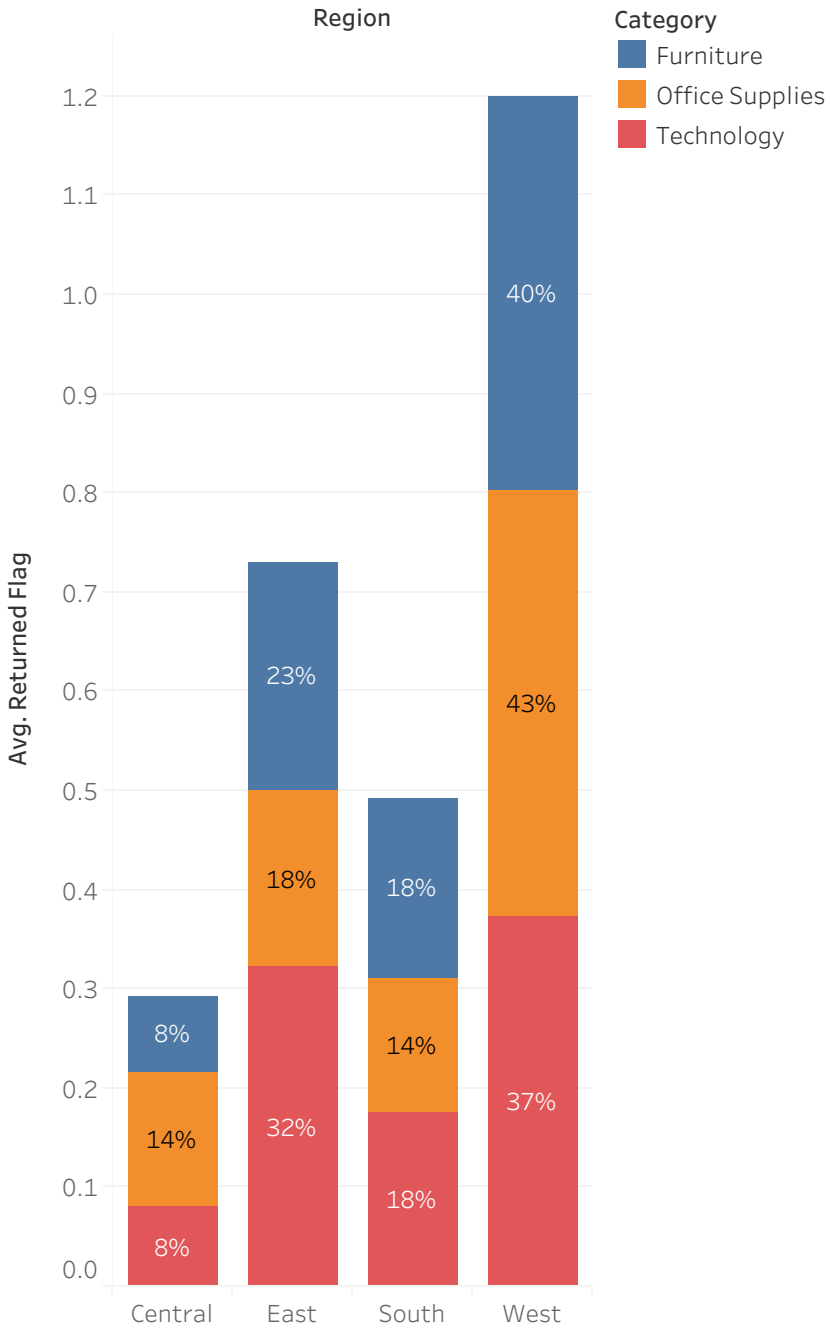
Avg. Returned Flag

Return Rate by Month and Product Sub-Category

	Order Date			
Sub-Catego..	Septemb..	October	November	December
Machines	27%	57%	14%	67%
Labels	2%	30%	16%	24%
Accessories	51%	18%	18%	31%
Paper	31%	28%	17%	28%
Bookcases	28%	35%	11%	16%
Phones	44%	25%	20%	35%
Envelopes	13%	22%	17%	22%
Furnishings	26%	24%	14%	28%
Chairs	48%	40%	18%	20%
Supplies	32%	57%	14%	36%
Binders	30%	23%	12%	46%
Art	20%	33%	19%	30%
Tables	38%	27%	7%	47%
Storage	29%	18%	23%	29%
Fasteners	55%	65%	27%	29%
Copiers	27%	0%	0%	0%
Appliances	36%	32%	16%	27%

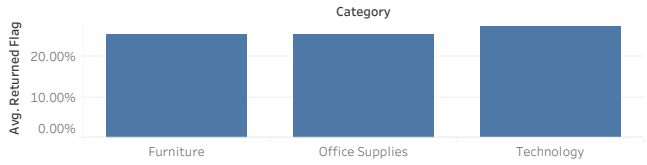
Avg. Returned Flag

Return Rate by Product Category and Region

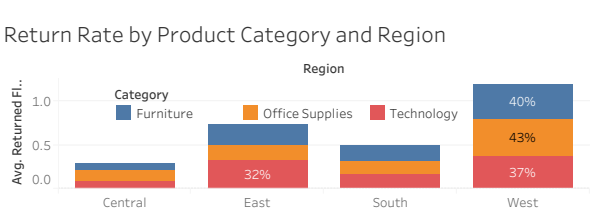


Return Analysis Dashboard

Return Rate by Product Category

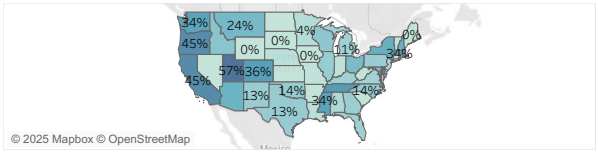


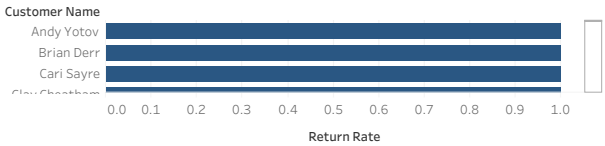
Return Rate by Product Category and Region



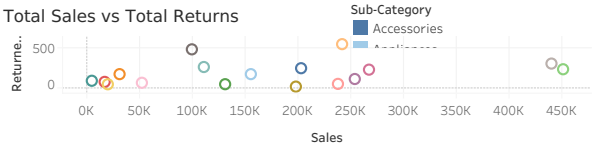
Return Rate Over Time

Return Rate by Geographic Measure





Total Sales vs Total Returns



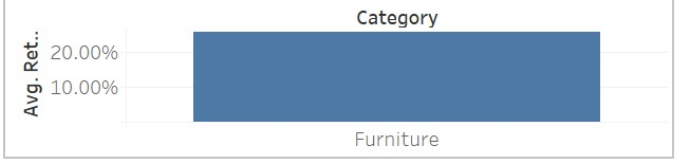
Return Rate by Month and Product Sub-Category

Order Date

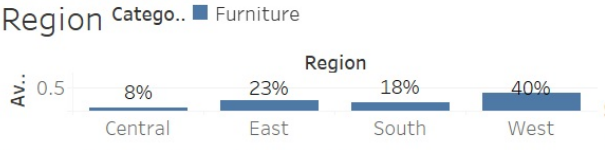
Sub-Catego..	January	February	March	April	May	June	July	August	Septemb..	October	November	December
Machines	56%	0%	44%	0%	42%	17%	0%	0%	27%	57%	14%	67%
Labels	41%	14%	0%	42%	6%	16%	0%	34%	2%	30%	16%	24%
Accessories	38%	0%	20%	15%	21%	18%	15%	4%	51%	18%	18%	31%

Return Analysis Dashboard

Return Rate by Product Category



Return Rate by Product Category and Region

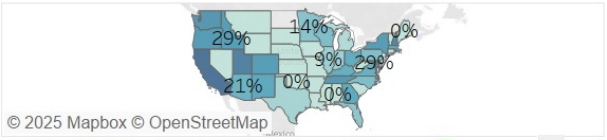


Category
(All)
Furniture
Office Sup
Technolog

Sub-Category
(All)

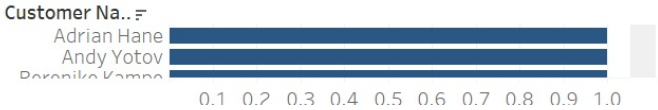
Return Rate Over Time

Return Rate by Geographic Measure



Month of Orde
(All)

Region
(All)



Total Sales vs Total Returns

Return Analysis

Executive Summary | The Right Return Metric | Overview of Dashboard | Chart Breakdown | How to Interact with the Dashboard | Return Trends by Region | Return Trends by State | Return Trends by Season | Conclusion

Returns are impacting profability. This analysis has identified trends of these returns across product category, regions, time, and customers.

Return Analysis

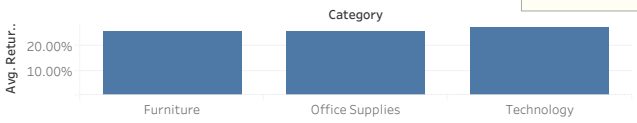
Return rate gives the best insight into performance issues. Total returns show volume, while cost of returns is better for financial impact.

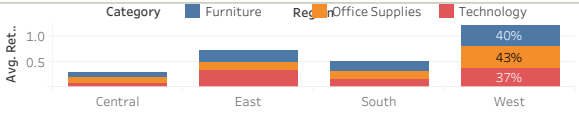
Return Analysis

Return Analysis Dashboard

This dashboard provides a multi-dimensional view of product returns: including product category, geography, customer behavior, and return trends over time.

Return Rate by Product Category



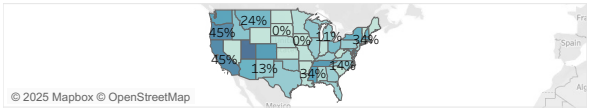


Category
- [x] Furniture
- [x] Office Supplies
- [x] Technology

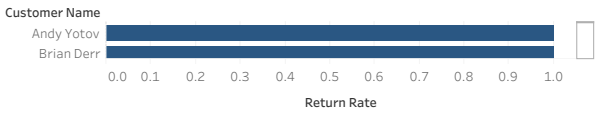
Sub-Category
All

Return Rate Over Time

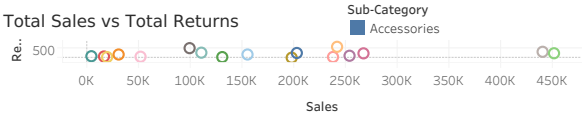
Return Rate by Geographic Measure



Month of Order Date
All



Total Sales vs Total Returns



Region
All

Return Rate by Month and Product Sub-Category

Order Date

Sub-Catego..	January	February	March	April	May	June	July	August	Septemb..	October	November	December
Machines	56%	0%	44%	0%	42%	17%	0%	0%	27%	57%	14%	67%

Avg. Returned Flag
0% 67%

State
All

Return Analysis

"Return Rate by Product Category & Region"
Shows which categories and regions have high return rates.
"Return Rate by Product Category"
Provides a product-level baseline to compare performance.
"Return Rate Over Time"
Highlights seasonal trends in returns
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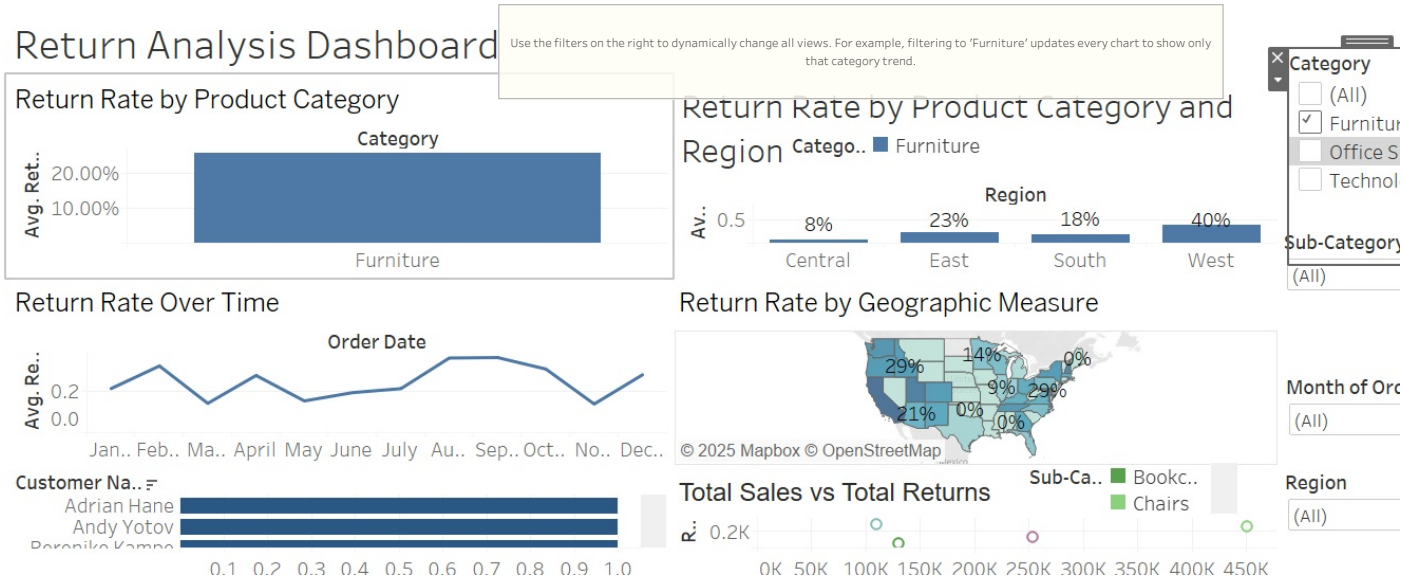
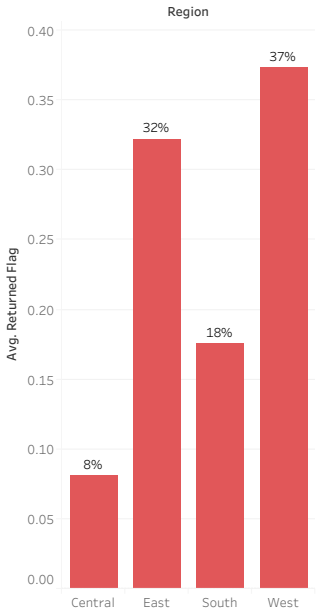


Return Analysis

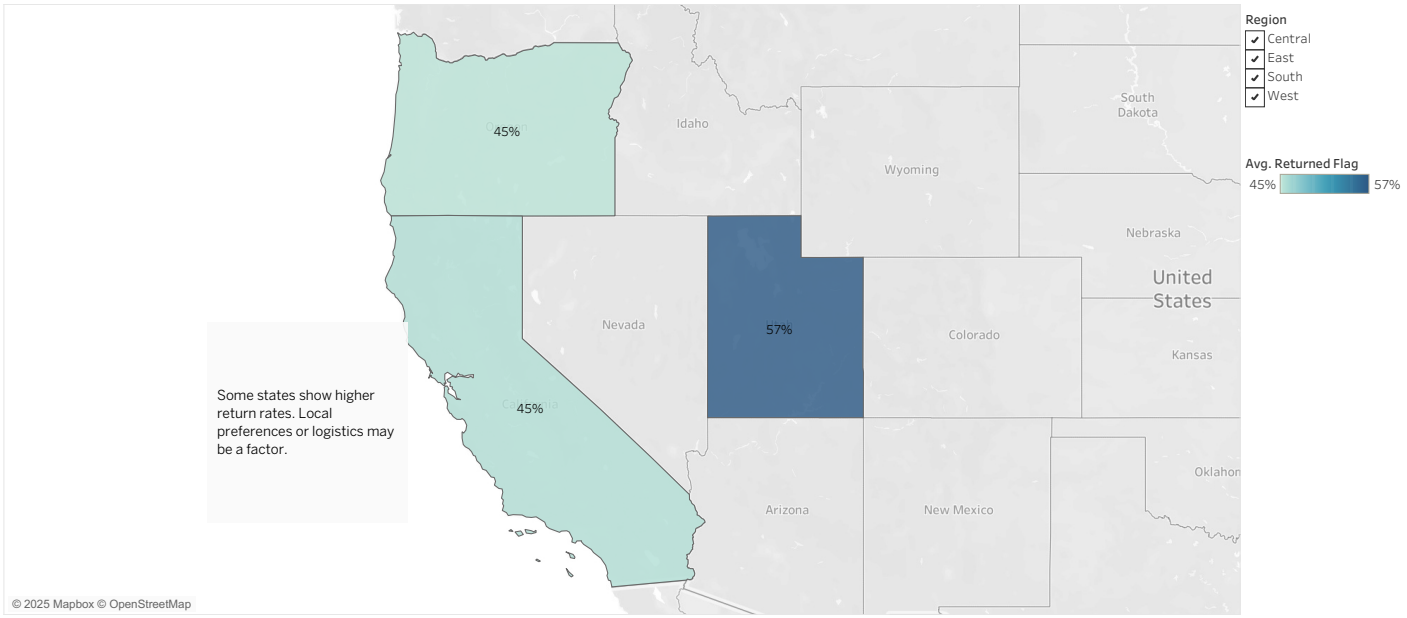


Category
Technology

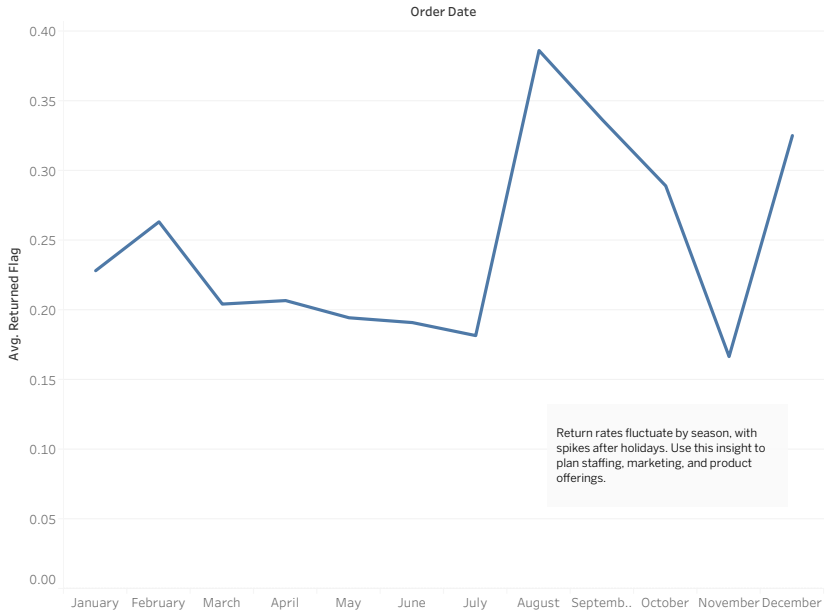
Category
Technology

Products in certain categories and regions have significantly higher return rates. This suggests regional preferences or shipping/handling issues.

Return Analysis



Return Analysis



Return Analysis

Order Date

Sub-Catego..	January	February	March	April	May	June	July	August	Septemb..	October	November	December
Accessories	40%	0%	18%	40%	31%	21%	10%	0%	57%	19%	19%	55%
Phones	0%	56%	17%	14%	24%	16%	5%	54%	47%	49%	41%	51%
Machines	0%	0%	78%	0%	56%	0%	0%	0%	0%	67%	43%	86%
Copiers	0%		43%	67%	0%		0%	80%	0%	0%		0%

Region
- [ ] Central
- [ ] East
- [ ] South
- [x] West

Category
- [ ] Furniture
- [ ] Office Supplies
- [x] Technology

Month of Order Date
All

Avg. Returned Flag
0% 86%

By filtering to the 'Technology' category and selecting the 'West' region, we see an above-average return rate driven by customers.

Flag high-return products for review.
Investigate logistics partners in high return regions.
Alert customer service to monitor top returning customers.

Return Analysis

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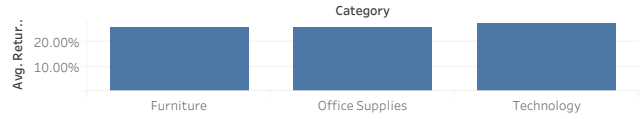
Return Analysis

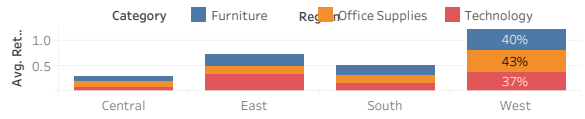
This dashboard provides a multi-dimensional view of product returns: including product category, geography, customer behavior, and return trends over time.

Return Analysis Dashboard

Return Rate by Product Category



Return Rate by Product Category and Region

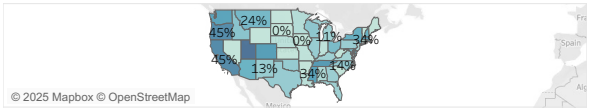


Furniture
Office Supplies
Technology

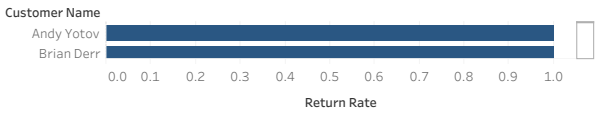
Sub-Category
All

Return Rate Over Time

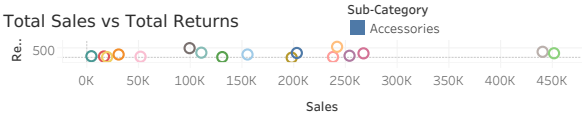
Return Rate by Geographic Measure



Month of Order Date
All



Total Sales vs Total Returns



Region
All

Return Rate by Month and Product Sub-Category

Order Date

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Avg. Returned Flag
0% 67%

State
All

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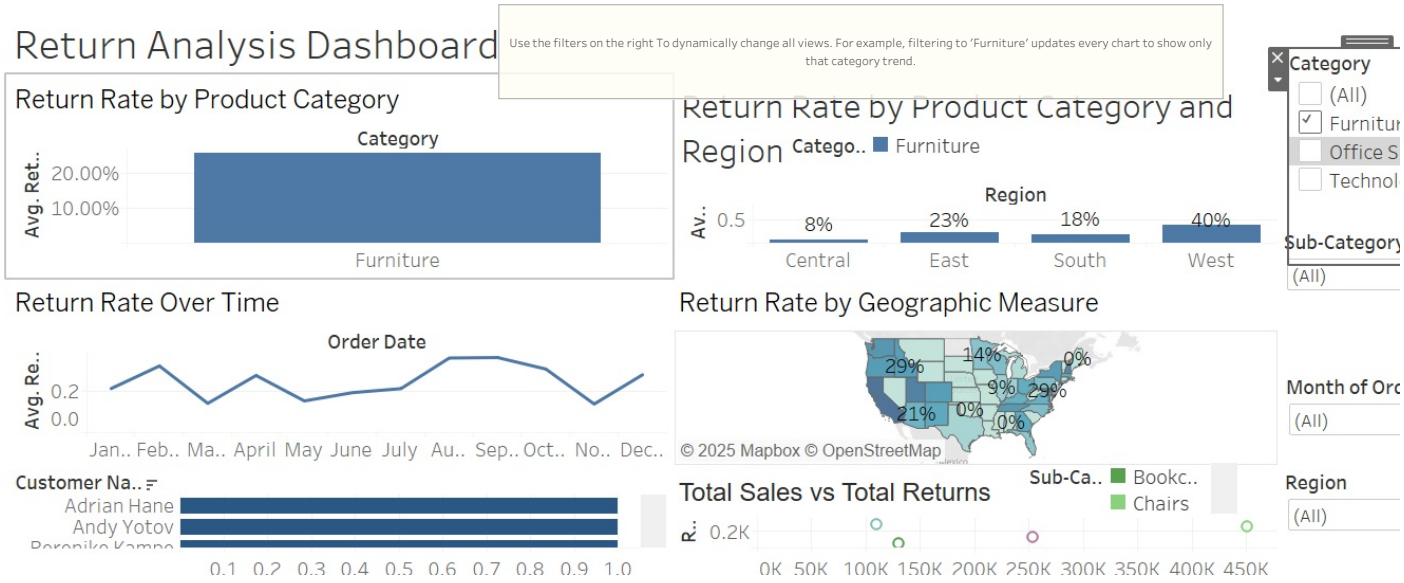
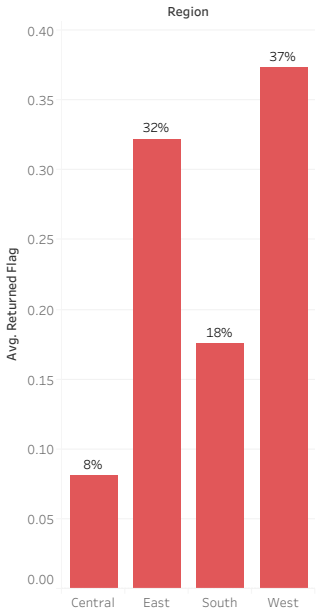
Return Analysis



Return Analysis



Category
Technology

Category
Technology

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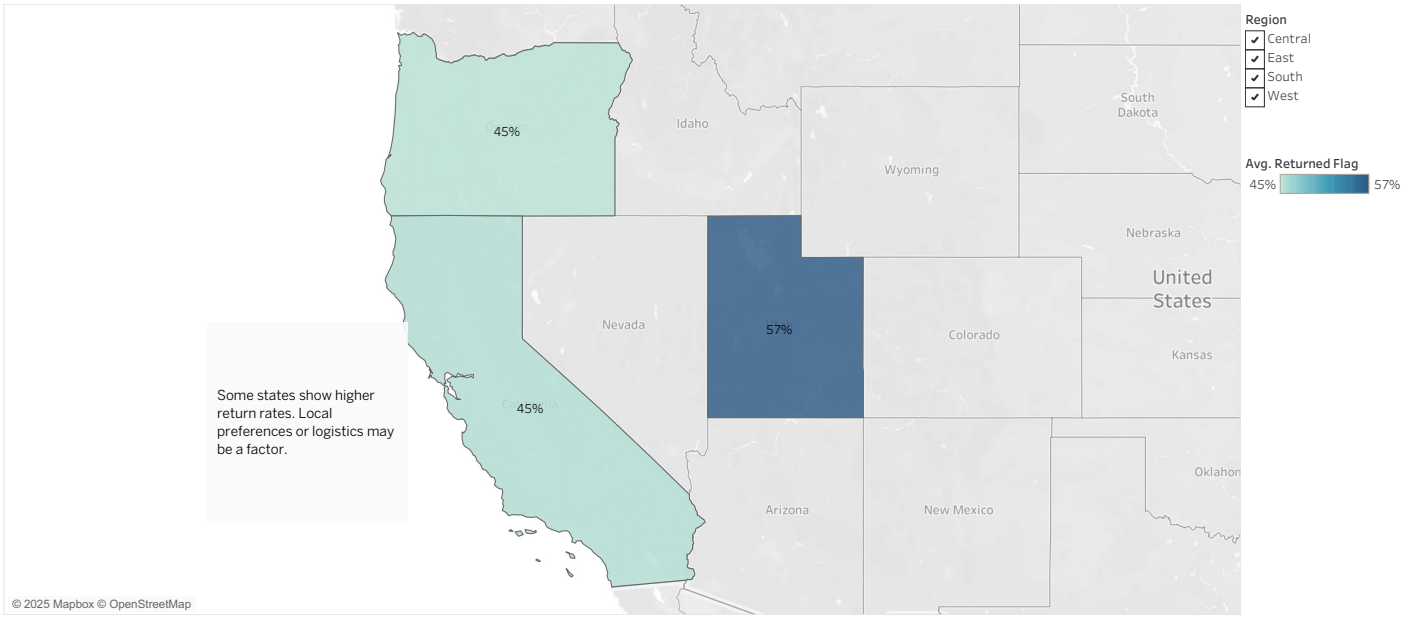
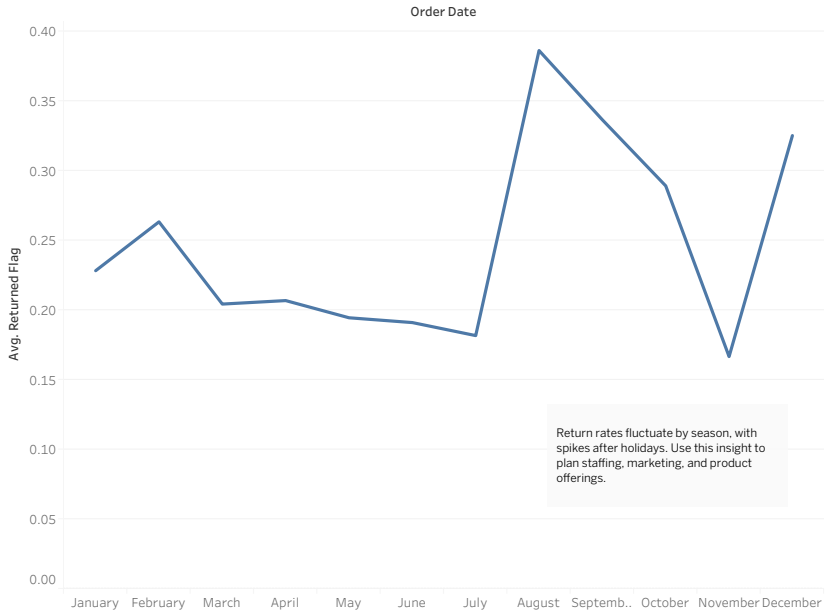
Return Analysis



Return Analysis



Return Analysis

Order Date

Sub-Catego..	January	February	March	April	May	June	July	August	Septemb..	October	November	December
Accessories	40%	0%	18%	40%	31%	21%	10%	0%	57%	19%	19%	55%
Phones	0%	56%	17%	14%	24%	16%	5%	54%	47%	49%	41%	51%
Machines	0%	0%	78%	0%	56%	0%	0%	0%	0%	67%	43%	86%
Copiers	0%		43%	67%	0%		0%	80%	0%	0%		0%

Region
- [ ] Central
- [ ] East
- [ ] South
- [x] West

Category
- [ ] Furniture
- [ ] Office Supplies
- [x] Technology

Month of Order Date
All

Avg. Returned Flag
0% 86%

By filtering to the 'Technology' category and selecting the 'West' region, we see an above-average return rate driven by customers.

Flag high-return products for review.
Investigate logistics partners in high return regions.
Alert customer service to monitor top returning customers.