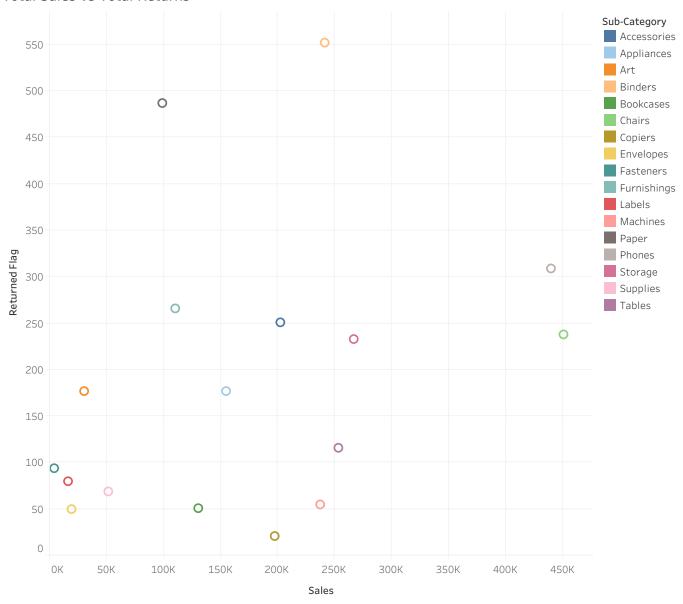
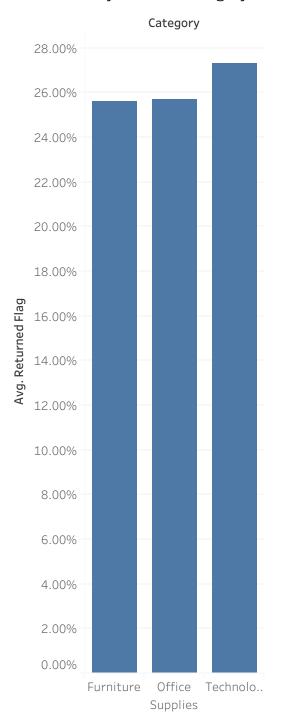
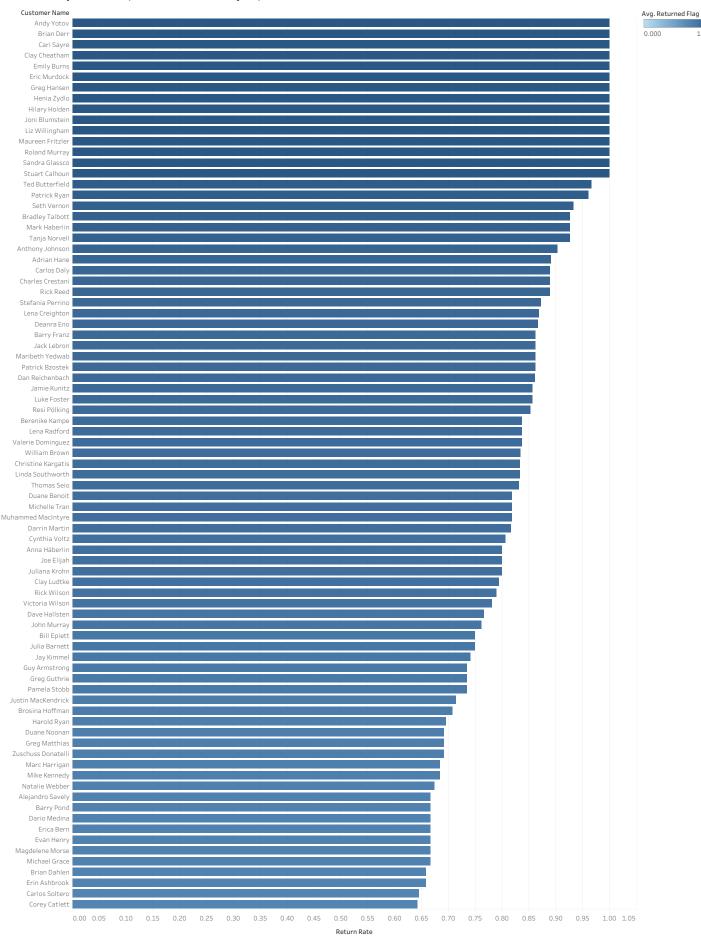
Total Sales vs Total Returns

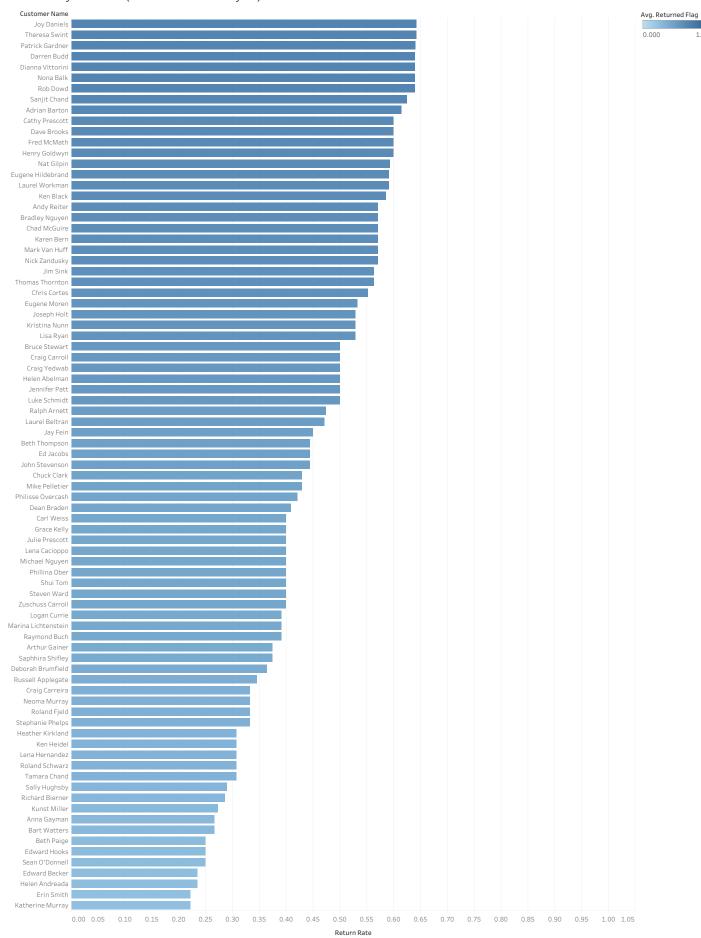


Return Rate by Product Category

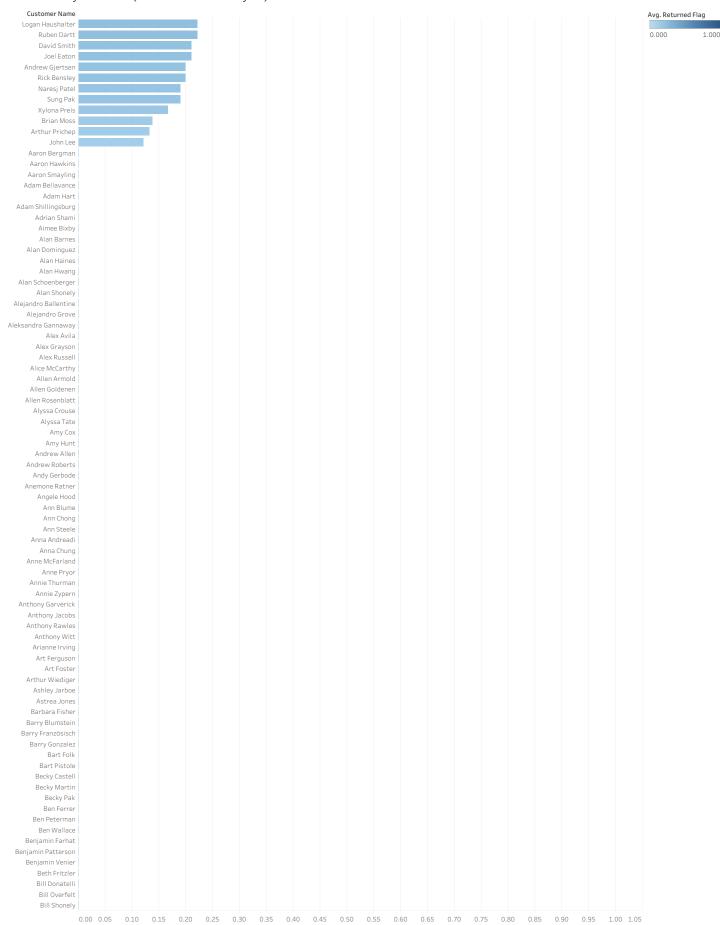




1.000



1.000



Customer Name										Avg.
Bill Stewart Bill Tyler										0.0
Bobby Trafton										0.0
Brad Eason										
Brad Norvell										
Brad Thomas	;									
Bradley Drucker										
Brenda Bowman	1									
Brendan Dodson	1									
Brendan Murry	1									
Brendan Sweed	ı İ									
Brian DeCherney										
Brian Stugart										
Brian Thompson										
Brooke Gillingham										
Bruce Degenhardt										
Bruce Geld										
Bryan Davis										
Bryan Mills										
Bryan Spruell										
Candace McMahon										
Cari Schnelling										
Carl Ludwig										
Carlos Meador										
Carol Adams										
Carol Darley										
Carol Triggs										
Caroline Jumper Cassandra Brandow										
assandra Brandow. atherine Glotzbach										
Cathy Armstrong										
Cathy Armstrong Cathy Hwang										
Chad Cunningham										
Chad Sievert										
Charles McCrossin										
Charles Sheldon										
Charlotte Melton										
hloris Kastensmidt										
Chris McAfee										
Chris Selesnick										
Christina Anderson										
Christina DeMoss										
stina VanderZand										
Christine Abelman										
Christine Phan										
istine Sundaresam										
hristopher Conant										
ristopher Martinez										
Christopher Schild	1									
Christy Brittain	1									
Chuck Magee	1									
Chuck Sachs	;									
Cindy Chapman	1									
Cindy Schnelling										
Cindy Stewart										
Claire Gute										
Claudia Bergmann										
Clay Rozendal										
Clytie Kelty										
Corey Roper										
Corey-Lock										
Corinna Mitchell										
Craig Leslie										
Craig Molinari										
Craig Reiter										
Cyma Kinney										
Cynthia Arntzen										
Cynthia Delaney										
Cyra Reiten										
Damala Kotsonis										
Dan Campbell										
Dan Lawera										
Dana Kaydos										
Daniel Byrd										
Daniel Lacy										
Daniel Raglin										
Darren Koutras										
Darren Powers										
Darrin Sayre										
Darrin Van Huff										
Dave Kipp										
Dave Poirier David Bremer										

Customer Name David Flashing									
David Kendrick									
David Philippe									
David Wiener									
David Wierier Dean Katz									
Dean percer									
Dean percer Debra Catini									
Deirdre Greer									
Delfina Latchford									
enise Leinenbach									
Denise Monton									
Dennis Bolton									
Dennis Kane									
Dennis Pardue									
Denny Blanton									
Denny Joy									
Denny Ordway									
Dianna Arnett									
Dianna Wilson									
Dionis Lloyd									
Don Jones									
Don Miller									
Don Weiss									
Dorothy Badders									
Dorothy Dickinson									
Dorothy Wardle									
Dorris liebe									
Doug Bickford									
Doug Jacobs									
Doug O'Connell									
Duane Huffman									
Ed Braxton									
Edward Nazzal									
Eleni McCrary									
Elizabeth Moffitt									
Ellis Ballard									
Elpida Rittenbach									
Emily Ducich									
Emily Grady									
Emily Phan									
Eric Barreto									
Eric Hoffmann									
Erica Hackney									
Erica Hernandez									
Erica Smith									
Erin Creighton									
Erin Mull									
Eudokia Martin									
Eugene Barchas									
Eva Jacobs									
Evan Bailliet									
Evan Minnotte									
Filia McAdams Frank Atkinson									
Frank Carlisle									
Frank Gastineau									
Frank Hawley									
Frank Merwin									
Frank Olsen									
Frank Preis									
Fred Chung									
Fred Harton									
Fred Hopkins									
Gary Hansen									
Gary Hwang									
Gary McGarr									
Gary Mitchum									
Gary Zandusky									
Gene Hale									
Gene McClure									
George Ashbrook									
George Bell									
George Zrebassa									
Georgia Rosenberg									
Giulietta Baptist									
Giulietta Dortch									
Giulietta Weimer									
Grant Thornton									
Greg Maxwell									
Greg Tran									
Guy Phonely									
Guy Thornton Hallie Redmond									

Harold Dahlen										Avg
Harold Engle										0.0
Harold Pawlan										
Harry Greene										
Harry Marie										
Heather Jas										
Helen Wasserman										
Henry MacAllister										
Herbert Flentye										
Hunter Glantz										
Hunter Lopez										
Ionia McGrath										
Irene Maddox										
Ivan Gibson										
Ivan Liston										
Jack Garza										
Jack O'Briant										
James Galang										
James Lanier										
Jamie Frazer										
Jane Waco										
Janet Lee										
Janet Martin										
Janet Molinari										
Jas O'Carroll										
Jason Fortune-										
Jason Gross										
ason Klamczynski										
Jenna Caffey										
Jennifer Braxton										
lennifer Ferguson										
Jennifer Halladay										
Jennifer Jackson										
Jeremy Ellison										
Jeremy Farry										
Jeremy Lonsdale										
Jeremy Pistek										
Jessica Myrick										
Jesus Ocampo										
Jill Fjeld										
Jill Matthias										
Jill Stevenson										
Jim Epp										
Jim Karlsson										
Jim Kriz										
Jim Mitchum										
Jim Radford										
Joe Kamberova										
Joel Jenkins										
John Castell										
John Dryer										
John Grady										
John Huston										
John Lucas										
Jonathan Doherty										
Jonathan Howell										
Joni Sundaresam										
Joni Wasserman										
Joseph Airdo										
Joy Smith										
Julia Dunbar										
Julia West										
Julie Creighton										
Julie Kriz										
Justin Deggeller										
Justin Ellison										
Justin Hirsh										
Justin Ritter										
Kalyca Meade										
Karen Carlisle										
Karen Daniels										
Karen Ferguson										
Karen Seio										
Karl Braun										
Katharine Harms										
Katherine Ducich										
Katherine Hughes										
atherine Nockton										
Katrina Bavinger										
Katrina Edelman										
Katrina Willman										

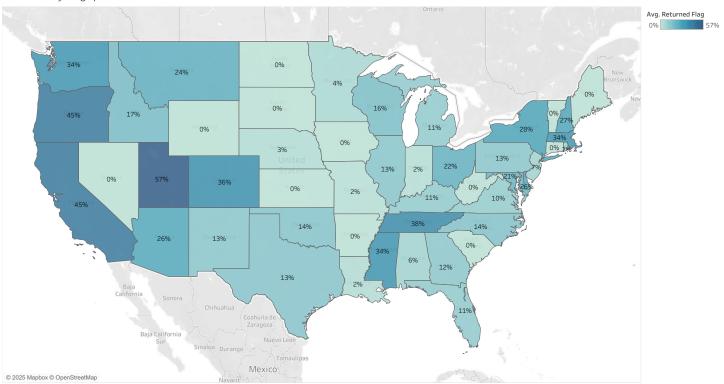
Customer Name										
Kean Thornton										
Keith Dawkins										
Keith Herrera										
Kelly Andreada										
Kelly Collister										
Kelly Lampkin										
Kelly Williams										
Ken Brennan										
Ken Dana										
Ken Lonsdale										
Khloe Miller										
Kimberly Carter										
Kristen Hastings										
Laura Armstrong										
Laurel Elliston										
Lauren Leatherbury										
Linda Cazamias										
Lindsay Castell										
Lindsay Shagiari										
Lindsay Williams										
Lisa DeCherney										
Lisa Hazard										
Liz Carlisle										
Liz MacKendrick										
Liz Pelletier										
Liz Preis										
Liz Thompson										
Lori Olson										
Luke Weiss										
Lycoris Saunders										
Lynn Smith										
Marc Crier										
Maria Bertelson										
Maria Etezadi										
Maria Zettner										
Maribeth Dona										
Maribeth Schnelling										
Maris LaWare										
Mark Cousins										
Mark Hamilton										
Mark Packer										
Mary O'Rourke										
Mary Zewe										
MaryBeth Skach										
Mathew Reese										
Matt Abelman										
Matt Collins										
Matt Collister										
Matt Connell										
Matt Hagelstein										
Matthew Clasen										
Matthew Grinstein										
Maureen Gastineau										
Maureen Gnade										
Maurice Satty										
Max Engle										
Max Jones										
Max Ludwig										
Maxwell Schwartz										
Maya Herman										
Meg O'Connel										
Meg Tillman										
Melanie Seite										
Michael Chen										
Michael Dominguez										
Michael Granlund										
Michael Kennedy										
Michael Moore										
Michael Oakman										
Michael Paige										
Michael Stewart										
Michelle Arnett										
Michelle Ellison										
Michelle Huthwaite										
Michelle Lonsdale										
Michelle Moray										
Mick Brown										
Mick Crebagga										
Mick Hernandez										
Mike Caudle										
Mike Caudle Mike Gockenbach										

Customer Name Mitch Webber							
Aitch Willingham							
Monica Federle Muhammed Lee							
nammed Yedwab							
Nancy Lomonaco							
Nat Carroll							
italie DeCherney							
Natalie Fritzler							
Nathan Cano							
Nathan Gelder							
Nathan Mautz							
Neil Ducich							
Neil Knudson							
Neola Schneider							
Nick Crebassa							
Nick Radford							
Nicole Fjeld							
Nicole Hansen							
Noah Childs							
Noel Staavos							
Nora Paige							
Nora Pelletier							
Nora Preis							
Odella Nelson							
Olvera Toch							
Pamela Coakley							
Parhena Norris							
Patricia Hirasaki							
Patrick Jones							
Patrick O'Brill							
atrick O'Donnell							
Paul Gonzalez							
Paul Knutson							
Paul Lucas							
Paul MacIntyre							
Paul Prost							
aul Stevenson							
Paul Van Hugh							
Pauline Chand							
Pauline Johnson							
Pauline Webber							
enelope Sewall							
Pete Armstrong							
Pete Kriz							
Pete Takahito							
Peter Bühler							
Peter Fuller							
Peter McVee							
Philip Brown							
Philip Fox							
hillip Flathmann							
Pierre Wener							
Quincy Jones							
Rachel Payne							
Ralph Kennedy							
Ralph Ritter							
Randy Bradley							
Randy Ferguson							
Raymond Messe							
Ricardo Sperren							
tichard Eichhorn							
Rick Duston							
Rick Hansen							
Rick Huthwaite							
Ritsa Hightower							
Rob Beeghly							
Rob Haberlin							
Rob Lucas							
Rob Williams							
Robert Barroso							
Robert Marley							
Robert Waldorf							
Roger Barcio							
Roger Demir							
Rose O'Brian							
Ross Baird							
Ross DeVincentis							
Roy Collins							
Roy Französisch							
D Dh							
Roy Phan							
Roy Skaria							

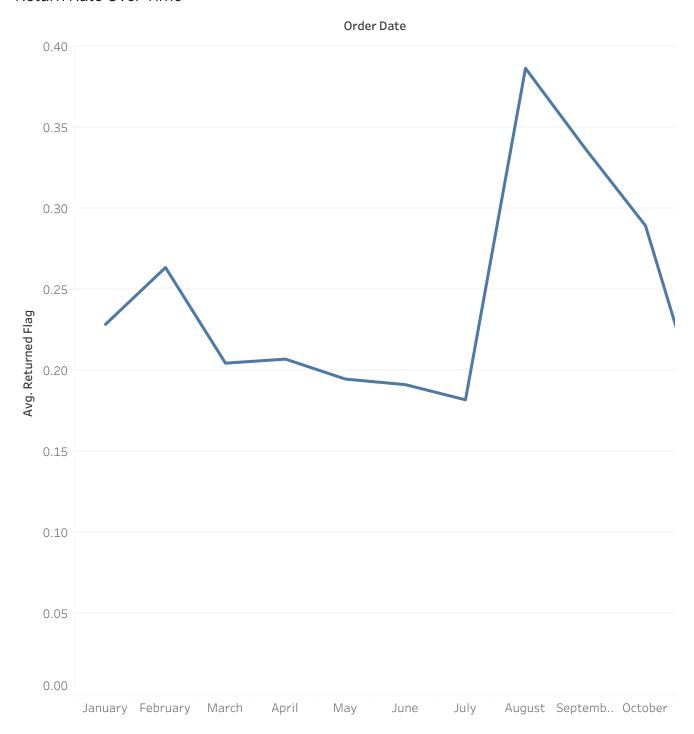
Russell D'Ascenzo
Ryan Akin
Ryan Crowe
Sally Knutson
Sally Matthias
Sam Craven
Sam Zeldin
Sample Company A
Sandra Flanagan
Sanjit Engle
Sanjit Jacobs
Sara Luxemburg
Sarah Bern
Sarah Brown
Sarah Foster
Sarah Jordon
Scot Coram
Scot Wooten
Scott Cohen
Scott Williamson
Sean Braxton
Sean Christensen
Sean Miller
Sean Wendt
Shahid Collister
Shahid Hopkins
Shahid Shariari
Sharelle Roach
Shaun Chance
Shaun Weien
Sheri Gordon
Shirley Daniels
Shirley Jackson
Shirley Schmidt
Sibella Parks
Skye Norling
Sonia Cooley
Sonia Sunley
Speros Goranitis
Stephanie Ulpright
Steve Carroll
Steve Chapman
Steve Nguyen
Steven Cartwright
Steven Roelle
tewart Carmichael
Stewart Visinsky
Stuart Van
Sue Ann Reed
Sung Chung
Sung Shariari
Susan Gilcrest
usan MacKendrick
Susan Pistek
Susan Vittorini
Suzanne McNair
Sylvia Foulston
Tamara Dahlen
Tamara Manning
amara Willingham
Ted Trevino
Thea Hendricks
Thea Hudgings
Theone Pippenger
Theresa Coyne
Thomas Boland
Tiffany House
Tim Brockman
Toby Braunhardt
Toby Carlisle
Toby Gnade
Toby Ritter
Toby Swindell
Todd Boyes
Todd Sumrall
Tom Ashbrook
om Boeckenhauer
Tom Prescott
Tom Stivere
Tom Stivers
Tonja Turnell
Tonja Turnell Tony Chapman
Tonja Turnell

Customer Name	2																					Avg. Returned	l Flag
Tracy Blumsteir	1																						
Tracy Collins	s																					0.000	1.000
Tracy Hopkins	s																						
Tracy Podda	-																						
Tracy Zio	:																						
Troy Blackwel	ı																						
Troy Staebe																							
Trudy Brown	n																						
Trudy Glocke	2																						
Trudy Schmid	:																						
Valerie Mitchun	1																						
Valerie Takahito																							
Vicky Freymann	n																						
Victor Preis	3																						
Victoria Brennar	n																						
Victoria Pisteka	1																						
Vivek Gonzale:	2																						
Vivek Grady	/																						
Vivek Sundaresan	1																						
Vivian Mathis	5																						
Yana Sorenser	n																						
Yoseph Carrol	ı																						
	0.00 0.05	0.10	0.15	0.20	0.25	0.30	0.35	0.40	0.45	0.50	0.55	0.60	0.65	0.70	0.75	0.80	0.85	0.90	0.9	95 1	.00 1.05		
		0.10	3.20	2.20	2.20	2.50	2.55		2.10			2.00	3.00	0.70	3.70	3.00	3.00	3.30	0		1.00		
										Retur	n Rate												

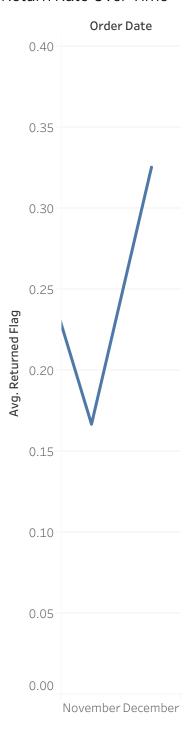
Return Rate by Geographic Measure



Return Rate Over Time



Return Rate Over Time



Return Rate by Month and Product Sub-Category

				0.00.				
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%

Order Date

Avg. Returned Flag

67%

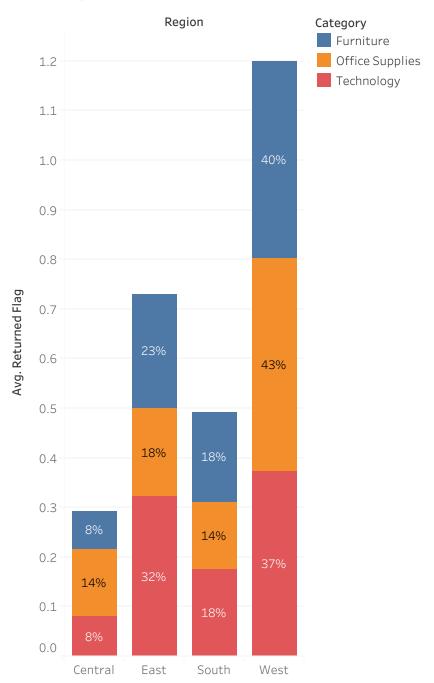
Return Rate by Month and Product Sub-Category

Order Date

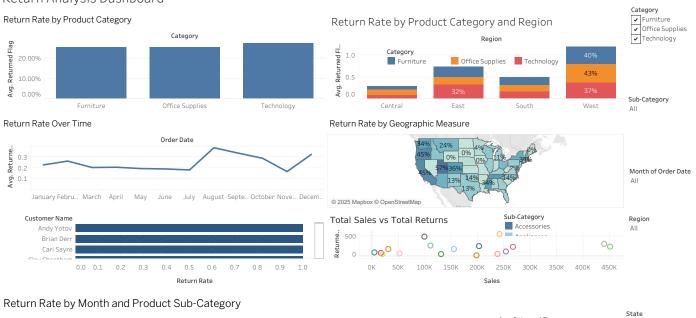
Sub-Catego	Septemb	October	November	December
Machines	27%	57%	14%	67%
Labels	2%	30%	16%	24%
Accessories	51%	18%	18%	31%
Paper	31%	28%	17%	28%
Bookcases	28%	35%	11%	16%
Phones	44%	25%	20%	35%
Envelopes	13%	22%	17%	22%
Furnishings	26%	24%	14%	28%
Chairs	48%	40%	18%	20%
Supplies	32%	57%	14%	36%
Binders	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%



Return Rate by Product Category and Region



Return Analysis Dashboard



Avg. Returned Flag

All



Return Analysis Dashboard × Category Return Rate by Product Category (All) Return Rate by Product Category and ✓ Furniture Category Region Catego.. ■ Furniture Office Sup 20.00% Technolog Region Avg 10.00% 18% Sub-Category Central Furniture East South West (AII) Return Rate Over Time Return Rate by Geographic Measure Order Date **Avg. Re.** 0.0 Month of Orde (AII) Jan.. Feb.. Ma.. April May June July Au.. Sep.. Oct.. No.. Dec.. © 2025 Mapbox © OpenStreetMap Sub-Ca.. ■ Bookc.. Customer Na.. = Region Total Sales vs Total Returns Chairs Adrian Hane o.2K Andy Yotov 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0 OK 50K 100K 150K 200K 250K 300K 350K 400K 450K

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.

Executive Summary

The Right Return
Metric

Overview of Dashboard

Chart Breakdown
the Dashboard

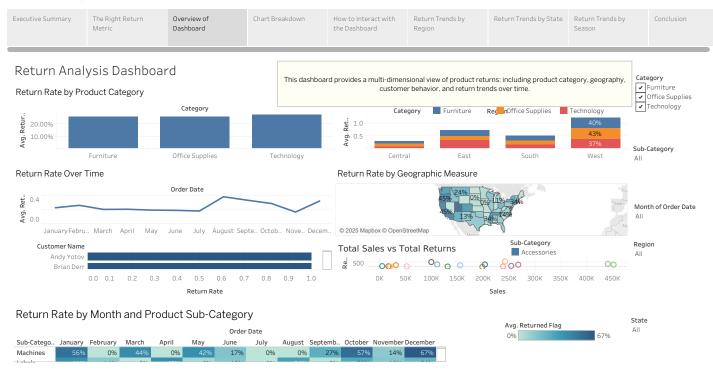
How to Interact with the Dashboard

Return Trends by Return Trends by Season

Conclusion

Return Trends by Season

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



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

"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

"Return Rate by Geographical Measure (map)"

Visualizes which states have the highest return rates.

"Return Rate by Month and Product Sub-Category"

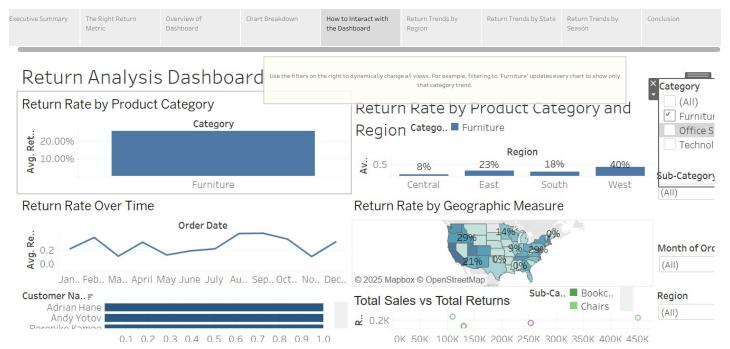
Gives a detailed month-by-subcategory breakdown for deeper analysis

"Return Rate By Customer (excluding one-time buyer)"

Identifies high-return customers (excluding one-time buyers).

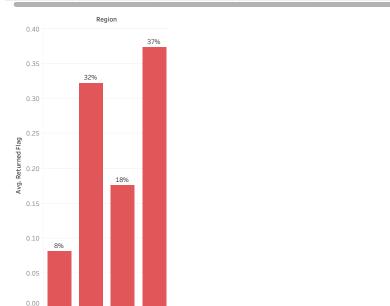
"Total Sales vs. Total Returns"

Plots subcategories based on sales volume vs. return count.



East

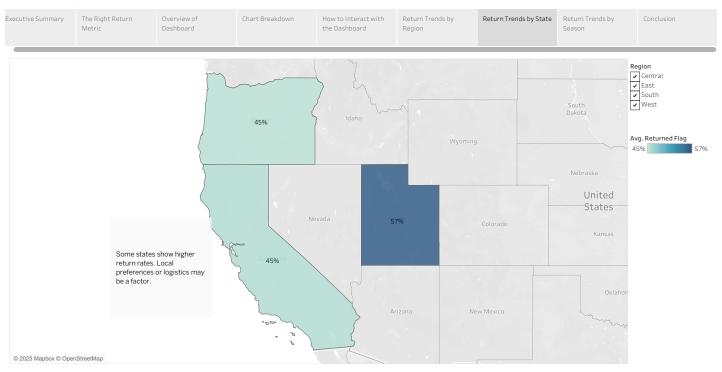




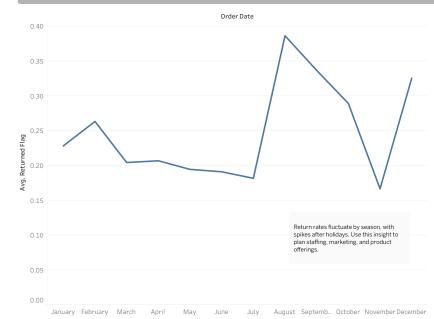
Products in certain categories and regions have significantly higher return rates. This suggests regional preferences or shipping/handling issues.

Category Technology

Category
Technology

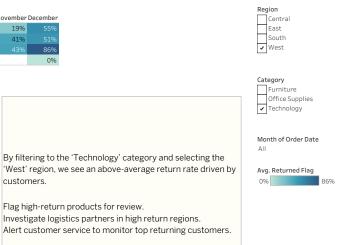


Executive Summary The Ri Metri	• • • • • • • • • • • • • • • • • • • •	Chart Breakdown	How to Interact with the Dashboard	Return Trends by Region	Return Trends by State	Return Trends by Season	Conclusion
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Executive Summary The Right Return Overview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



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.

Executive Summary

The Right Return
Metric

Overview of Dashboard

Chart Breakdown
the Dashboard

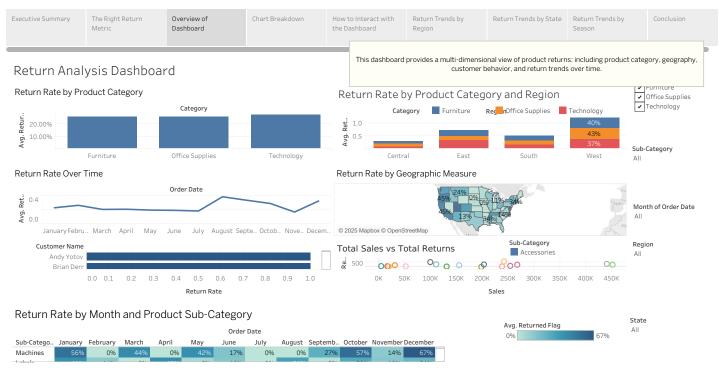
How to Interact with the Dashboard

Return Trends by Return Trends by Season

Conclusion

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

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"Return Rate Over Time"

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Visualizes which states have the highest return rates.

"Return Rate by Month and Product Sub-Category"

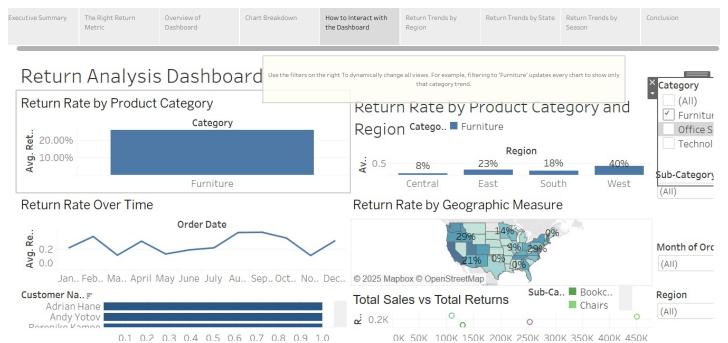
Gives a detailed month-by-subcategory breakdown for deeper analysis

"Return Rate By Customer (excluding one-time buyer)"

Identifies high-return customers (excluding one-time buyers).

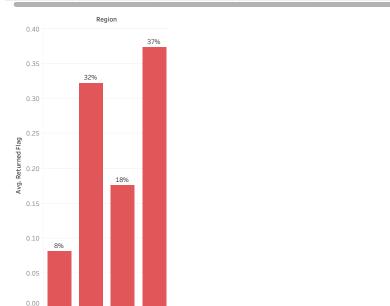
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East

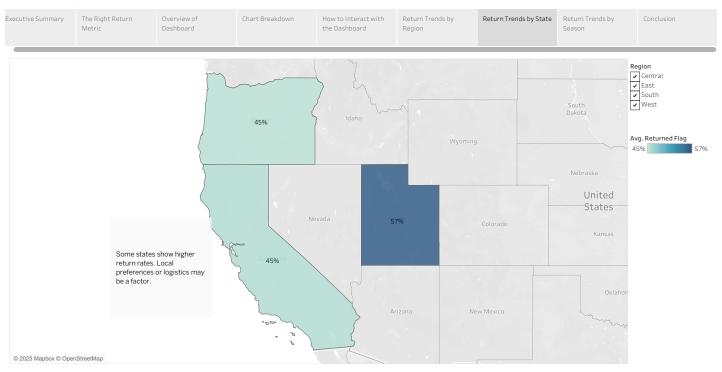




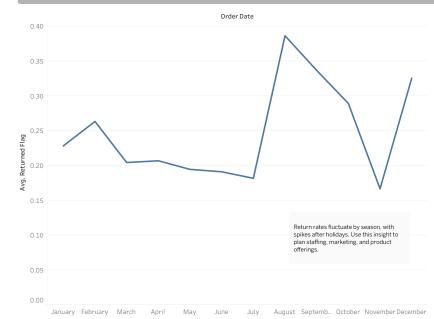
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Category Technology

Category
Technology



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

