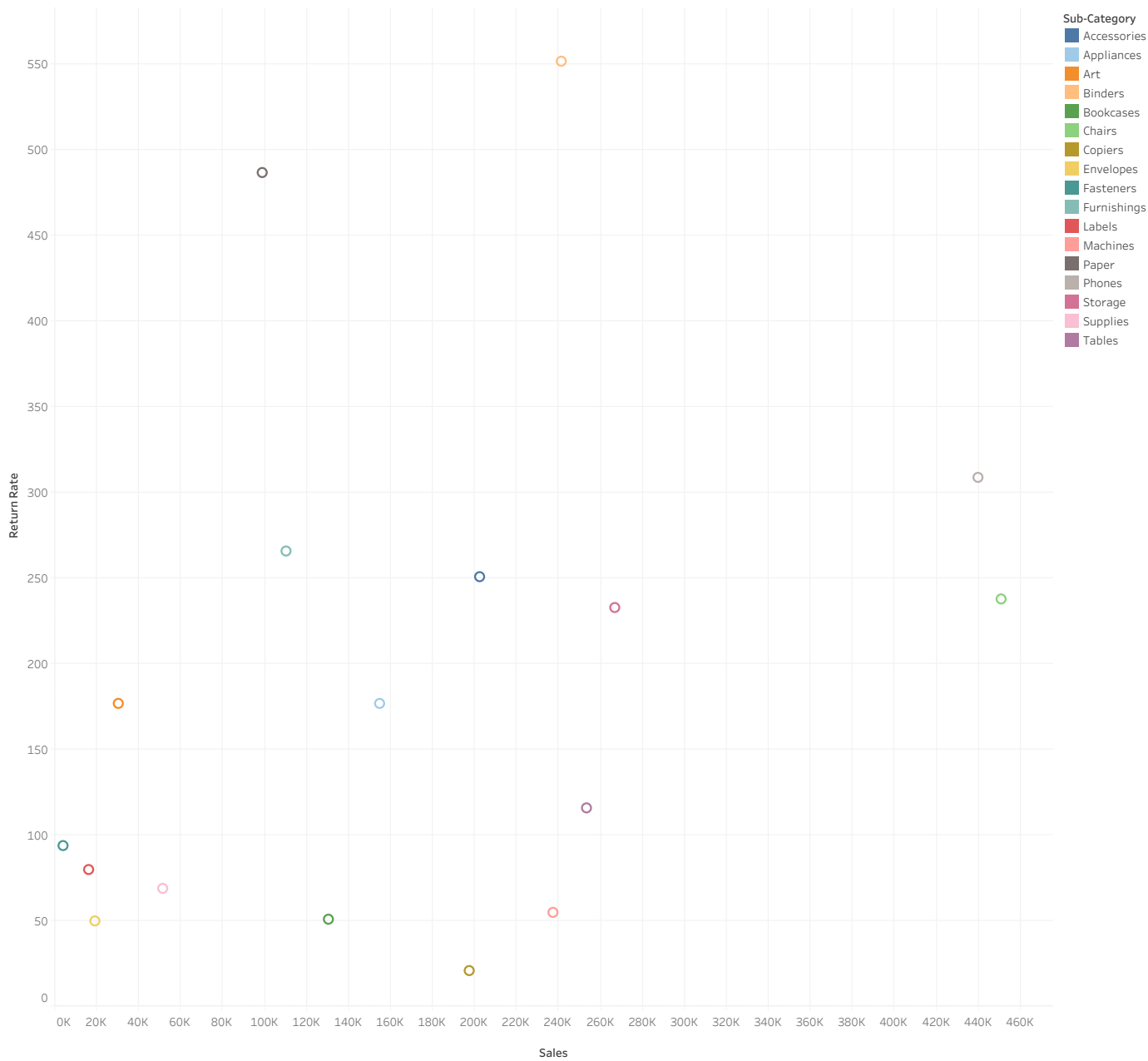
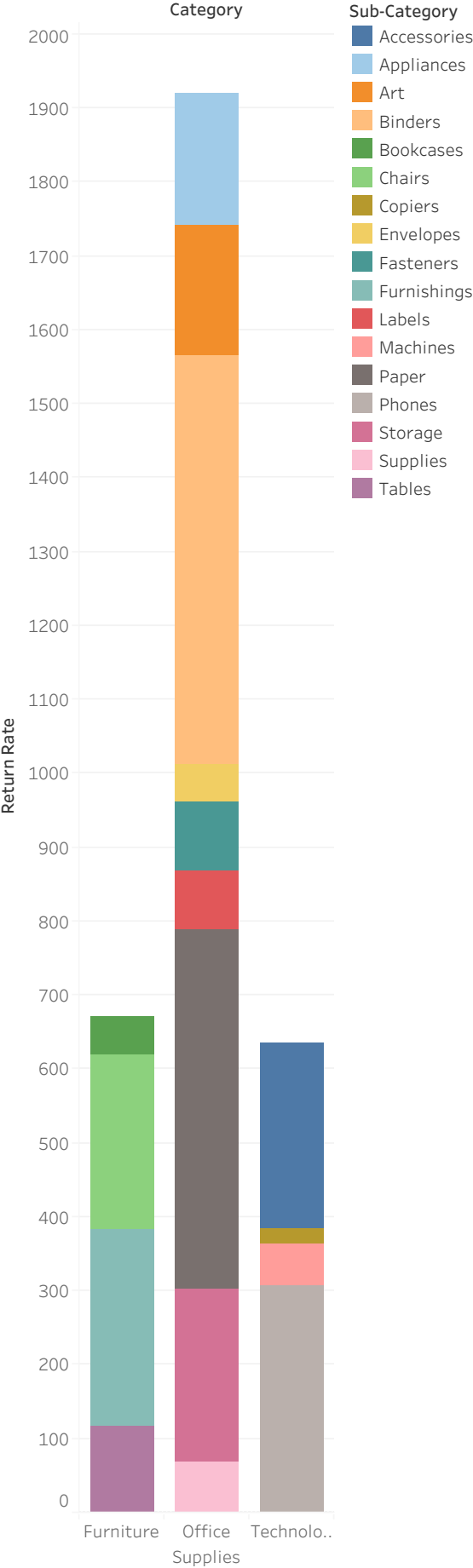


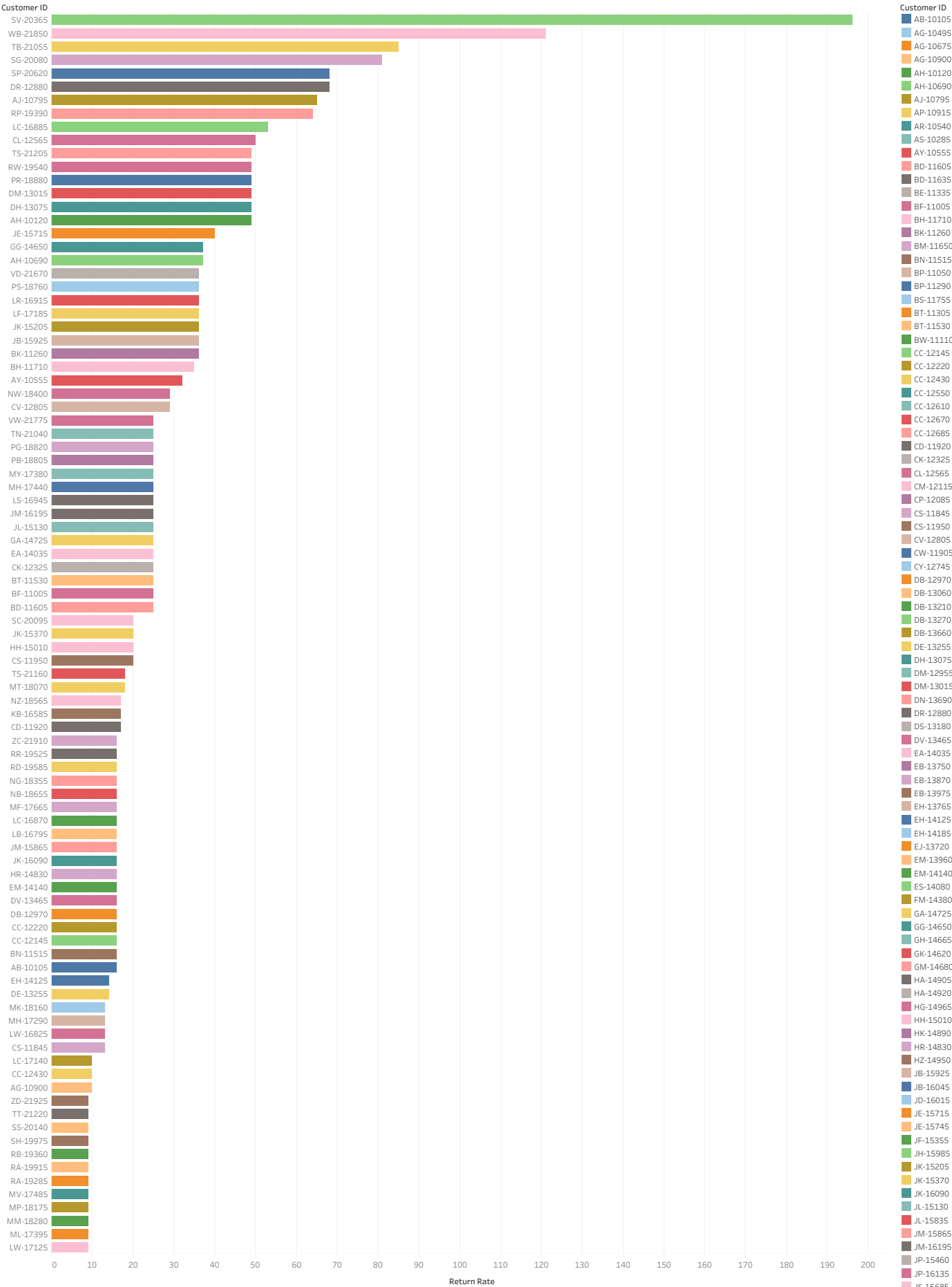
Sales VS Returns by Sub-Category



Returns per Category



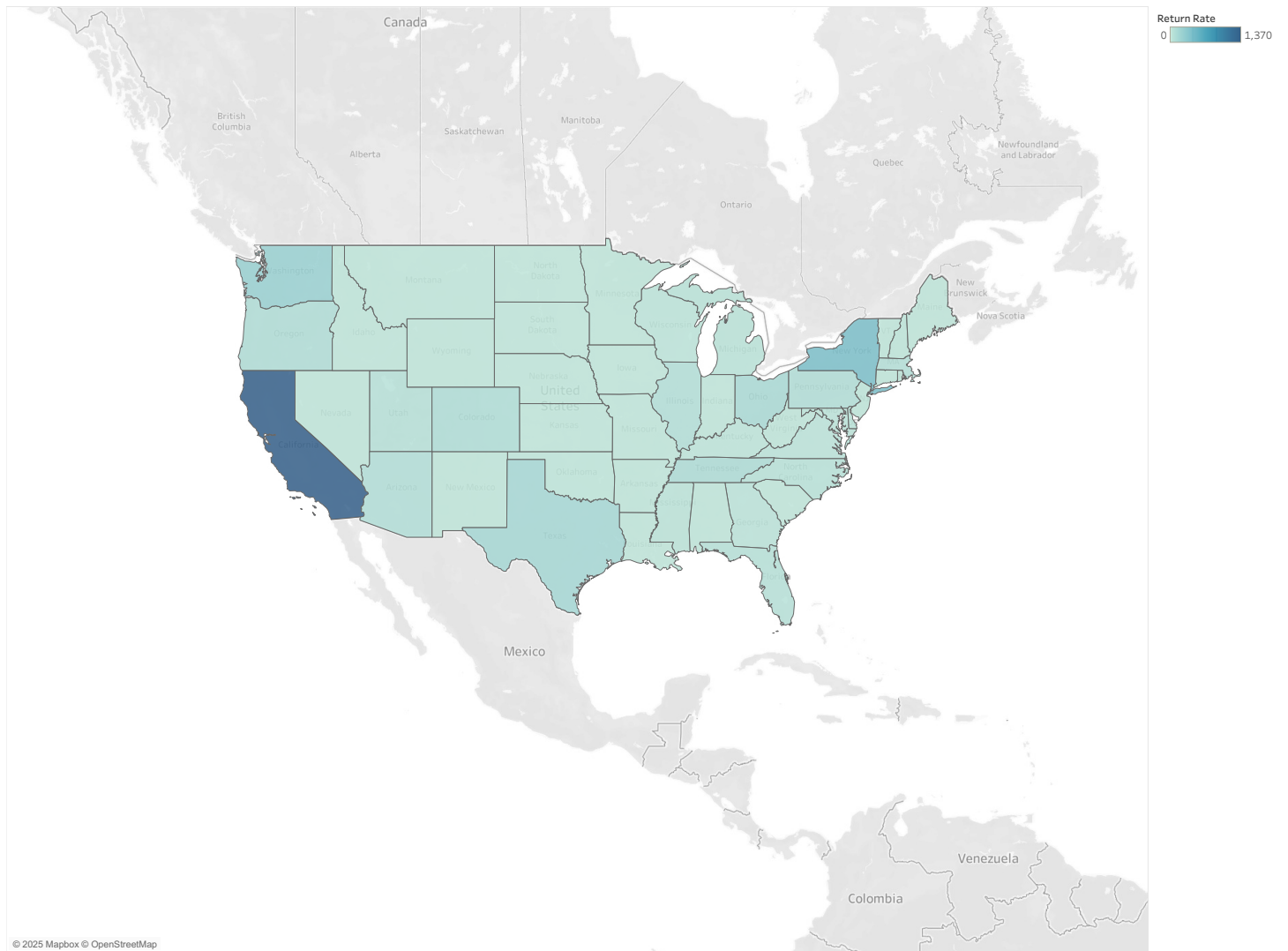
Customer Returns



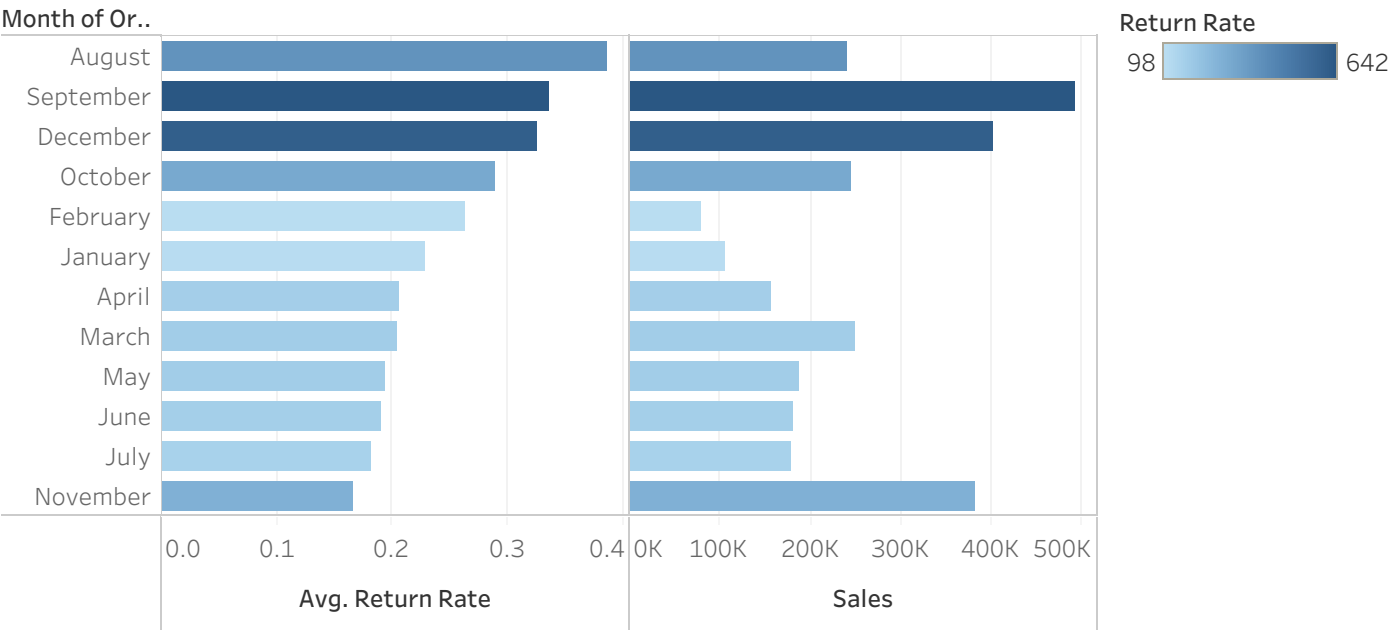
Customer Returns



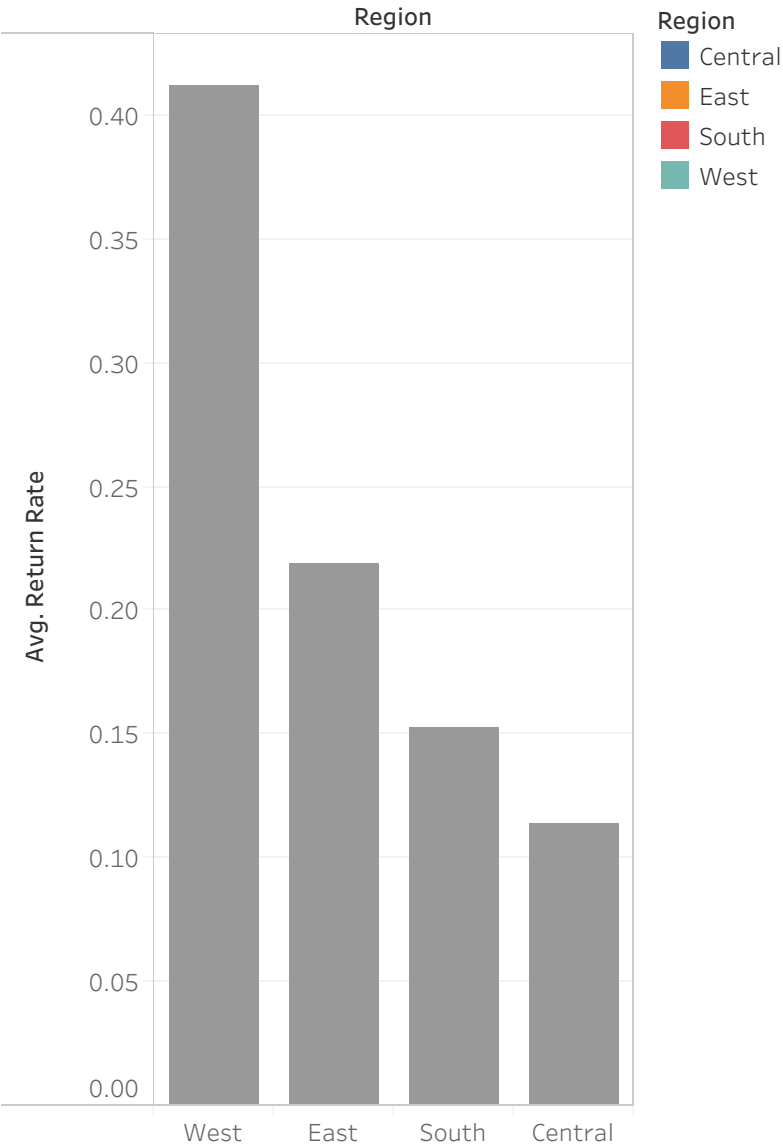
Returns per State



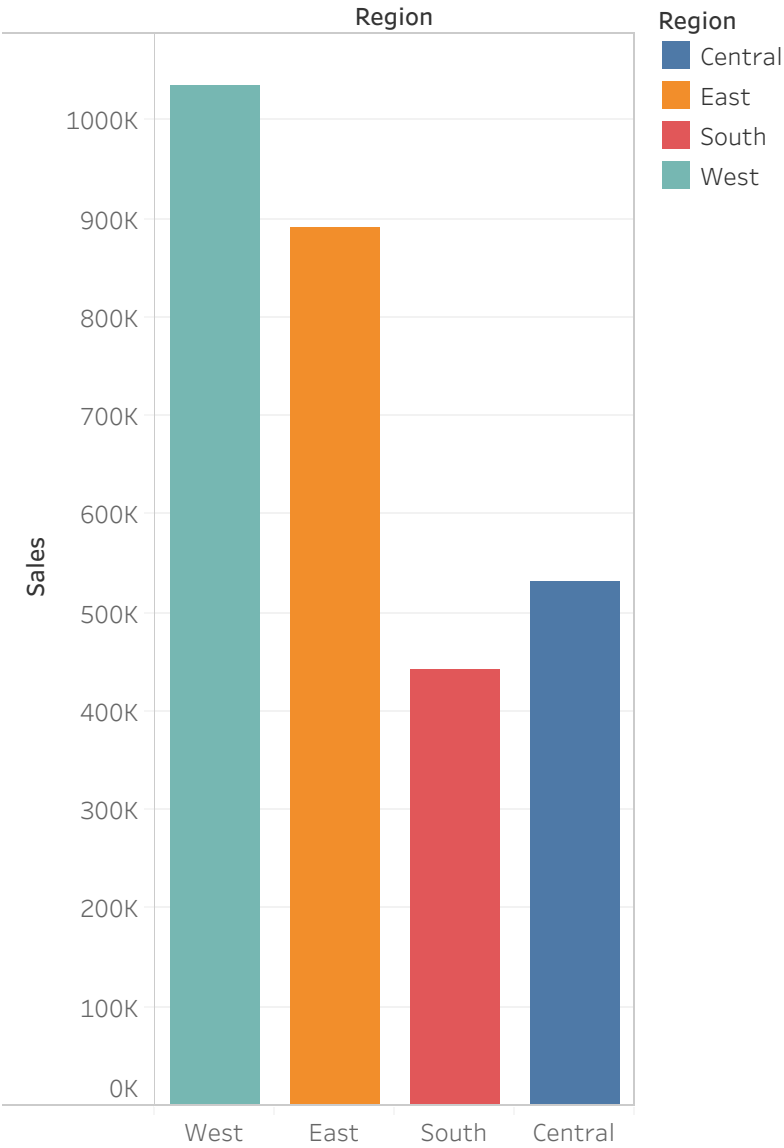
Returns and Sales per Month of the Year



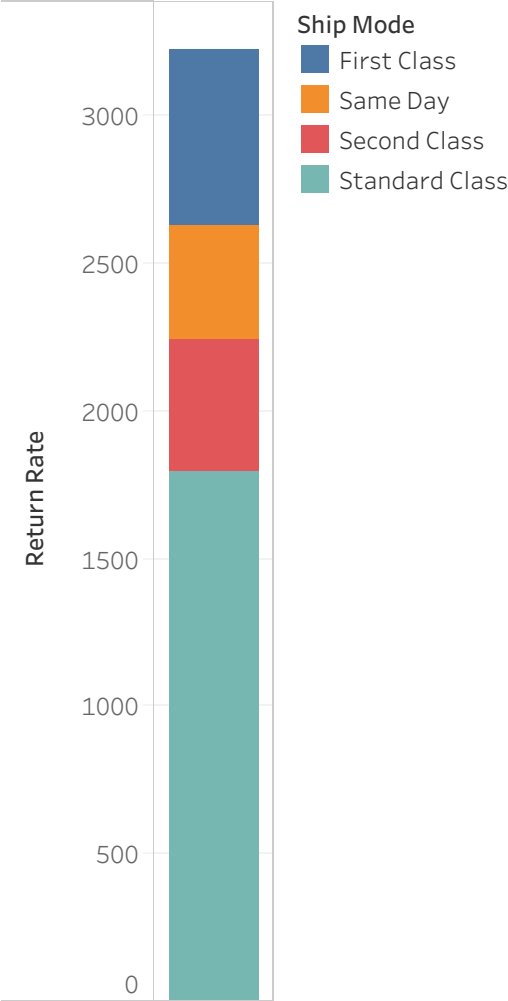
Sales and Return Rate by Region



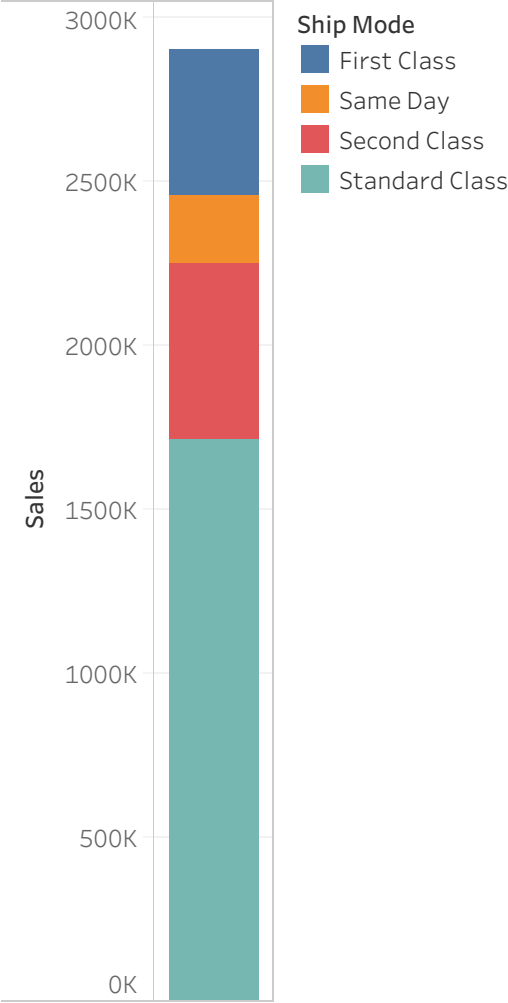
Sales and Return Rate by Region



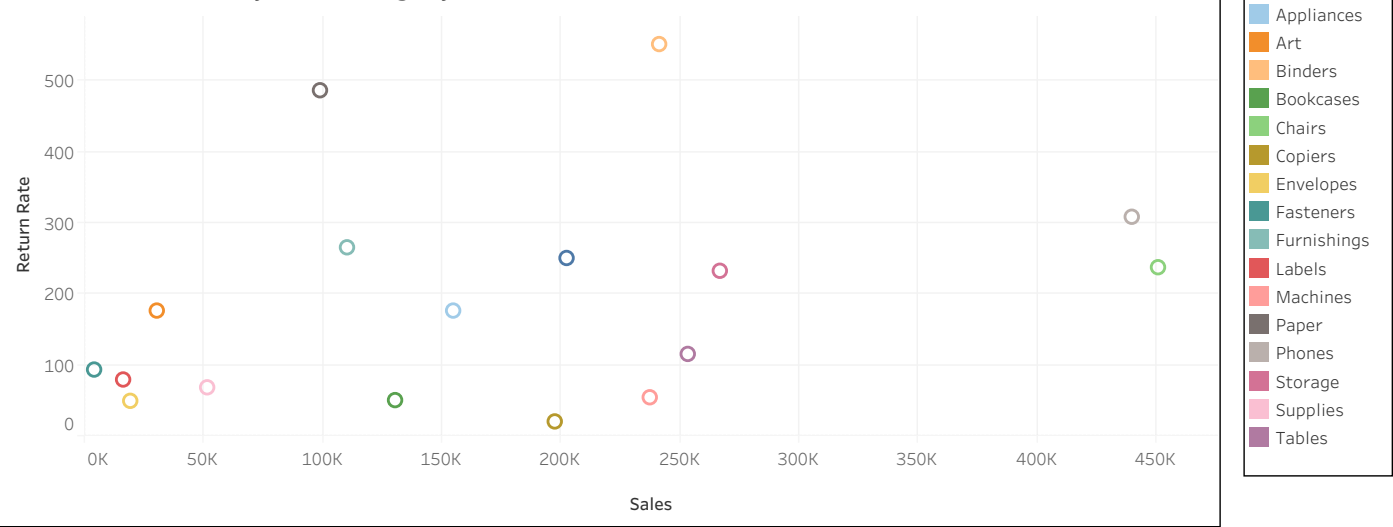
Returns VS
Sales per
Each
Shipping
Mode



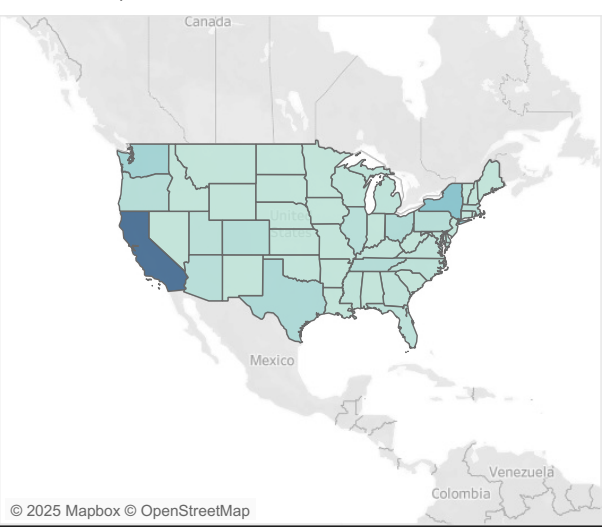
Returns VS
Sales per
Each
Shipping
Mode



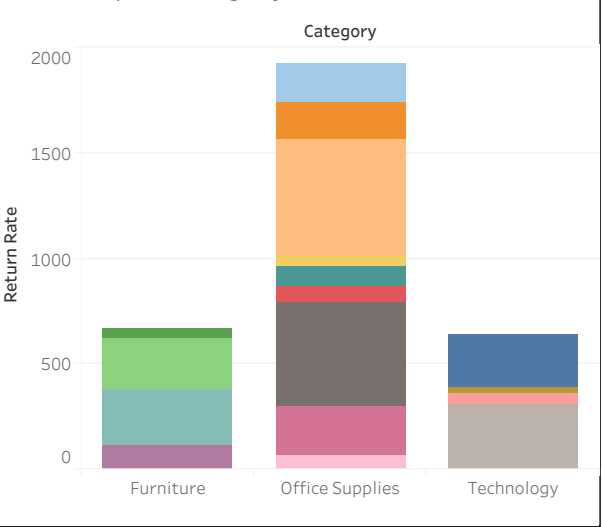
Sales VS Returns by Sub-Category



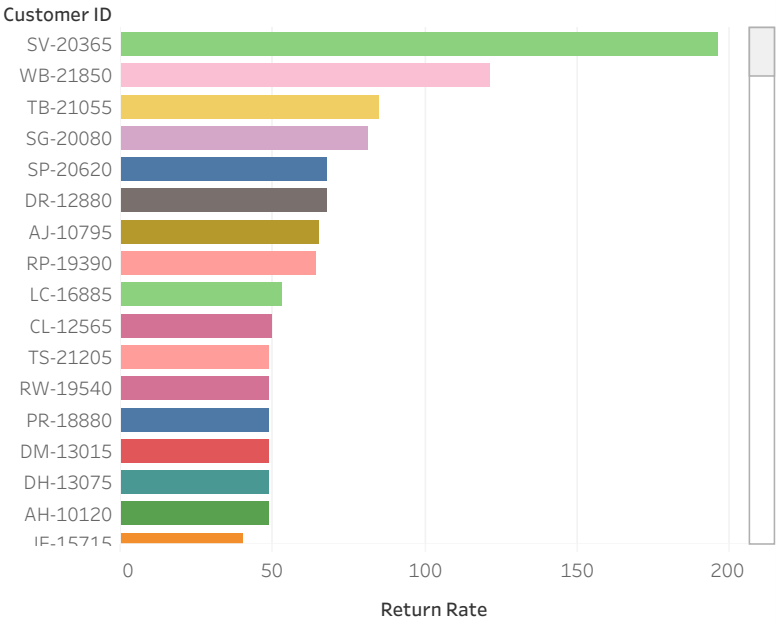
Returns per State



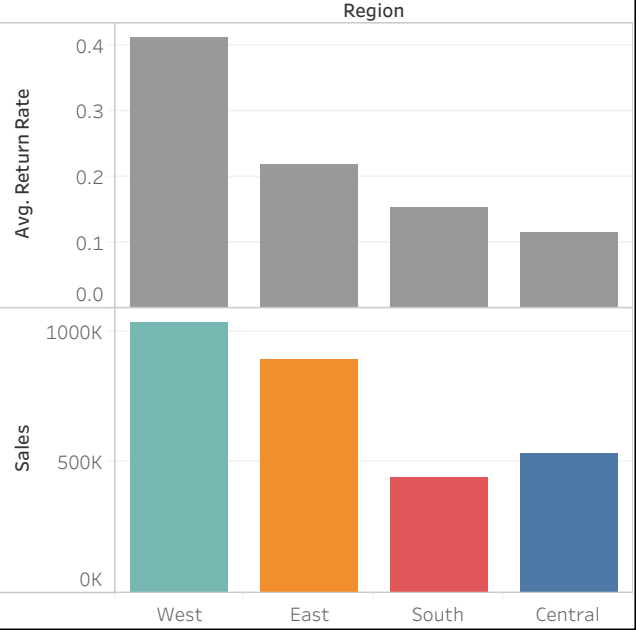
Returns per Category



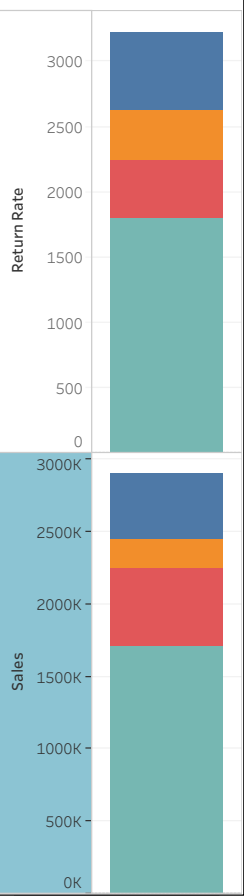
Customer Returns



Sales and Return Rate by Region



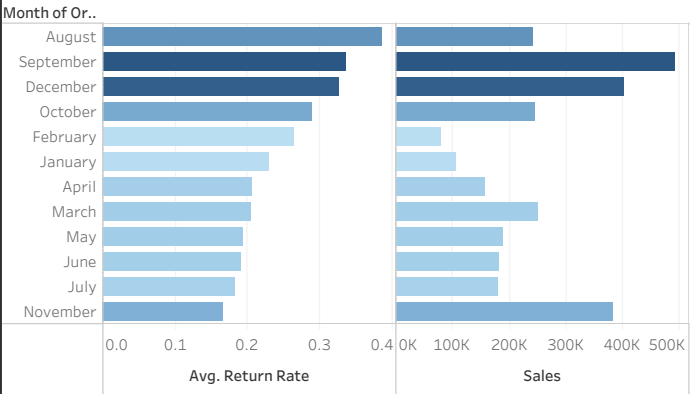
Returns VS Sales
per Each Shipping
Mode



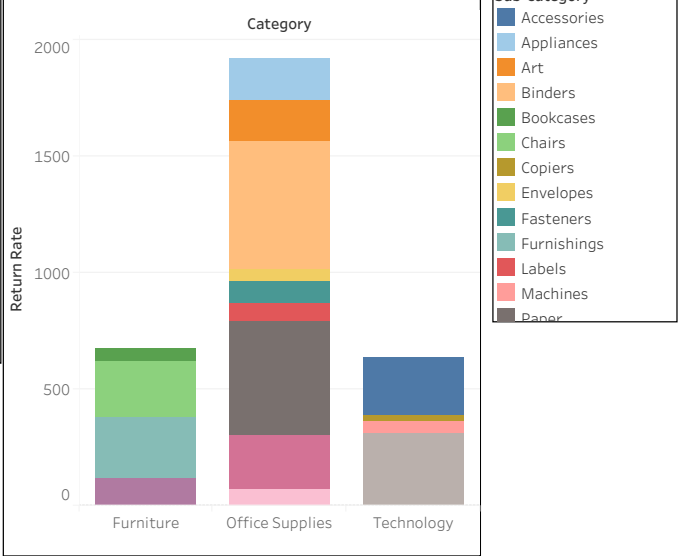
Ship Mode

- First Class
- Same Day
- Second Class
- Standard Class

Returns and Sales per Month of the Year

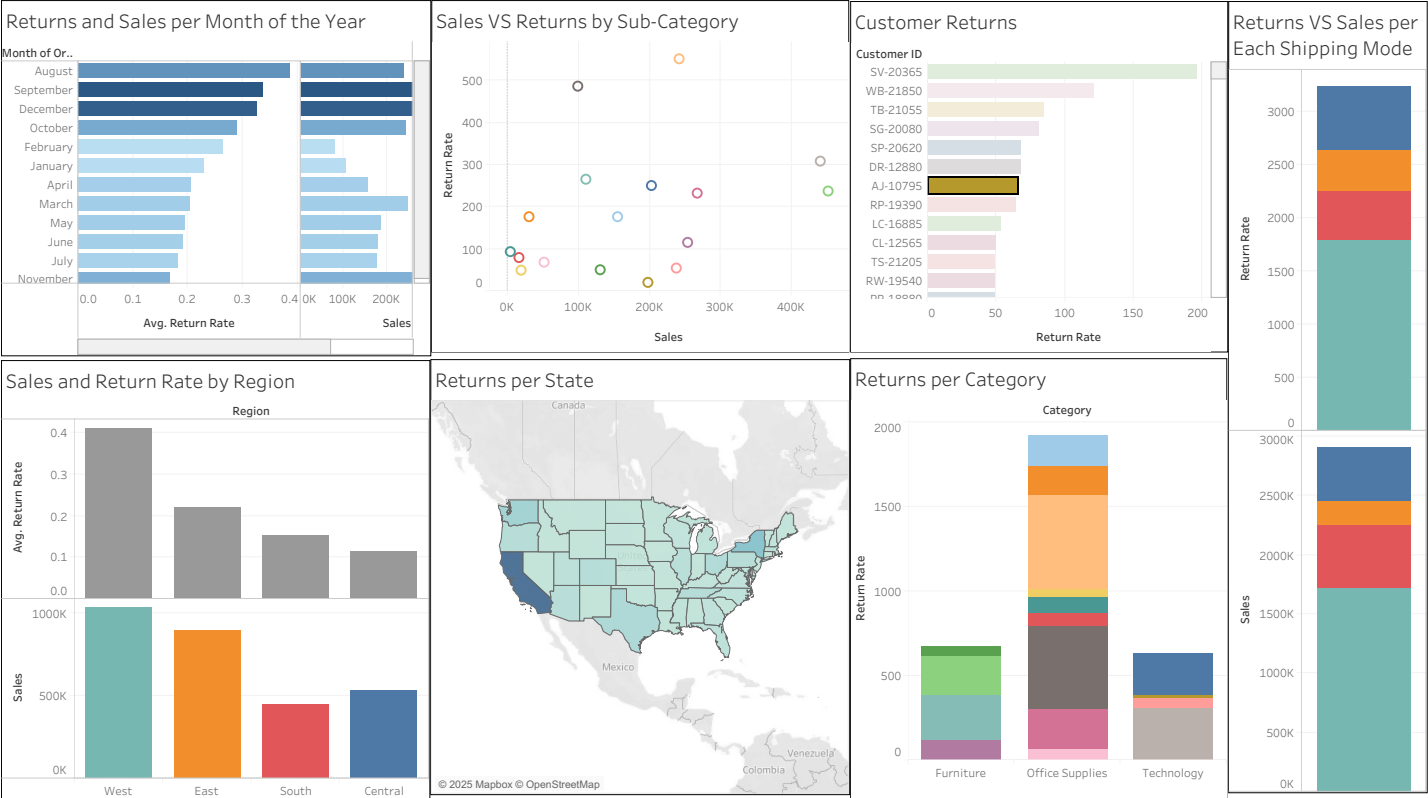


Returns per Category



Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper



Returns

Summary	Dashboard Overview	Dashboard Demonstration	Conclusion
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Total Cost of Returns is the most beneficial approach as it directly addresses the financial impact of returns on the business. By focusing on the costs, we can prioritize cost management and financial analysis, enabling the identification and mitigation of losses effectively. Understanding the financial burden also helps in addressing key root causes such as product quality issues, shipping problems, and mismatches with customer expectations, ultimately leading to strategic improvements and enhanced customer satisfaction.

Returns

Summary	Dashboard Overview	Dashboard Demonstration	Conclusion
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This scatter plot correlates sales with return rates across all sub-categories. Each point represents the sales and returns for that sub-category.

This bar chart shows that the "Furniture" category has the highest return rate, followed by "Technology" and "Office Supplies".

This map visualization indicates that returns are concentrated in certain states, with the highest return rates occurring in the western region.

Returns

Summary	Dashboard Overview	Dashboard Demonstration	Conclusion
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Using filters on the scatterplot will highlight all returns/sales for the sub-category selected through out all charts on the dashboard.

As the Scatter plot shows some sub-categories with high sales also experience high return rates, indicating potential quality or satisfaction issues. With each product category being high in returns, suggests a need to investigate these categories for potential improvements. As the geographic map shows that the west coast has the highest return rate, insight can help target specific areas for service improvement.

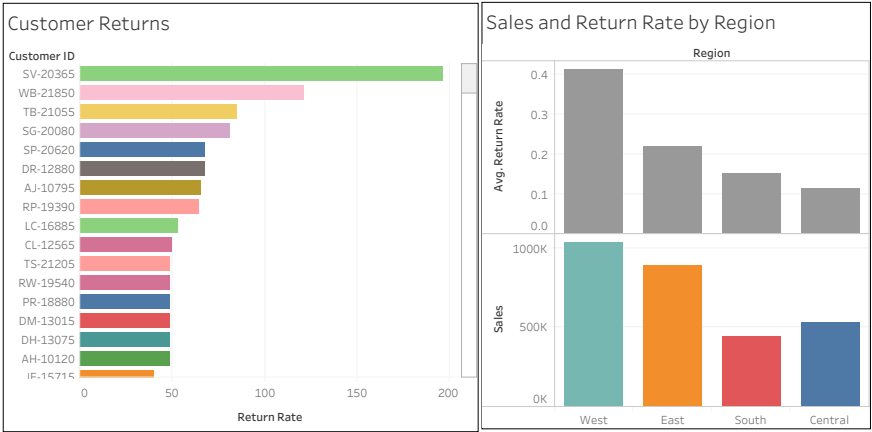
Returns

Summary	Dashboard Overview	Dashboard Demonstration	Conclusion
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Overall the analysis reveals key insights across multiple fields. High return rates are notably significant in the **Furniture** and **Technology** categories, suggesting a need for quality improvements. Geographically, the **Western** region exhibits the highest returns, indicating regional challenges that require targeted strategies. Patterns show peak returns in September and October, aligning with specific sales activities. Shipping methods like First Class and Same Day also contribute to higher returns, pointing to potential handling issues. By addressing these root causes through enhanced product quality, improved shipping practices, and refined customer expectations, the company can effectively reduce returns and improve overall customer satisfaction.

Returns

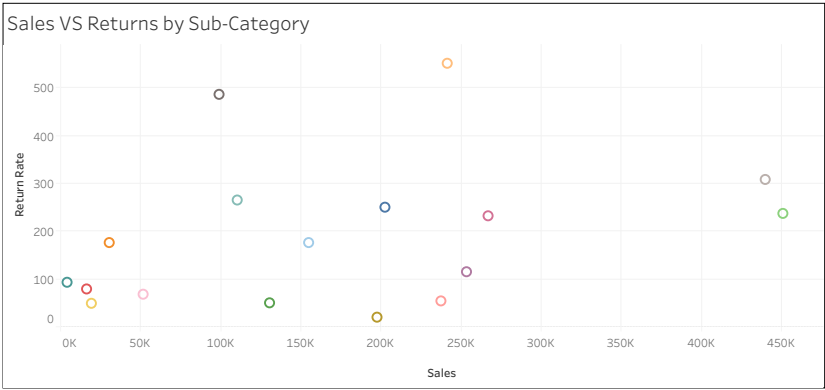
Summary	Dashboard Overview	Dashboard Demonstration	Conclusion
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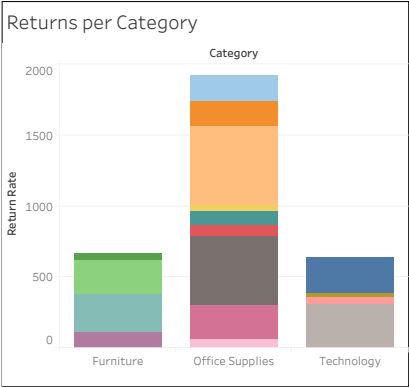
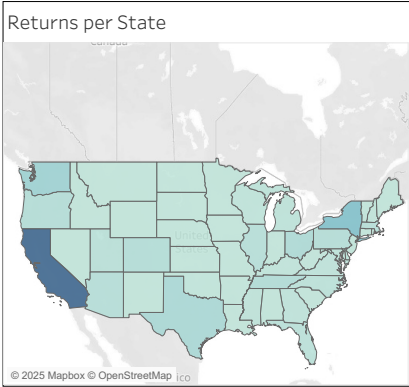
Returns

Summary	Dashboard Overview	Dashboard Demonstration	Conclusion
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- Sub-Category
- Accessories
 - Appliances
 - Art
 - Binders
 - Bookcases
 - Chairs
 - Copiers
 - Envelopes
 - Fasteners
 - Furnishings
 - Labels
 - Machines
 - Paper
 - Phones
 - Storage
 - Supplies
 - Tables

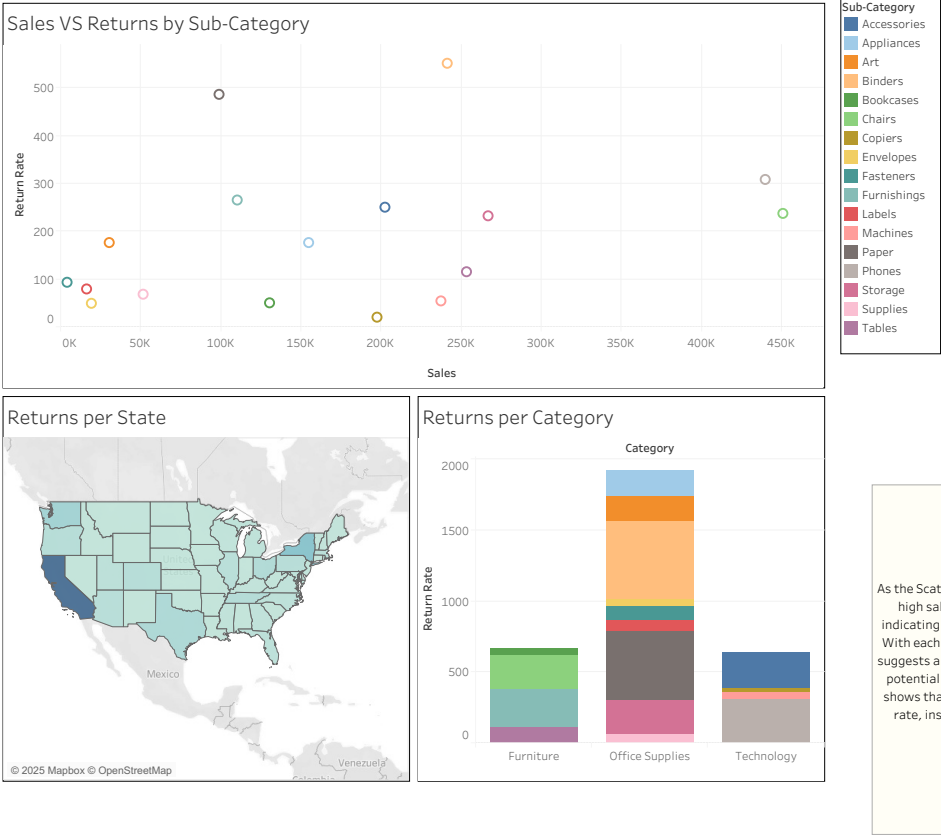
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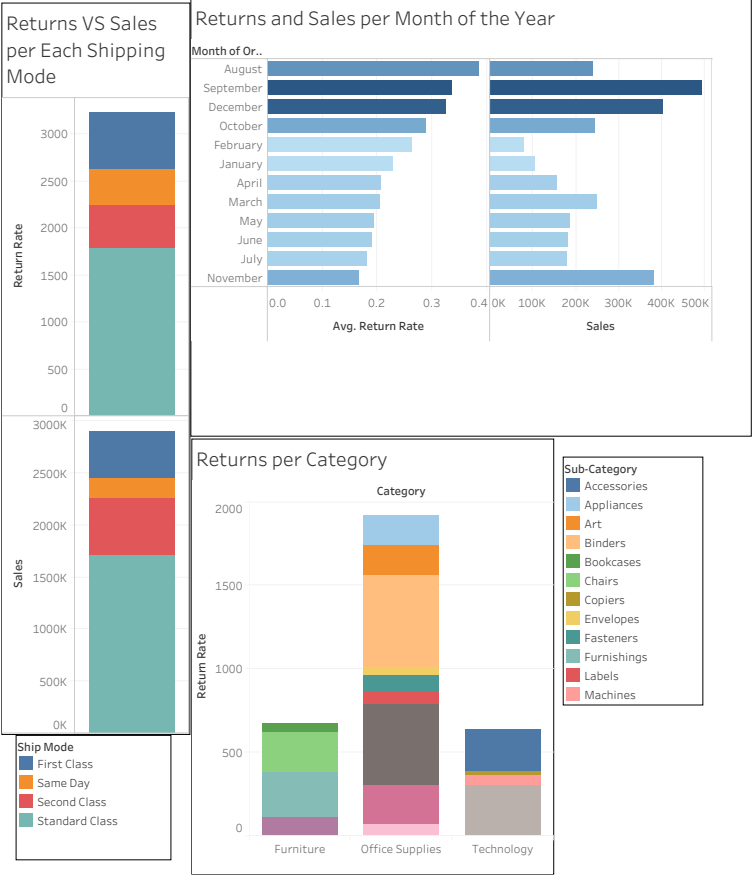
Returns



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Returns

Summary	Dashboard Overview	Dashboard Demonstration	Conclusion
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