



Sprint 5 Project - Telling Story with Data

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- February 7, 2025

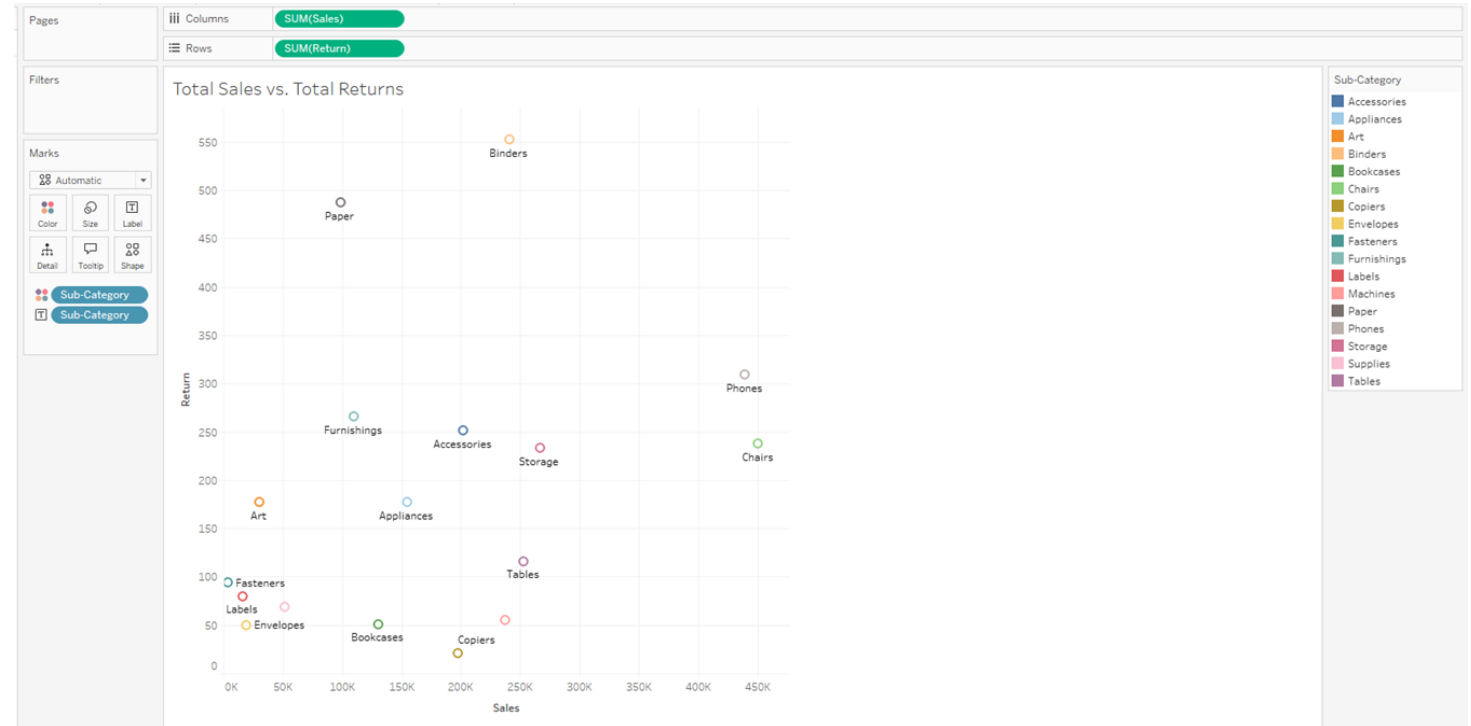


Introduction

- The purpose of this project is to analyze return rates at the Superstore to identify key factors contributing to high returns and develop strategies to reduce them.
- The following questions will be answered during this presentation.
- What product categories has the highest return rates?
- Are there specific geographic locations with elevated returns?

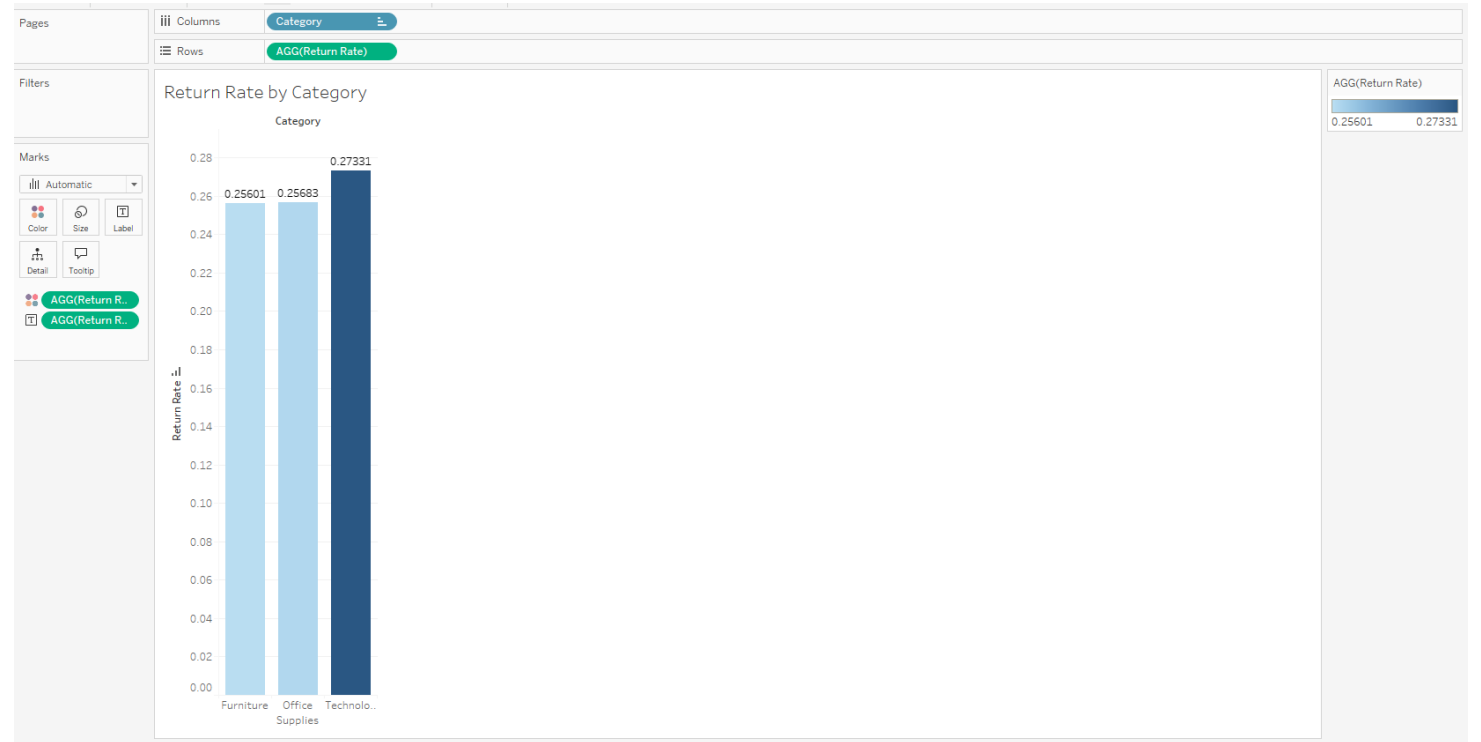
Total Sales vs Total Returns by Sub-Category

- Highest Returned Items
 - Binders
 - Paper
 - Phones
- Lowest Returned Items
 - Copiers
 - Bookcases
 - Envelopes



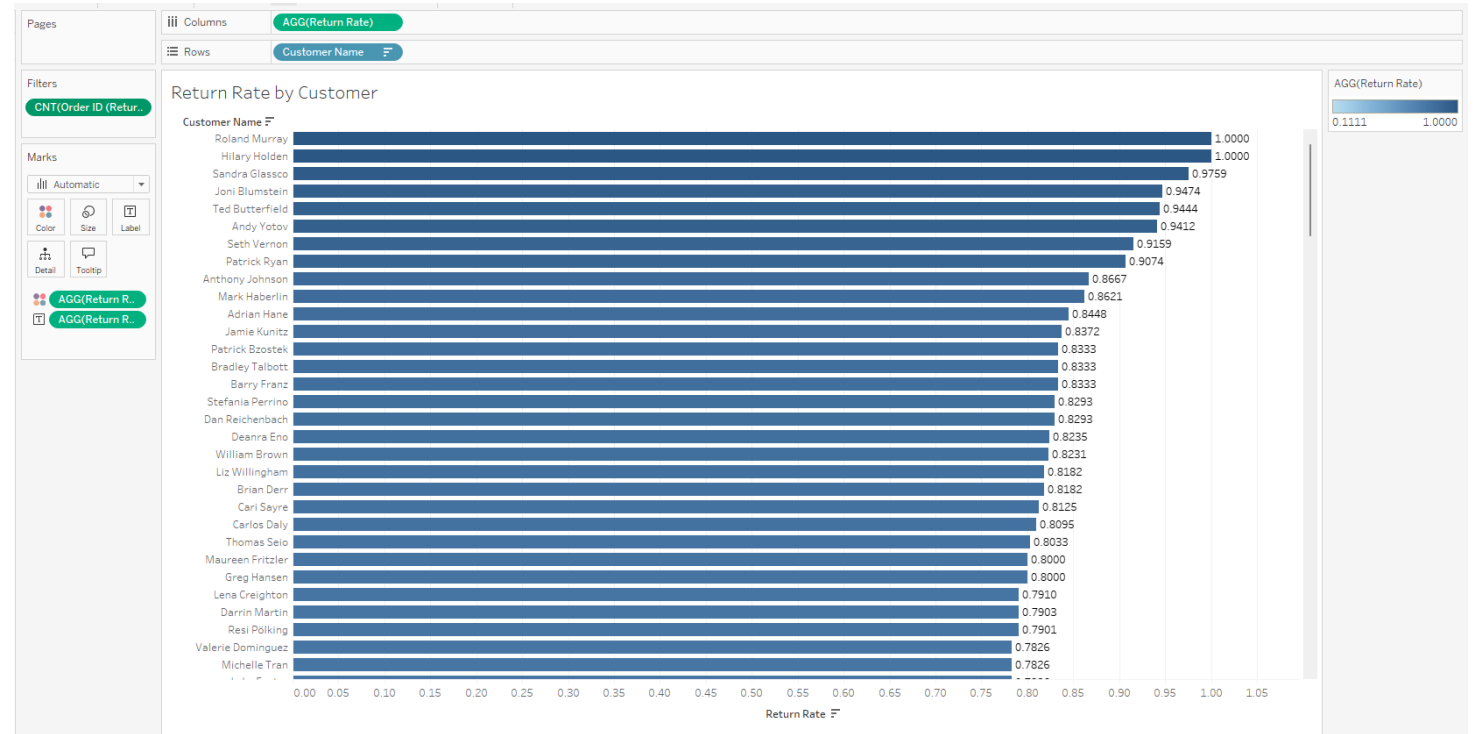
Return Rate by Category

- Technology has the highest Return Rate followed by Office Supplies and Furniture.

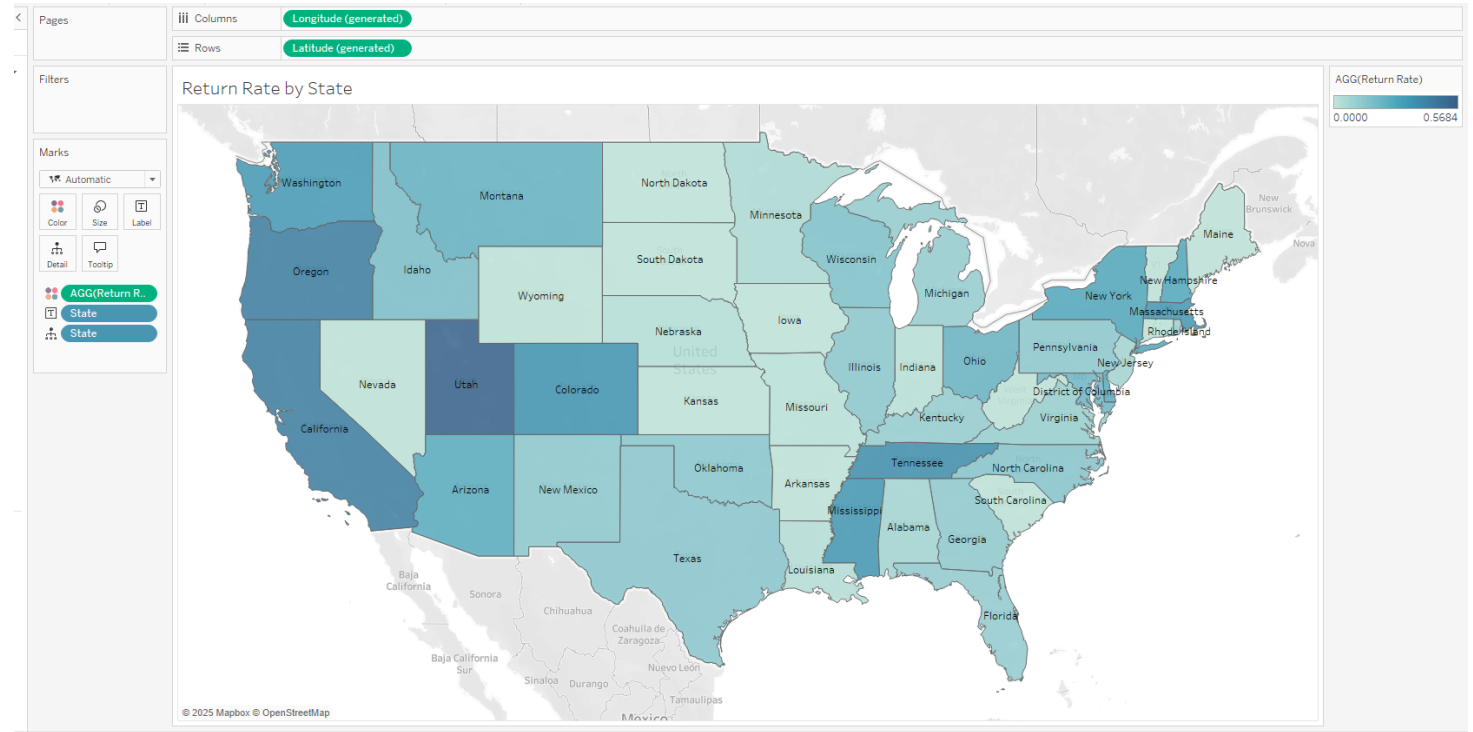


Return Rate by Customer

- Customers with the highest return rate are:
- Roland Murray
- Hilary Holden
- Sandra Glassco

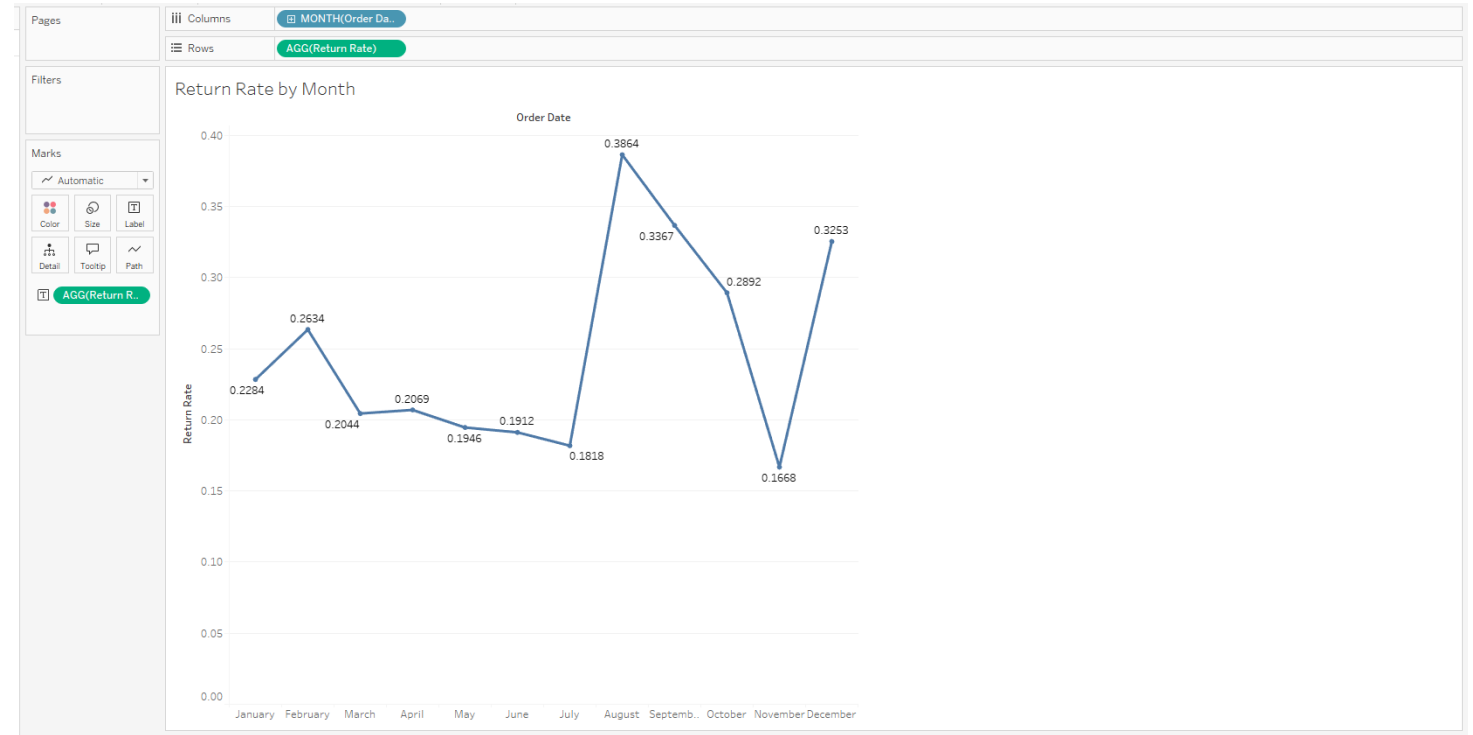


Return Rate by State



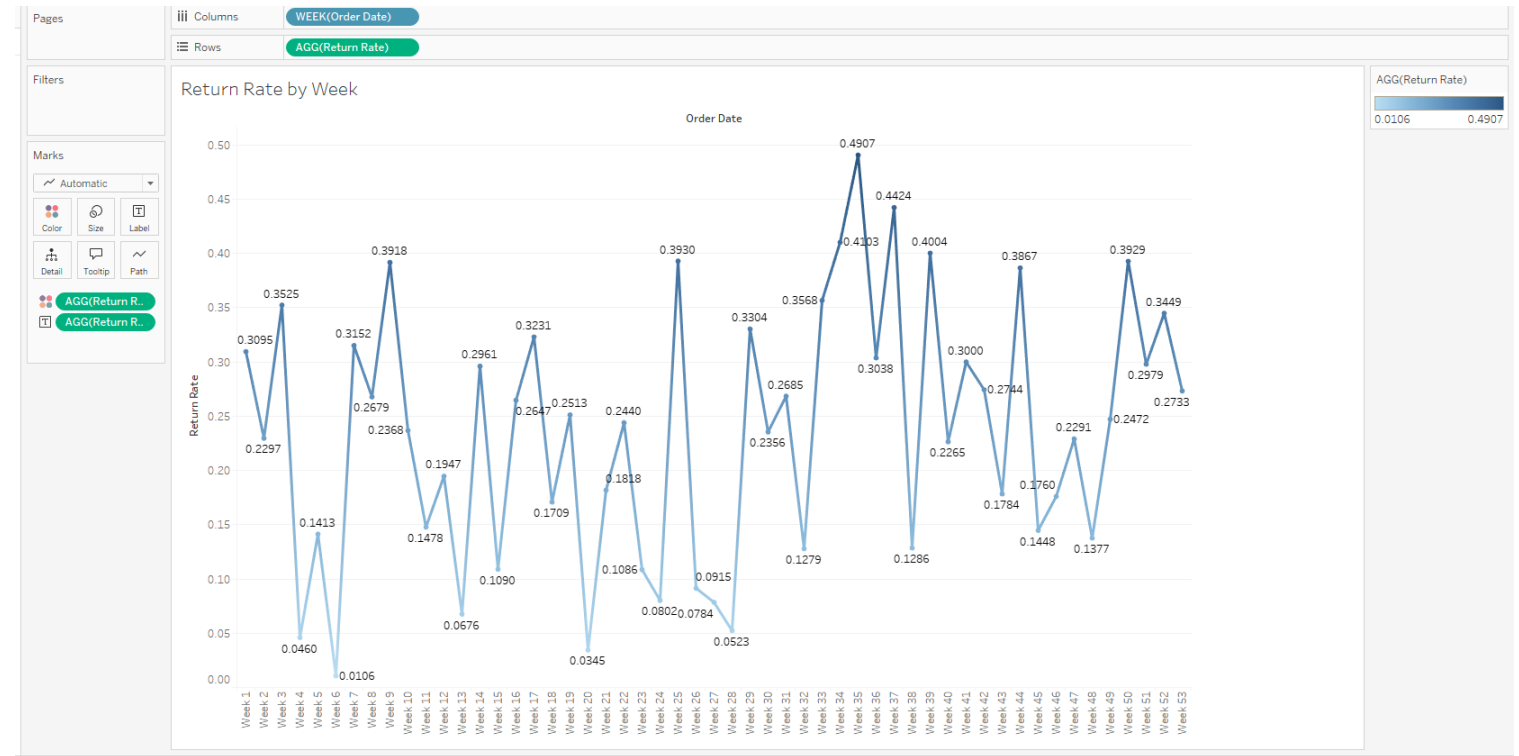
Return Rate by Month

- The states with the highest monthly return rates are:
- August
- September
- December



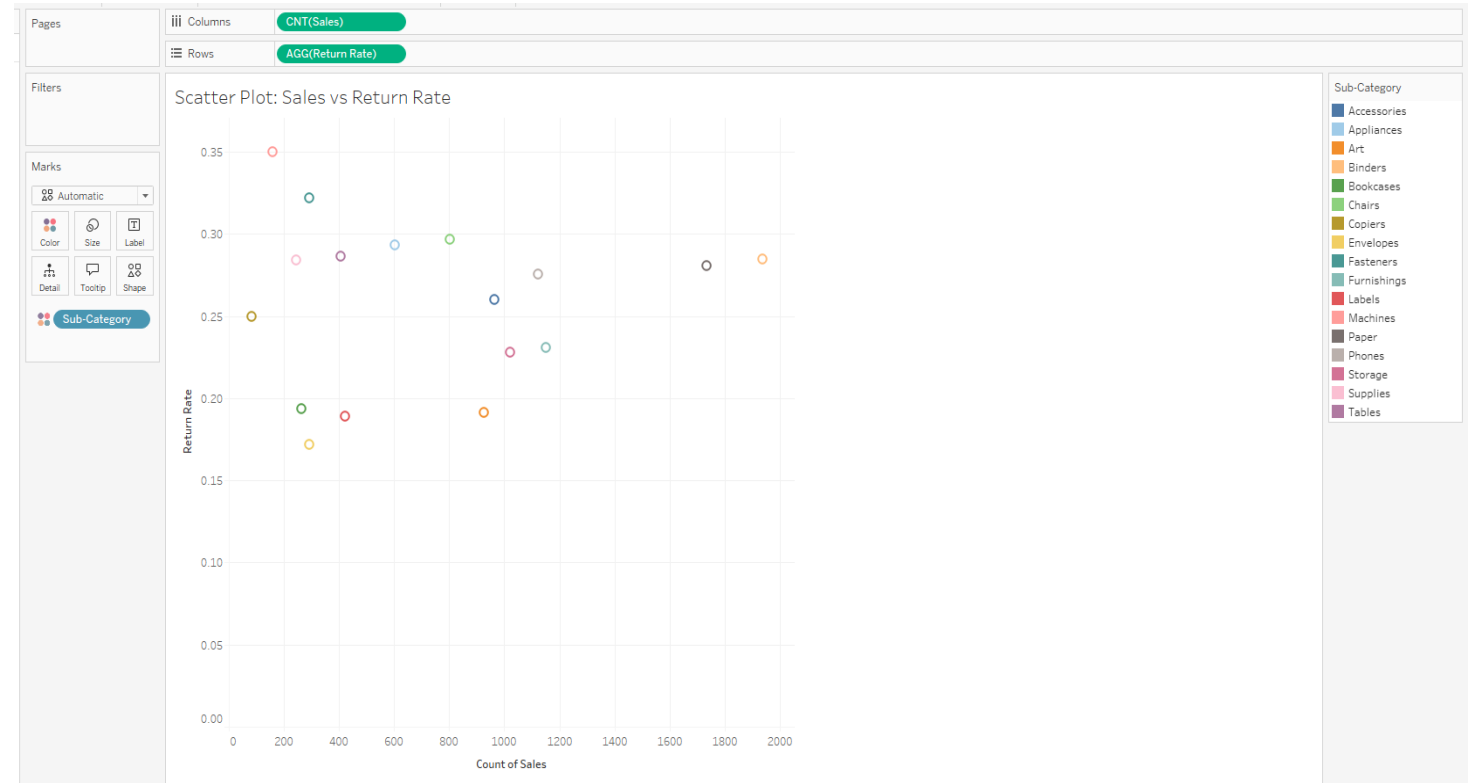
Return Rate by Week

- Highest Weekly return rates are:
- Week 35
- Week 37
- Week 39



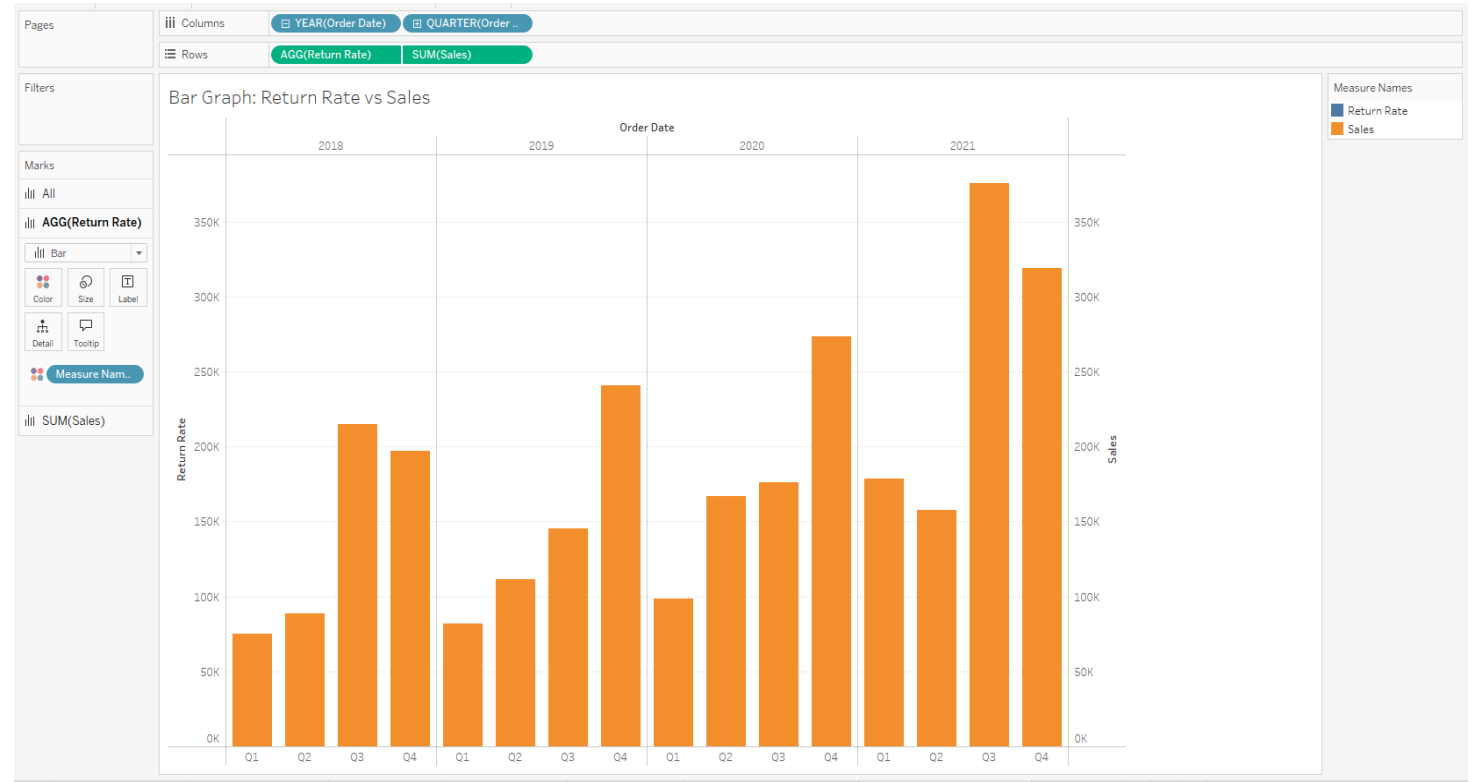
Scatter Plot: Return Rate vs Sales

- Products with the highest return rate are:
- Machines
- Fasteners
- Chairs



Bar Graph: Sales vs Returns by Quarter

- Every year sales have been better during Qtr 3 and Qtr 4.

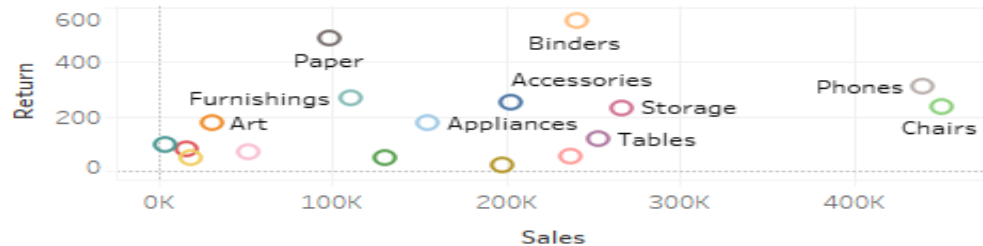


Project Dashboard

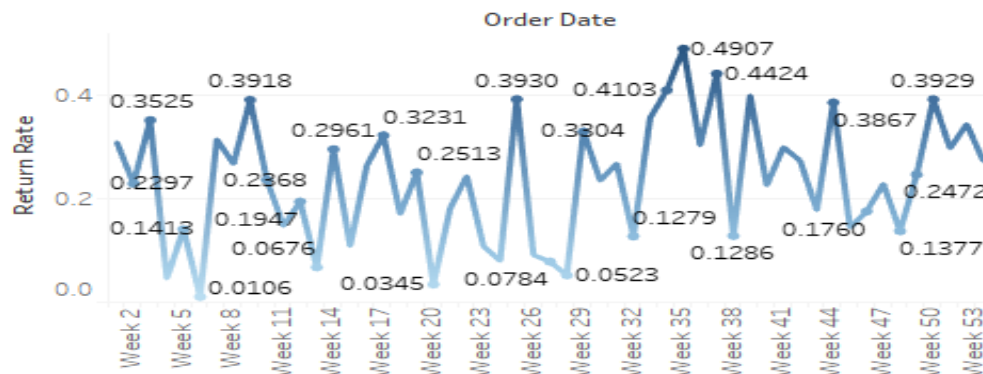
Explanation of Visuals

- Total Sales vs. Total Returns
- Return Rate by State
- Return Rate by Week
- Bar Graph: Return Rate vs Sales

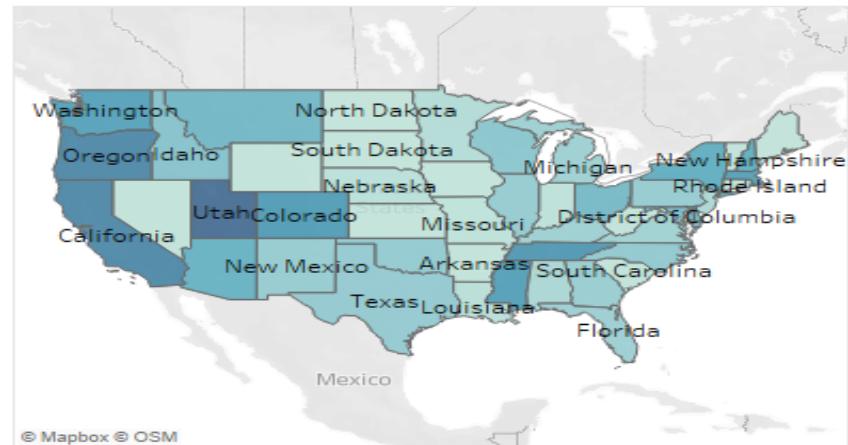
Total Sales vs. Total Returns



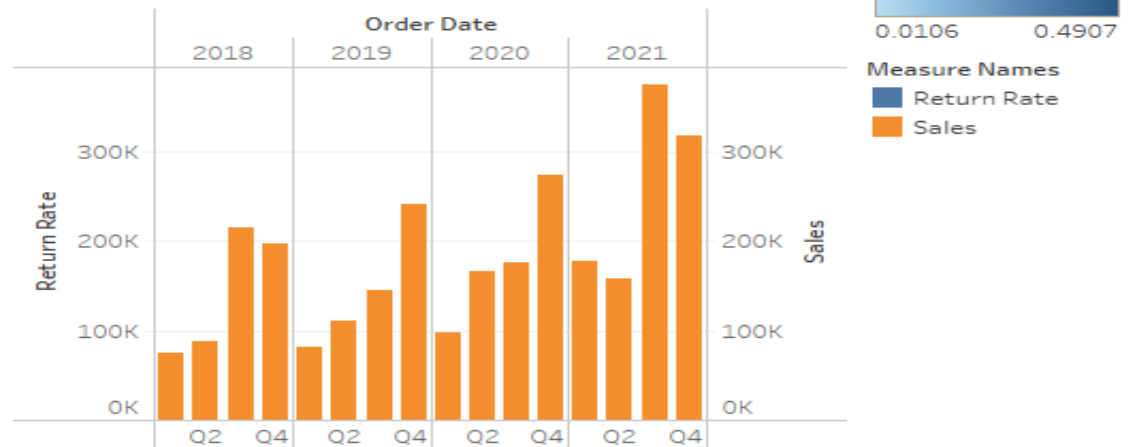
Return Rate by Week



Return Rate by State



Bar Graph: Return Rate vs Sales





Conclusions

- Overall sales are improving year over year, while the return rates have been pretty low across the Superstore. I would recommend we ask customers who return products for a detailed explanation “why”. So, we can identify any issues with quality, useability, and appearance. To lower return rates and increase sales for the next year.