

Executive Summary

Executive Summary	Demonstration of Analysis of Returns by Product Category	Analysis of Returns by Product Category	Demonstration of Analysis of Returns by Geography	Analysis of Return by Geography	Demonstration of Analysis of Return by Month	Analysis of Return by Month	Demonstration of Analysis of Customer Returns	Analysis of Customer Returns	Demonstration of analysis of impact by customers.	Analysis of Impact by Customer Returns	Demonstration of analysis of returns by product name	A P
-------------------	--	---	---	---------------------------------	--	-----------------------------	---	------------------------------	---	--	--	-----

Summary Analysis:
The CEO of Superstore aims to understand the root causes of customer returns and develop strategies to reduce return volume. To achieve this, return trends will be analyzed based on the total number of returns over time. While financial impact is not the primary concern, the total cost of returns will also be examined. The return rate will serve as a key metric for comparing return trends across different regions, products, and customer segments.

Key Insights and Root Causes:

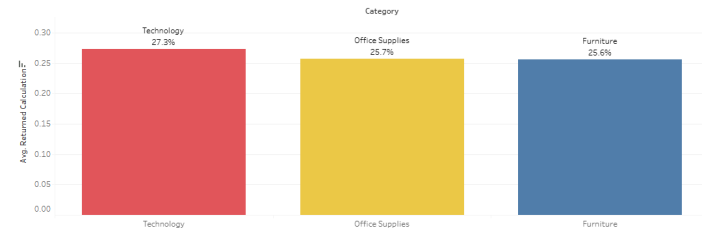
- Geographic Trends**
The Western region exhibits the highest return rates across all three product categories:
Furniture: 39.7% return rate
Office Supplies: 42.9% return rate
Technology: 37.4% return rate
The Eastern region follows closely in technology returns, with a 32.7% return rate.
- Seasonal Trends**
August experiences a significantly higher return rate than other months, despite lower-than-average sales in the preceding four months. The total number of returns peaks in September, aligning with a sales surge.
- Customer Behavior**
A small group of customers is responsible for a significant portion of returns and profit losses: 14 customers contributed 60% of total profit losses due to returns. These same customers account for 31% of total returns. One customer alone is responsible for 23% of all profit losses and 6% of total return volume.
- Product-Specific Issues**
Certain products have exceptionally high return rates, with some reaching 100% return rates. These high-return products often include costly or bulk-purchased items, which significantly impact overall return volume and associated financial losses.

Executive Summary

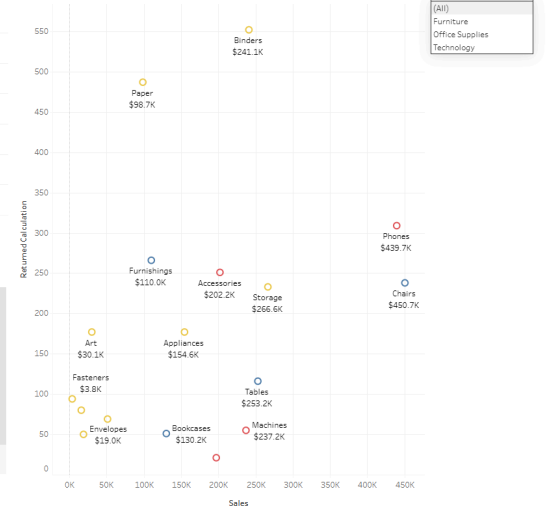
Executive Summary	Demonstration of Analysis of Returns by Product Category	Analysis of Returns by Product Category	Demonstration of Analysis of Returns by Geography	Analysis of Return by Geography	Demonstration of Analysis of Return by Month	Analysis of Return by Month	Demonstration of Analysis of Customer Returns	Analysis of Customer Returns	Demonstration of analysis of impact by customers.	Analysis of Impact by Customer Returns	Demonstration of analysis of returns by product name	A P
-------------------	--	---	---	---------------------------------	--	-----------------------------	---	------------------------------	---	--	--	-----

Return Analysis by Categories

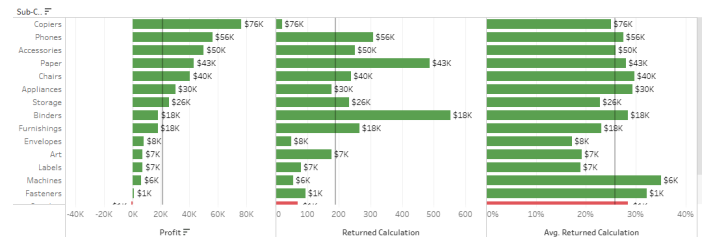
Return Rate by Product Category



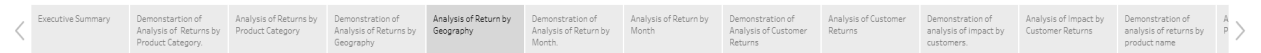
Total Sales/Total Returns_By Subcategory



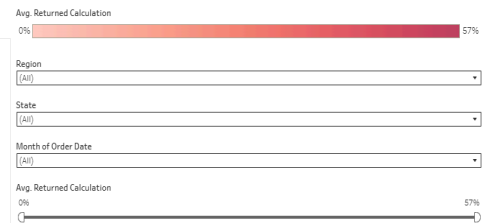
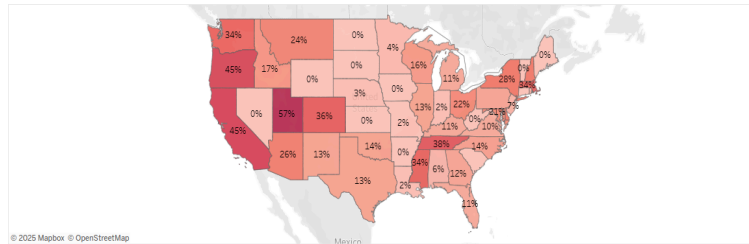
Profit Against Total Returns Vs. Return Rate



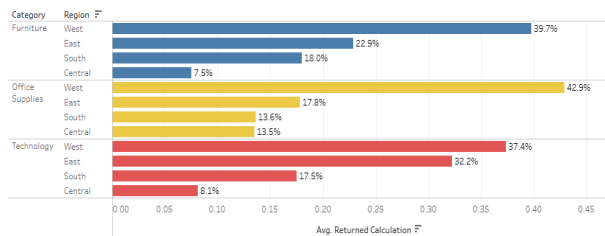
Executive Summary



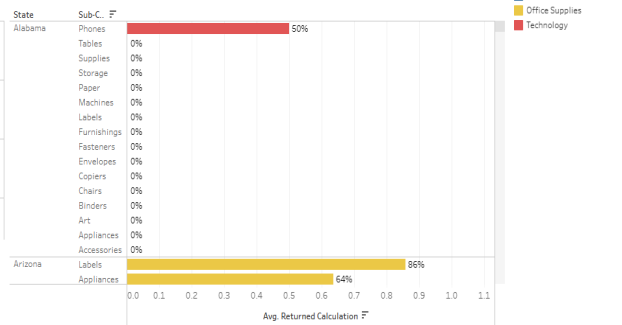
Returns by State



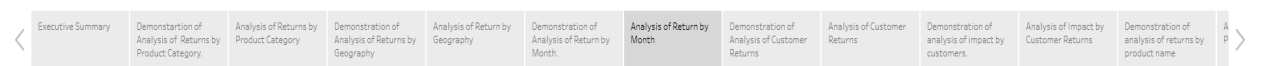
Return Rate by Region and Category



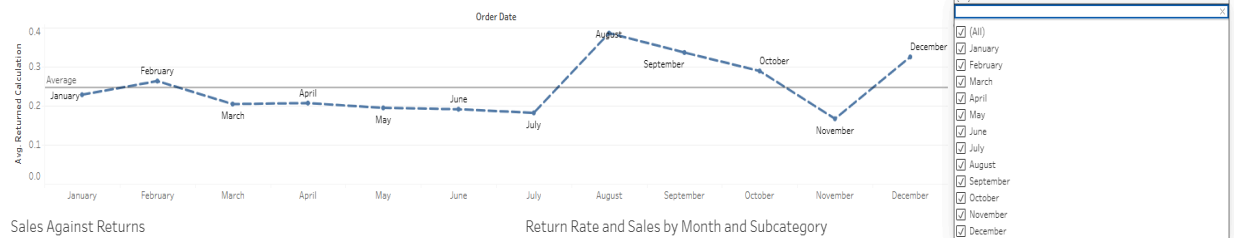
Return Rate by State and Subcategory



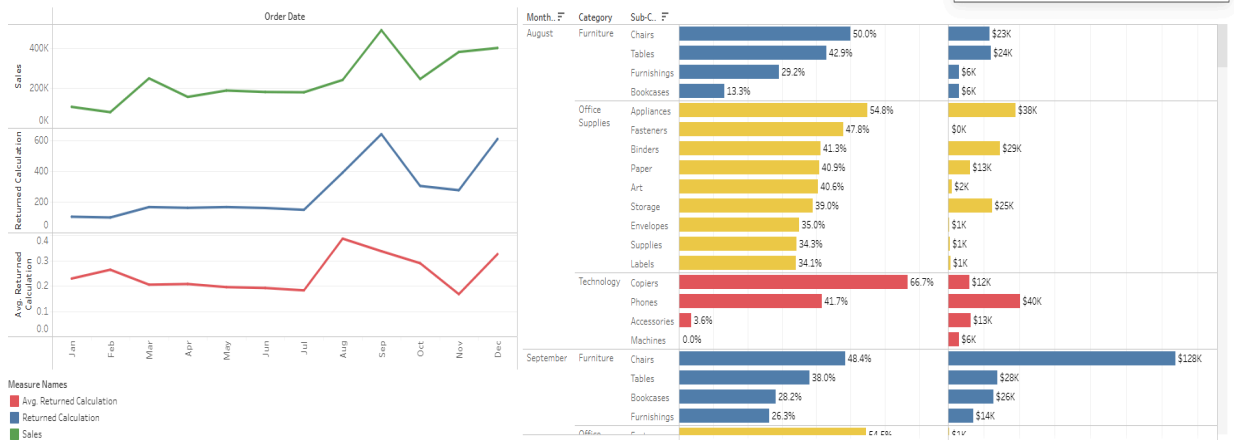
Executive Summary



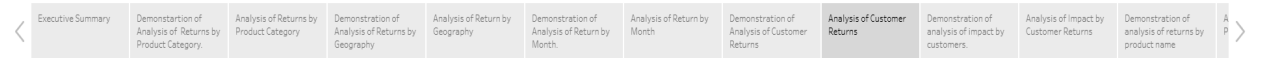
Return Rate by Month



Sales Against Returns

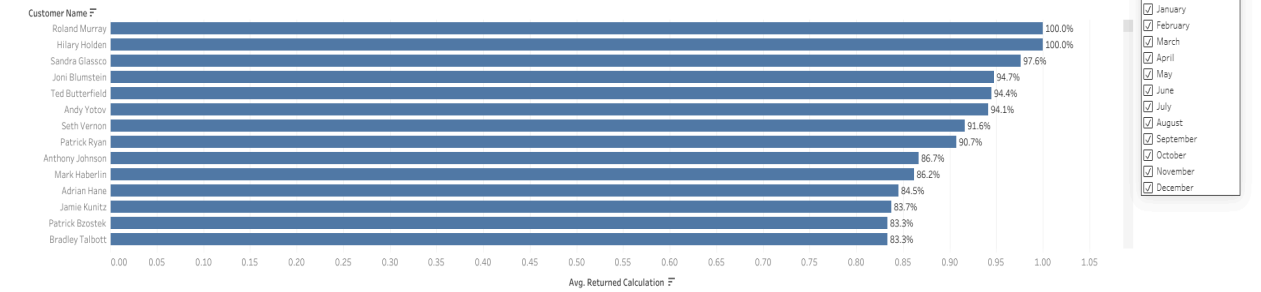


Executive Summary

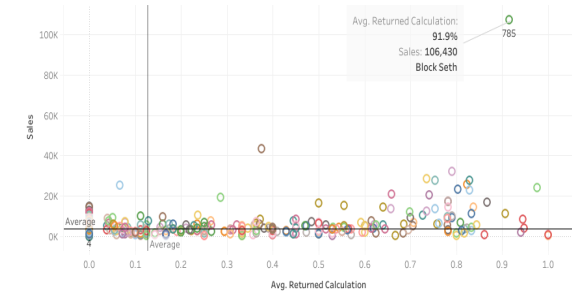


Analysis of Returns by Customers

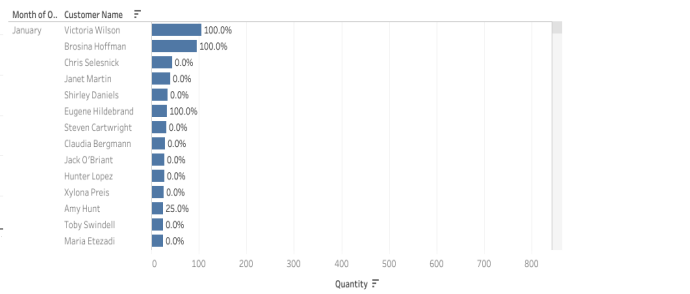
Return Rate by Customer



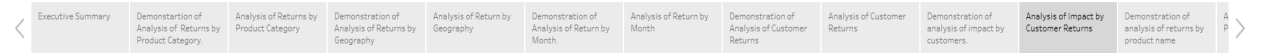
Return Rate by Customer Outliers



Return Rate by Customer and Month

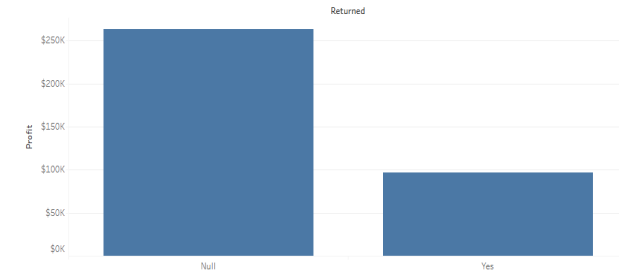


Executive Summary

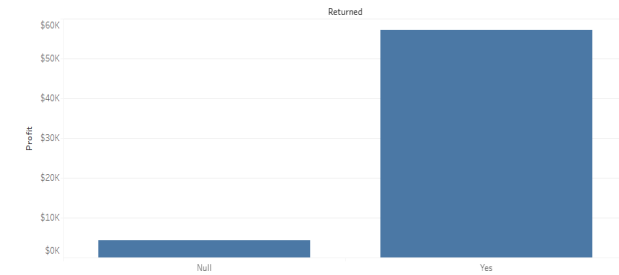


Major Losses from Bulk Customers

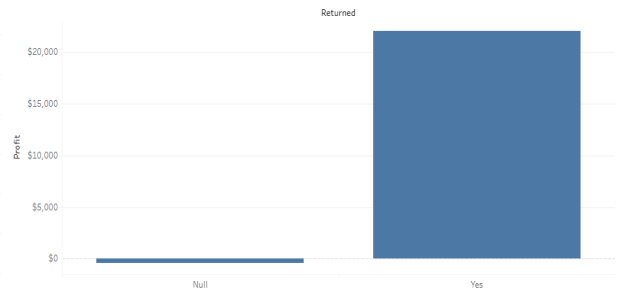
Profit Loss from Returns



Losses from Only 14 Customers



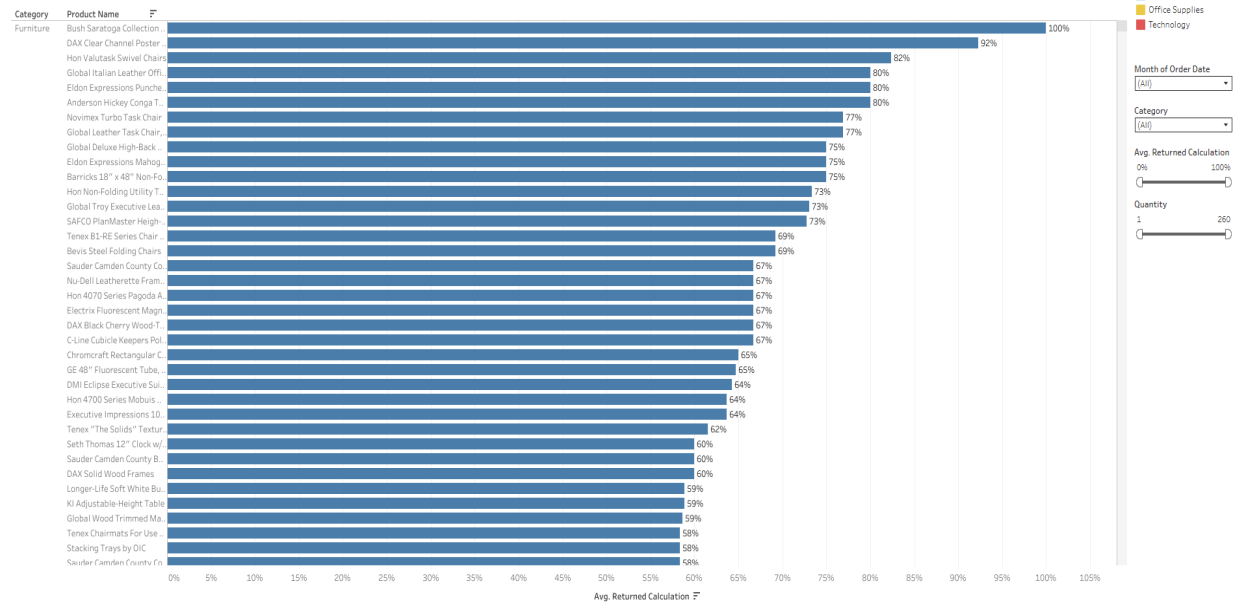
Seth Vernon Alone



Executive Summary

Analysis of Returns by Product Category	Demonstration of Analysis of Returns by Geography	Analysis of Return by Geography	Demonstration of Analysis of Return by Month	Analysis of Return by Month	Demonstration of Analysis of Customer Returns	Analysis of Customer Returns	Demonstration of analysis of impact by customers.	Analysis of Impact by Customer Returns	Demonstration of analysis of returns by product name	Analysis of Returns by Product	Conclusion and Recommendations.
---	---	---------------------------------	--	-----------------------------	---	------------------------------	---	--	--	--------------------------------	---------------------------------

Return Rate by Product Name



Executive Summary

Analysis of Returns by Product Category	Demonstration of Analysis of Returns by Geography	Analysis of Return by Geography	Demonstration of Analysis of Return by Month	Analysis of Return by Month	Demonstration of Analysis of Customer Returns	Analysis of Customer Returns	Demonstration of analysis of impact by customers.	Analysis of Impact by Customer Returns	Demonstration of analysis of returns by product name	Analysis of Returns by Product	Conclusion and Recommendations.
---	---	---------------------------------	--	-----------------------------	---	------------------------------	---	--	--	--------------------------------	---------------------------------

Recommendations to Reduce Returns:

Regional Strategy: Implement targeted interventions in the Western region by refining return policies, enhancing product quality control, and investigating underlying return drivers.

Seasonal Adjustments: Strengthen return policies and provide proactive customer engagement during peak return periods (August-September).

Customer-Specific Actions: Monitor high-return customers and consider implementing restocking fees of 5-15% or restricting return privileges for chronic returners.

Product Review: Conduct a thorough review of high-return products, collaborating with suppliers to improve quality, enhancing product descriptions, and optimizing customer expectations. Perhaps discontinue sales of certain high-return products.

Marketing Coordination: Work closely with the marketing team to understand seasonal trends, such as sales events, discounted items, and back-to-school promotions, that may contribute to increased return rates. If certain promotions drive excessive returns, adjusting return policies for these periods may be necessary.

By implementing these strategies, Superstore can effectively reduce return volume, improve customer satisfaction, and mitigate profit losses linked to excessive returns.