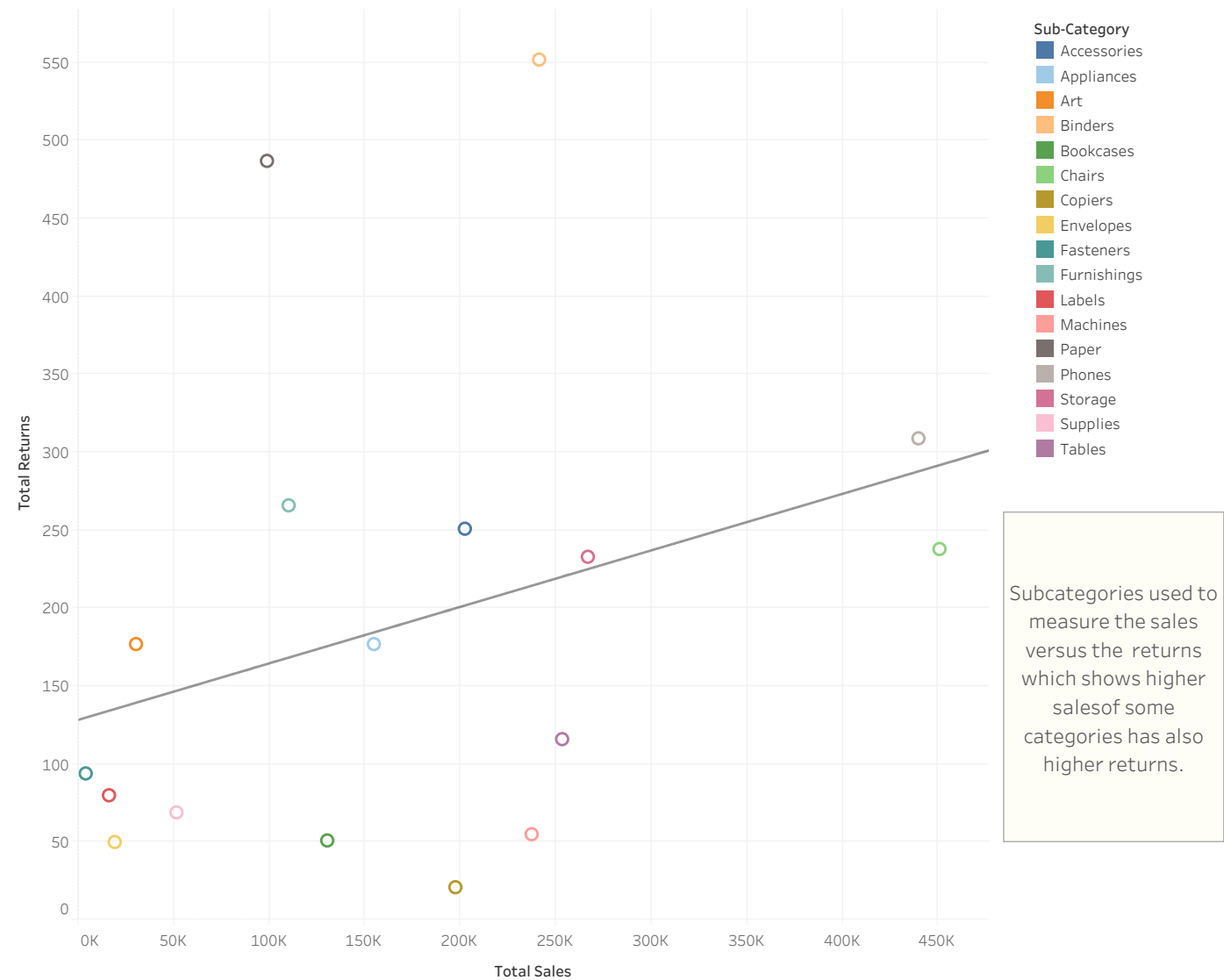


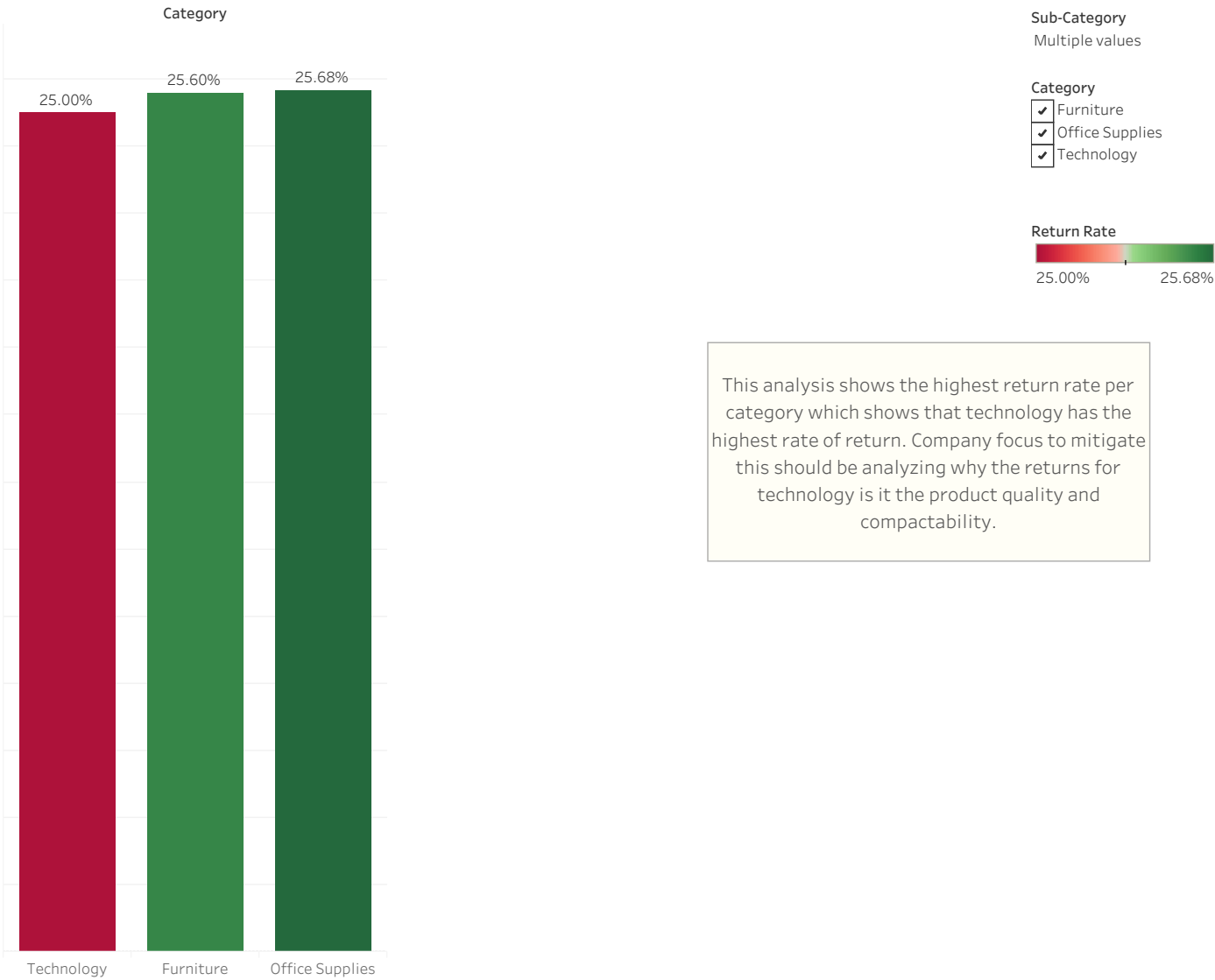
# Story 1

Correlation of Total Sales & Total Returns	Return Rate by Category	Return Rate by Customer	Map of Returns by State	Return Rate by Month	Composite Charts	Return Analysis
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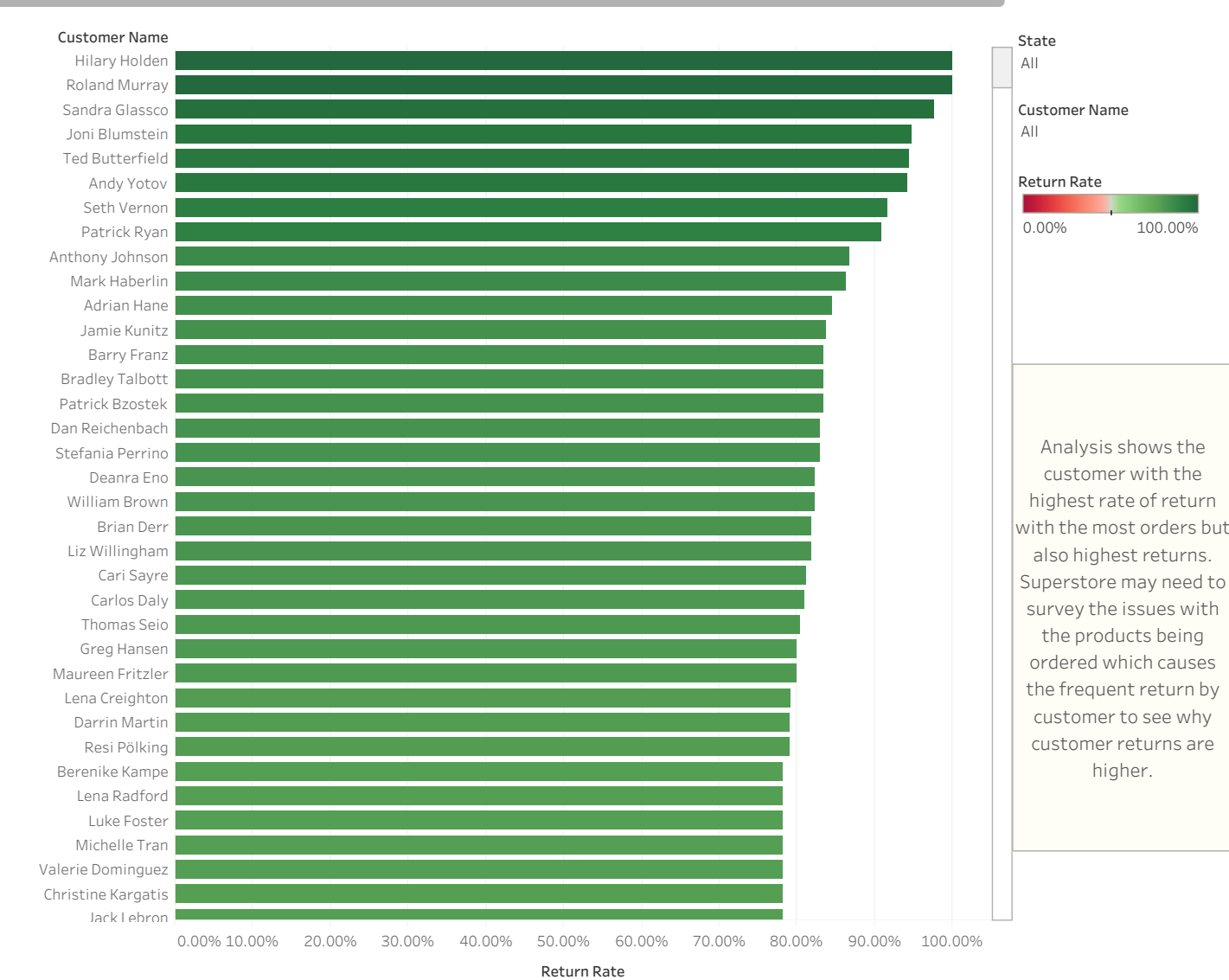
# Story 1

Correlation of Total Sales & Total Returns	Return Rate by Category	Return Rate by Customer	Map of Returns by State	Return Rate by Month	Composite Charts	Return Analysis
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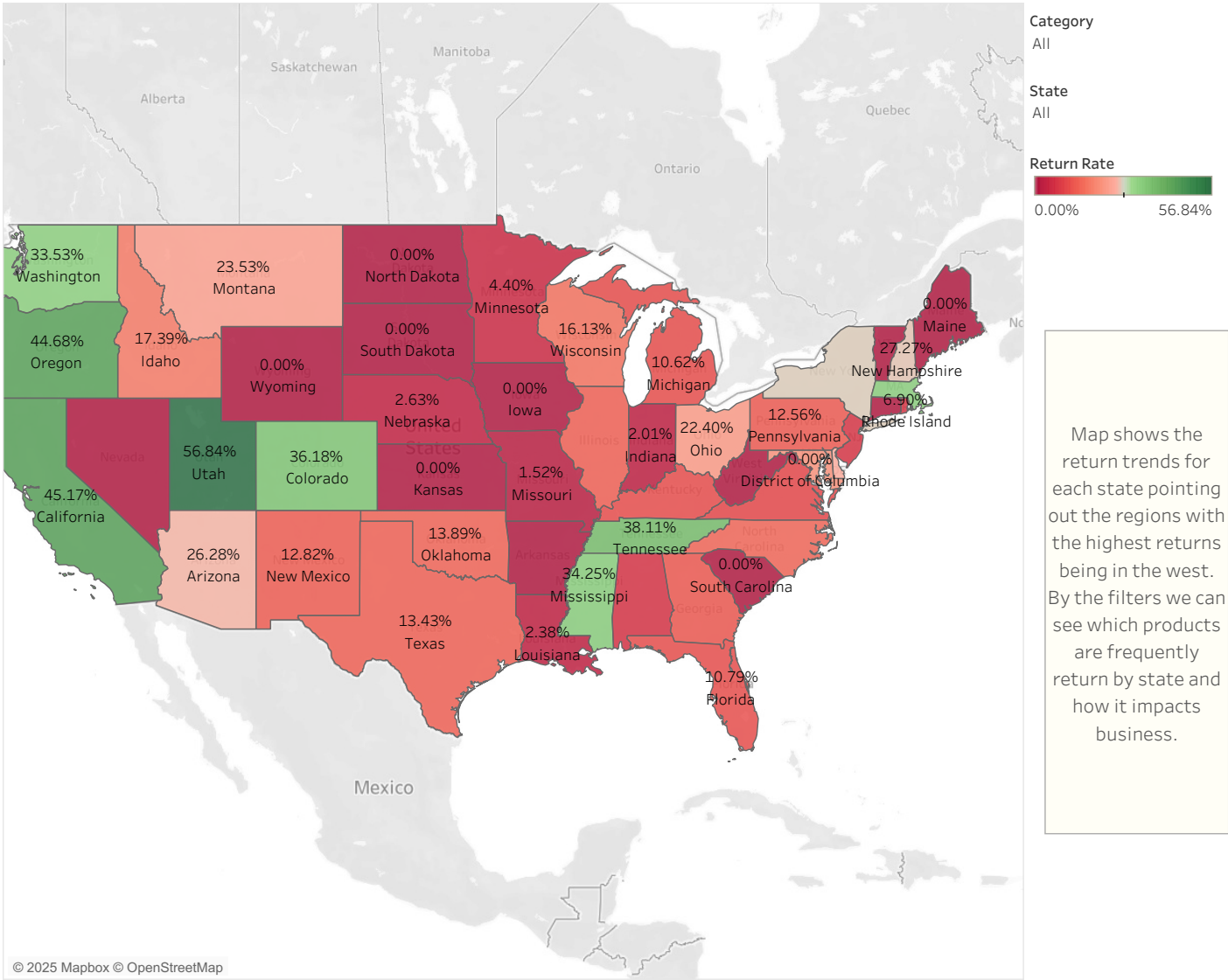
# Story 1

Correlation of Total Sales & Total Returns	Return Rate by Category	Return Rate by Customer	Map of Returns by State	Return Rate by Month	Composite Charts	Return Analysis
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Story 1

Correlation of Total Sales & To..	Return Rate by Category	Return Rate by Customer	Map of Returns by State	Return Rate by Month	Composite Charts	Return Analysis
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# Story 1

Return Rate by Category	Return Rate by Customer	Map of Returns by State	Return Rate by Month	Composite Charts	Return Analysis	Recommendations
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Story 1

Return Rate by Category	Return Rate by Customer	Map of Returns by State	Return Rate by Month	Composite Charts	Return Analysis	Recommendations
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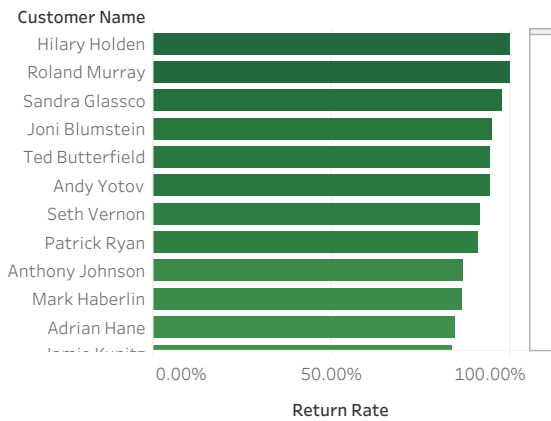
Story 1

Return Rate by Category	Return Rate by Customer	Map of Returns by State	Return Rate by Month	Composite Charts	Return Analysis	Recommendations
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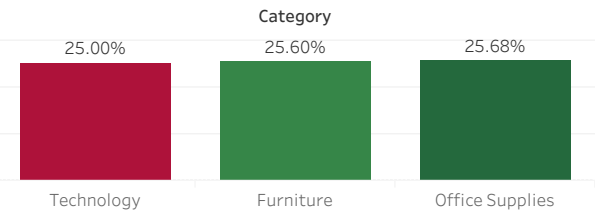
Monitoring Return Analysis

Map Showing

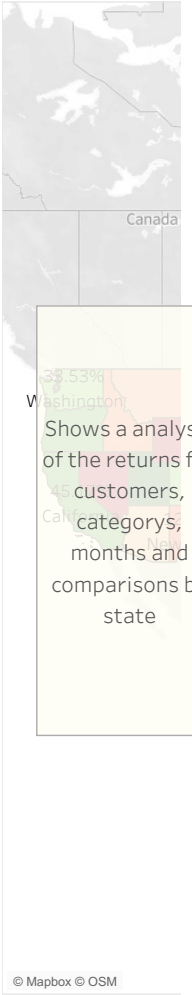
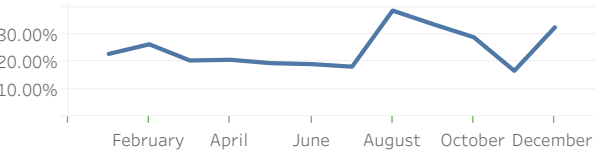
Return Rate by Customer



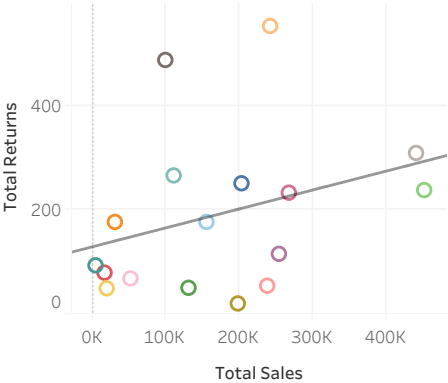
Return Rate by Product Category



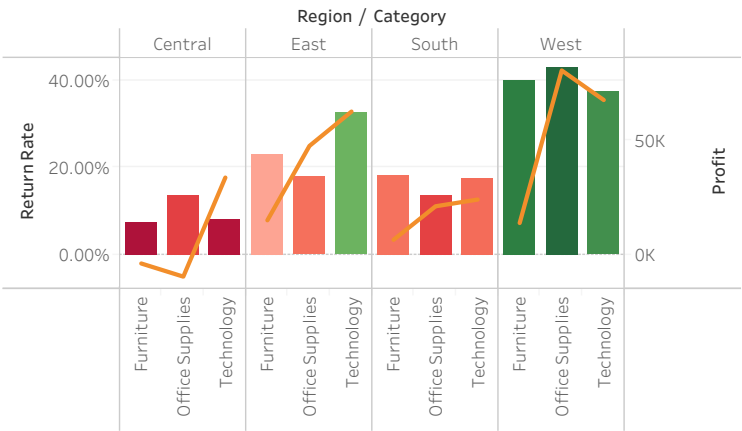
Return Rate by Time by Order Month



Correlation of Total Sales/Total Returns



Composite Charts



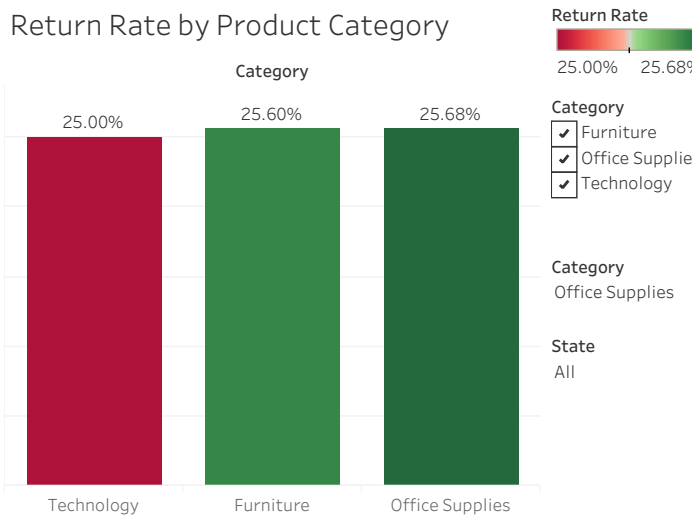
Story 1

Return Rate by Category	Return Rate by Customer	Map of Returns by State	Return Rate by Month	Composite Charts	Return Analysis	Recommendations
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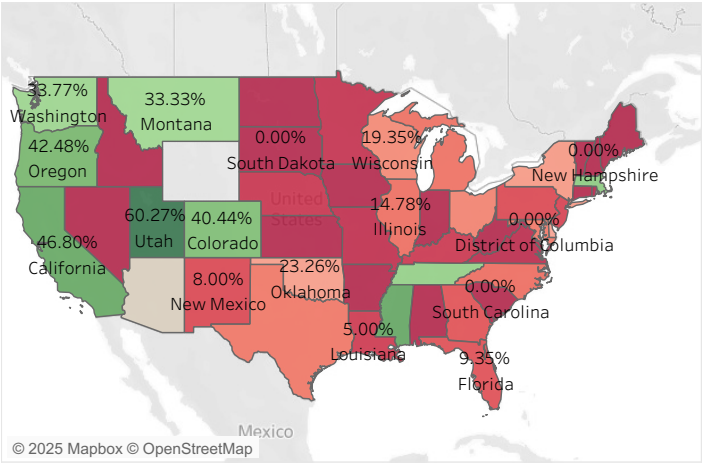
Recommendations

Based on the rate of return Superstore may need to focus on finding opportunities to lessen return rate for office supplies by investigation of the causes leading to these returns so as to improve profitability. These investigations can help as getting feedback will improve the product quality and provide options for areas of improvement overall. Focus should also be on high return areas such as California along with the western region finding the products that causes these increased returns to improve sales/profits and to see if offering better options or alternative/incentives from other supplies suitable for their use. Revise return policies and conduct monthly reports /trend analysis to see if changes in customer return habits.

Return Rate by Product Category



Map Showing Return Rate



Composite Charts

