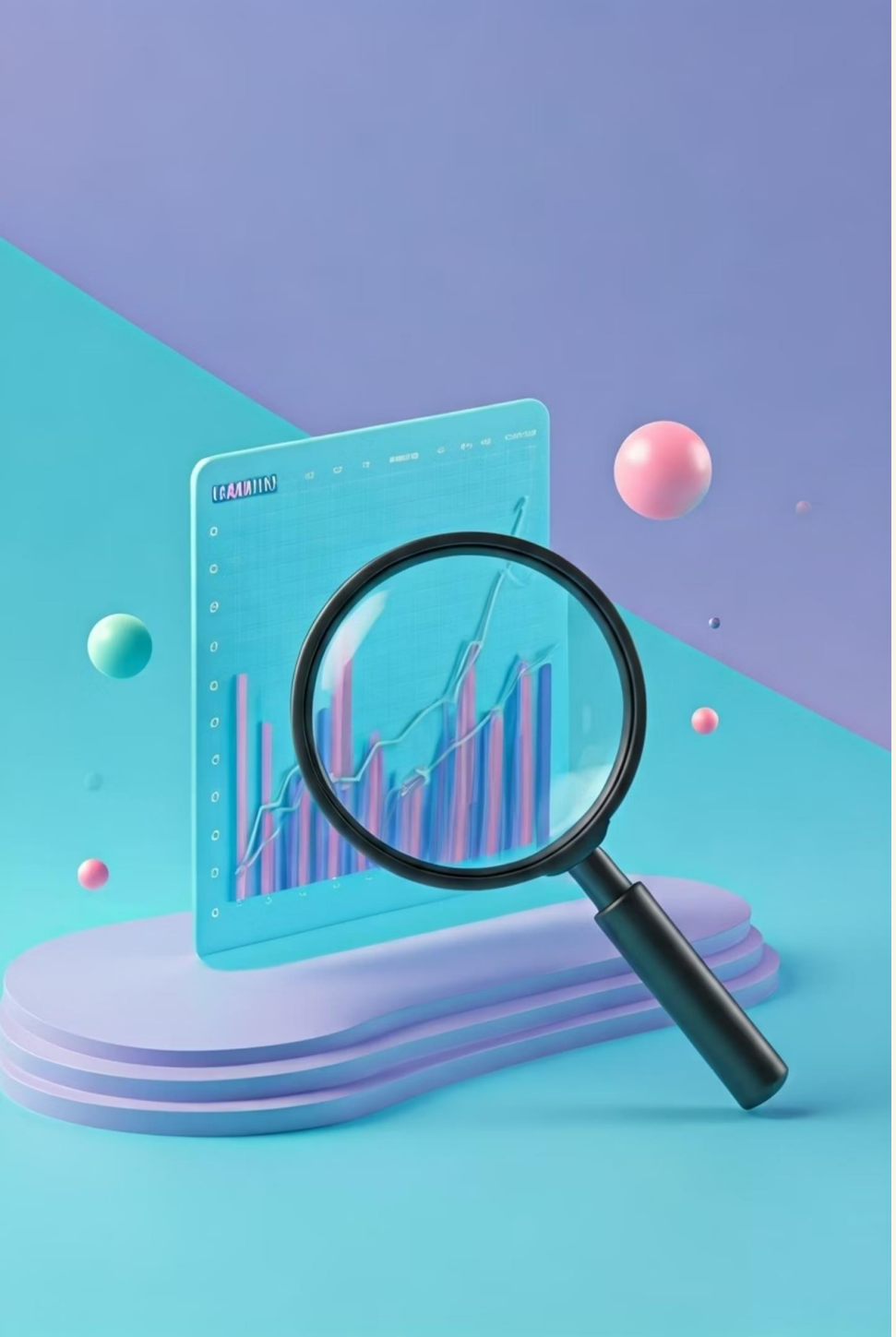


🔍 Product Return Analysis

Unlocking Insights from Return Trends

Presented by: Rushal Nikam

🎯 Objective of the Dashboard

Pattern Analysis

Analyze return patterns by region, category, and reason.

Problem Identification

Identify high-return product lines and common customer complaints.

Performance Segmentation

Segment performance by brand, location, and payment method.

Strategic Support

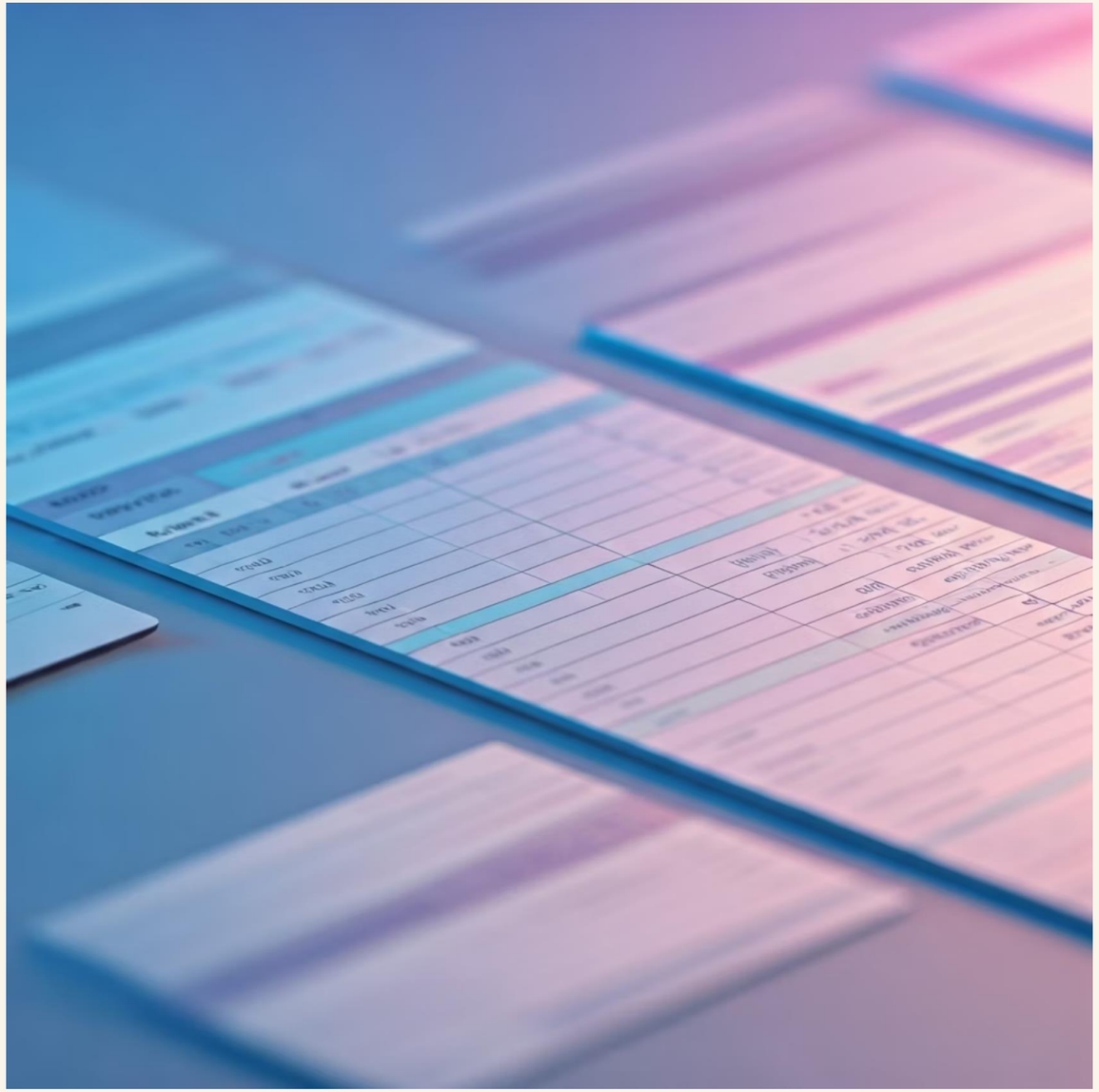
Support decisions to reduce return volume and improve product quality.

📁 Dataset Summary

Rows: *300+ return transactions*

Columns: *Region, State, City, Category, Product Type, Brand, Payment Method, Reason, Quantity, Value, Return Date*

Coverage: *Pan-India e-commerce return trends*



💡 Insights from the Data

50%

Clothing & Footwear

Highest return categories

Electronics

Top value loss due to defective items

Key Reasons

Size Issue > Defective > Changed Mind

COD Orders

Higher return rate compared to prepaid

Top Cities

Mumbai, Bangalore, Delhi

📊 Dashboard Metrics & Visuals

Key Performance Indicators (KPIs):

- ✅ *Total Returns*
- 💰 *Total Return Value*
- 📦 *Avg Return Quantity*
- 🧮 *Avg Return Value*
- 🔁 *COD Return Rate*

Visuals in Power BI:

- *Stacked bar: Return Reasons by Region*
- *Donut: Return Share by Category*
- *Card visuals for KPIs*
- *Slicers for Brand, Location, Category*

These elements provide a comprehensive view for granular analysis.

🧭 Recommendations & Next Steps

Recommendations:

- *Standardize sizing/descriptions for apparel.*
- *Improve product QC for electronics.*
- *Analyze COD behavior and improve communication.*
- *Drill deeper into regional patterns.*

Next Steps:

- *Integrate insights with **Gamma AI's predictive models**.*
- *Pilot changes with top 3 high-return SKUs.*
- *Refresh data monthly for trend tracking.*

Implementing these steps will drive tangible reductions in return rates.