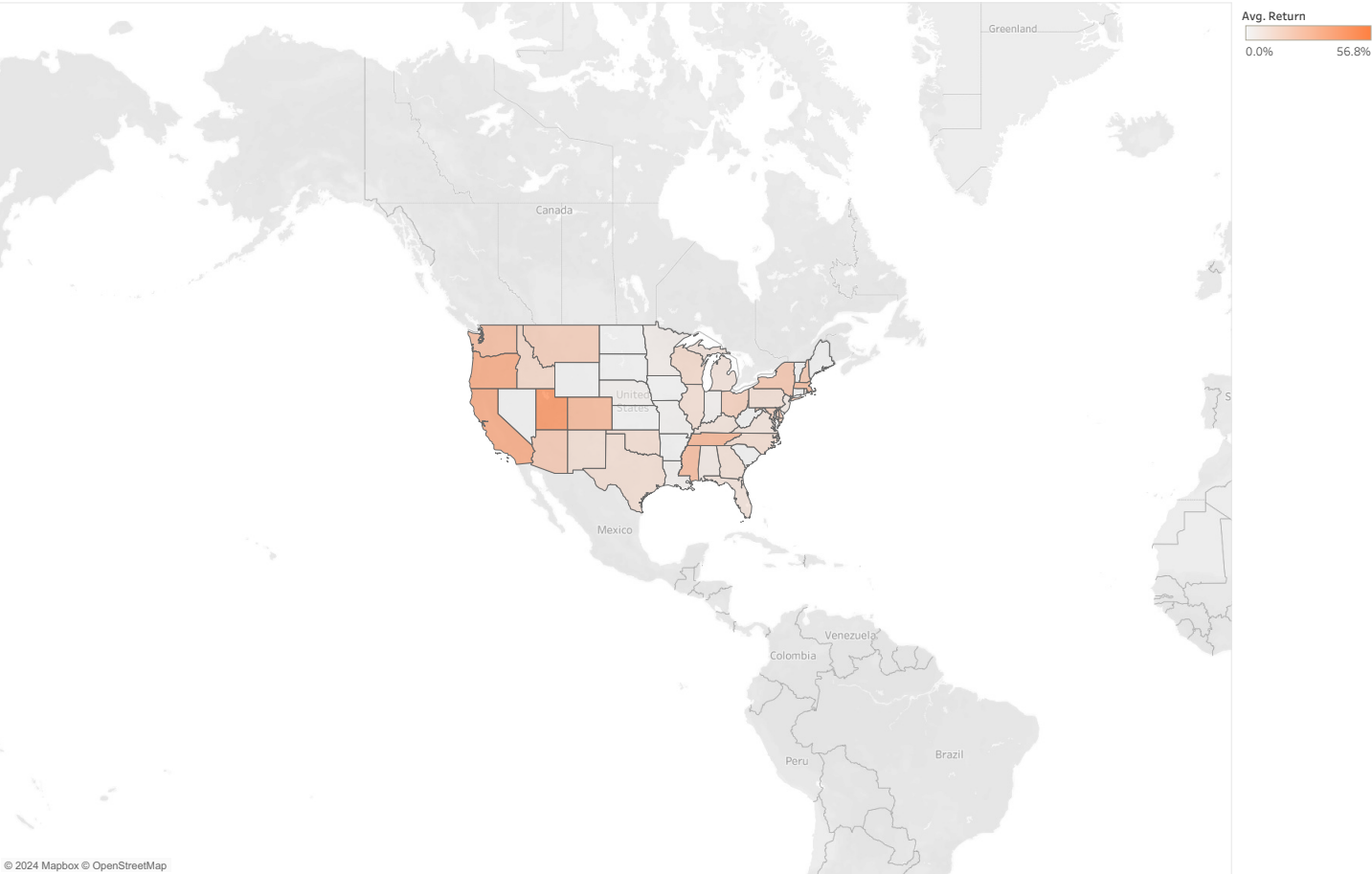


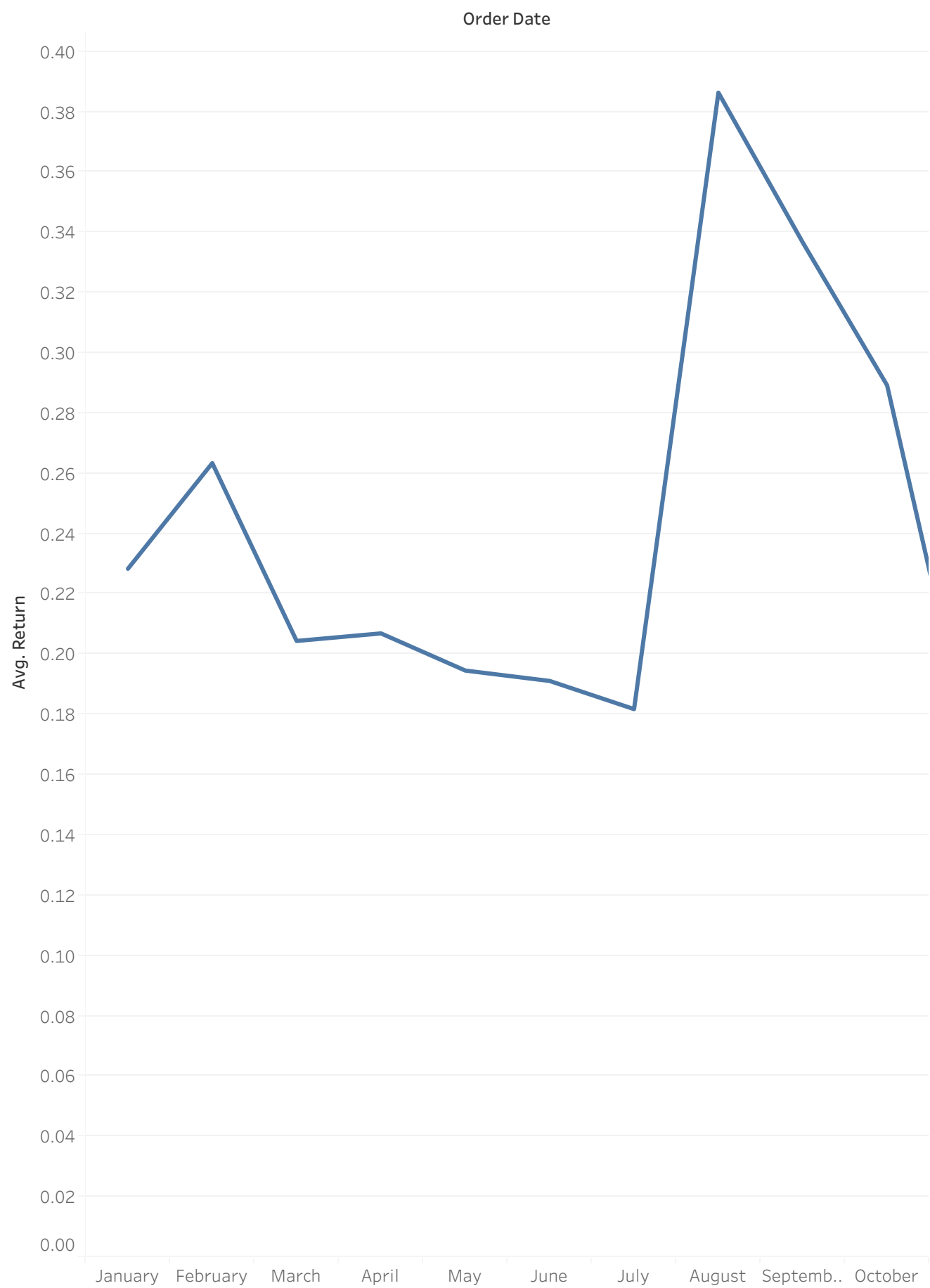
There is strong correlation between sales and return rate.  
The more sales the store makes, the more orders are returned.



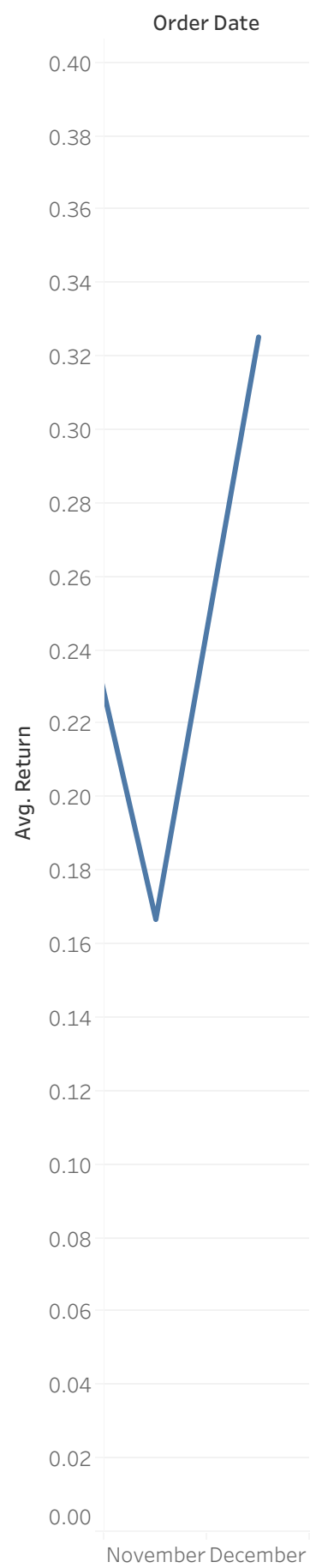
Utah is the state with the highest returns rate, followed by California



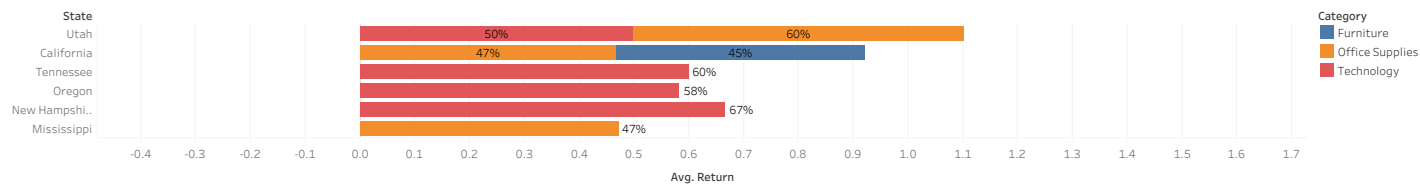
Returns have ramped up between July and September



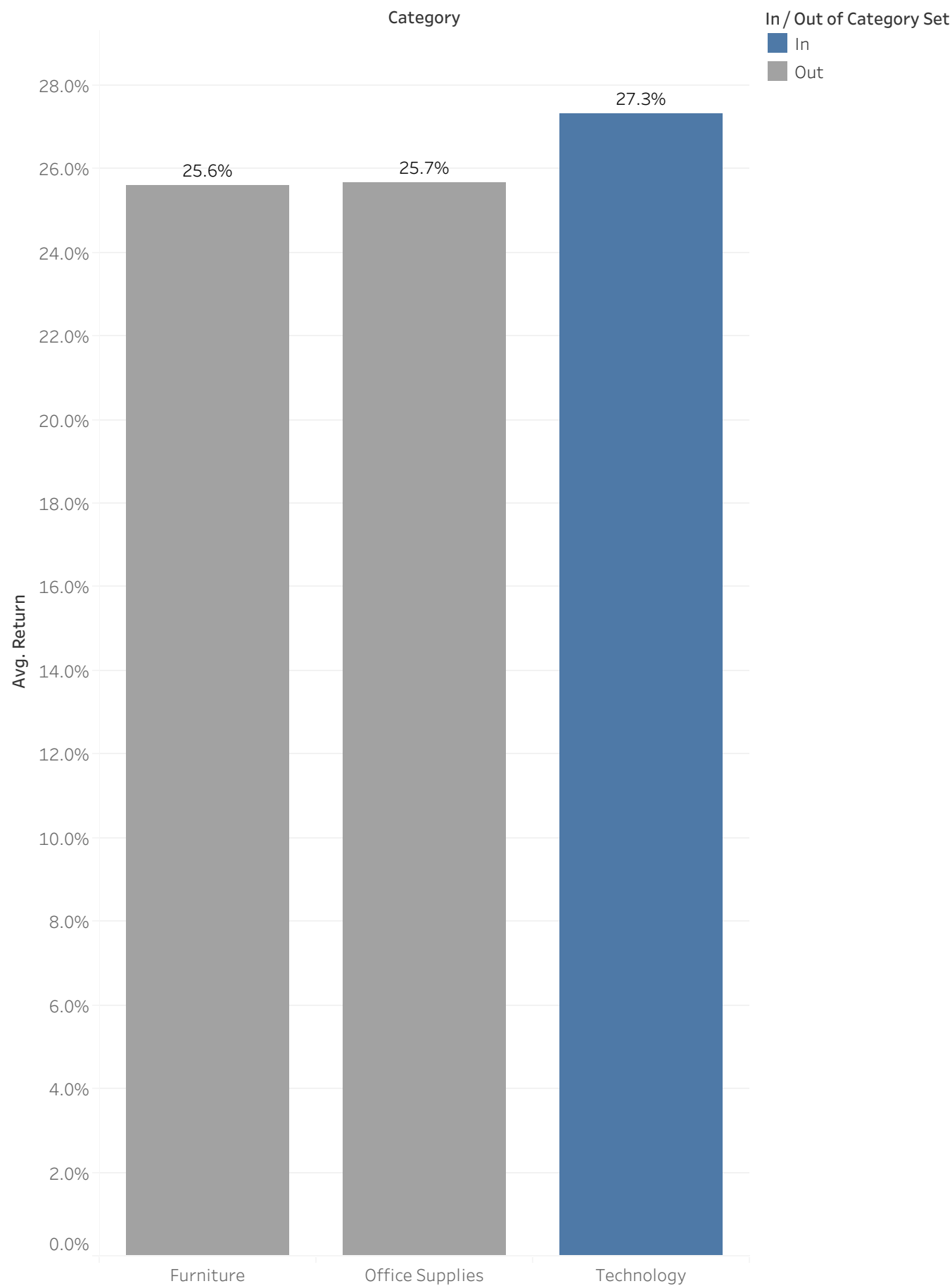
Returns have ramped up between July and September



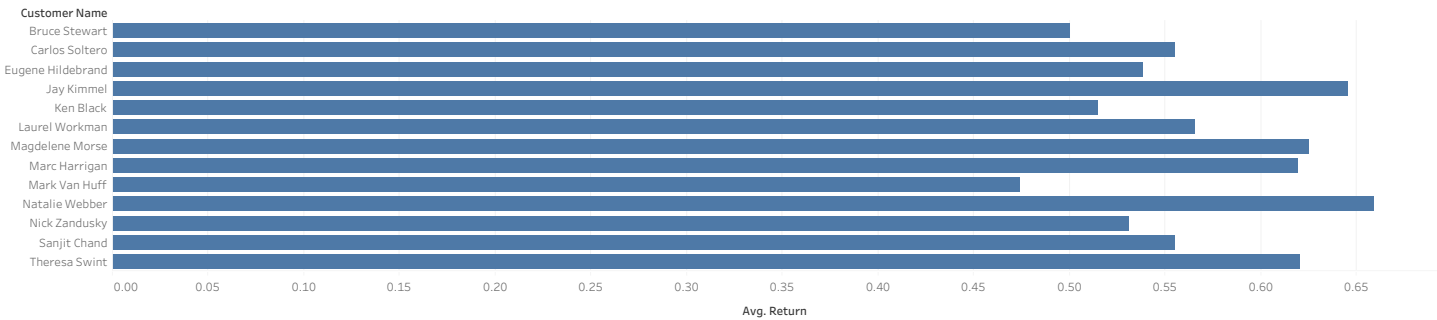
Composite



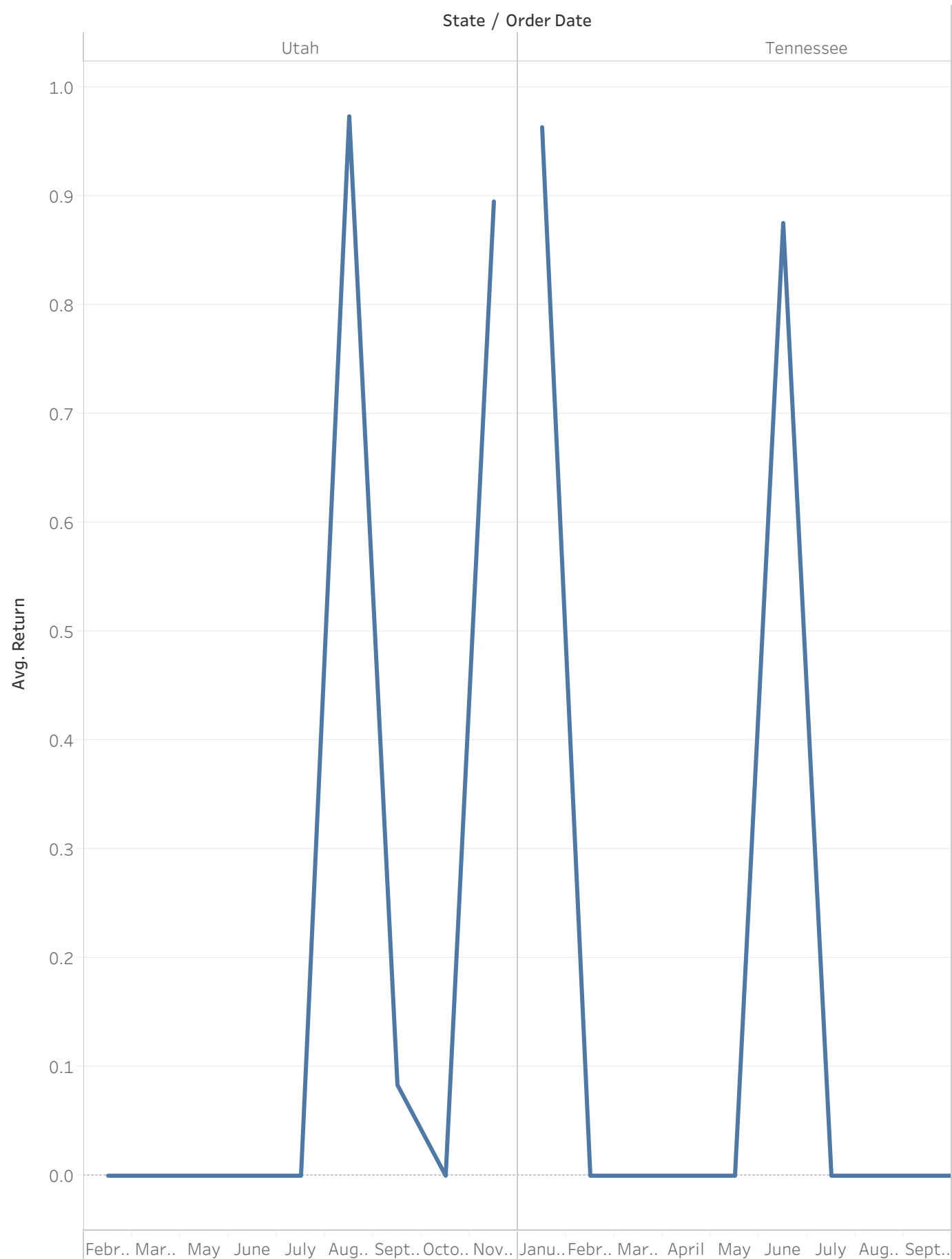
# Returns are mostly reported in Tech category



Below is a list of customer names with the highest average of returned orders.

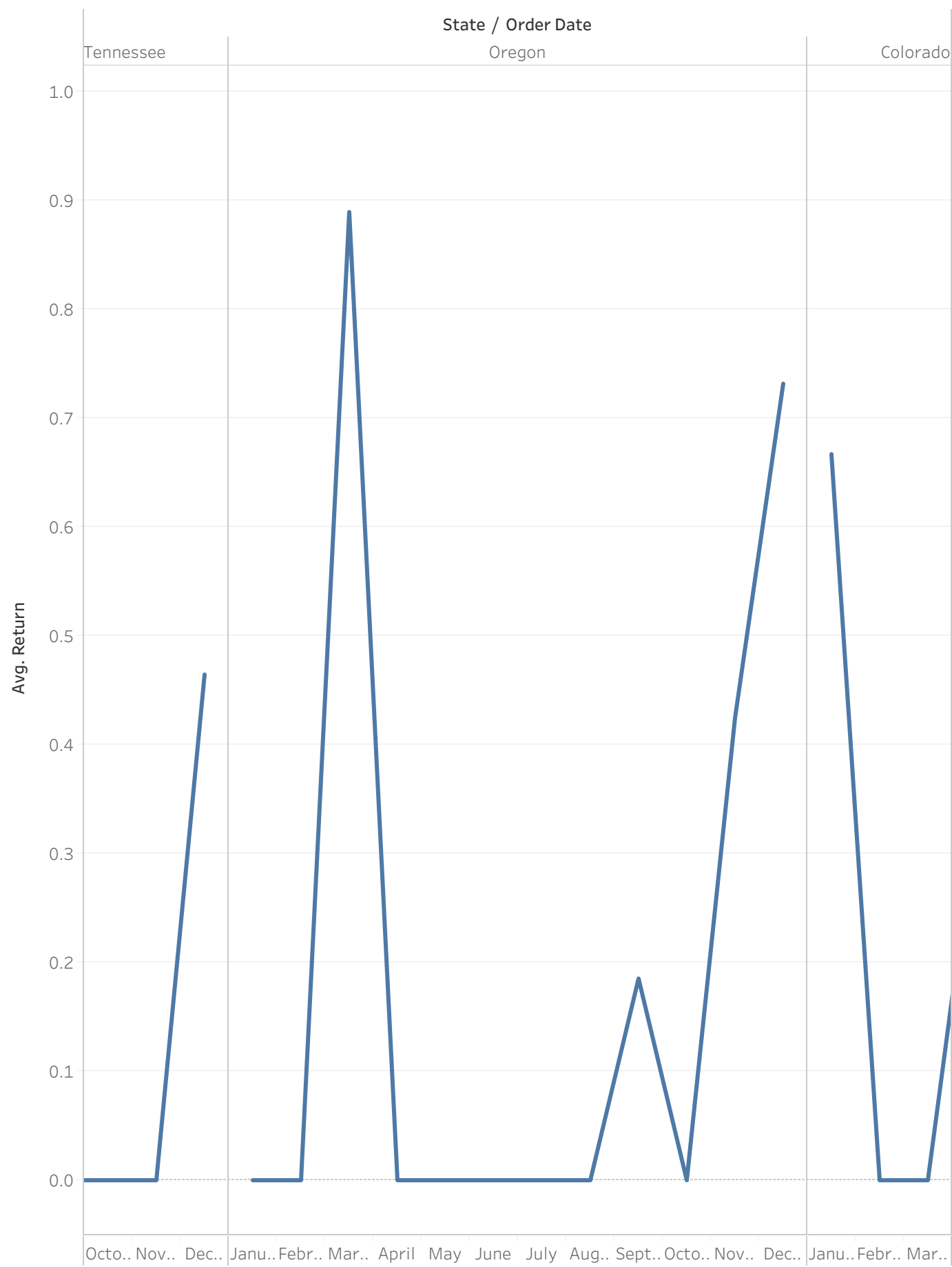


# Avg Return Rate Per State & per Month

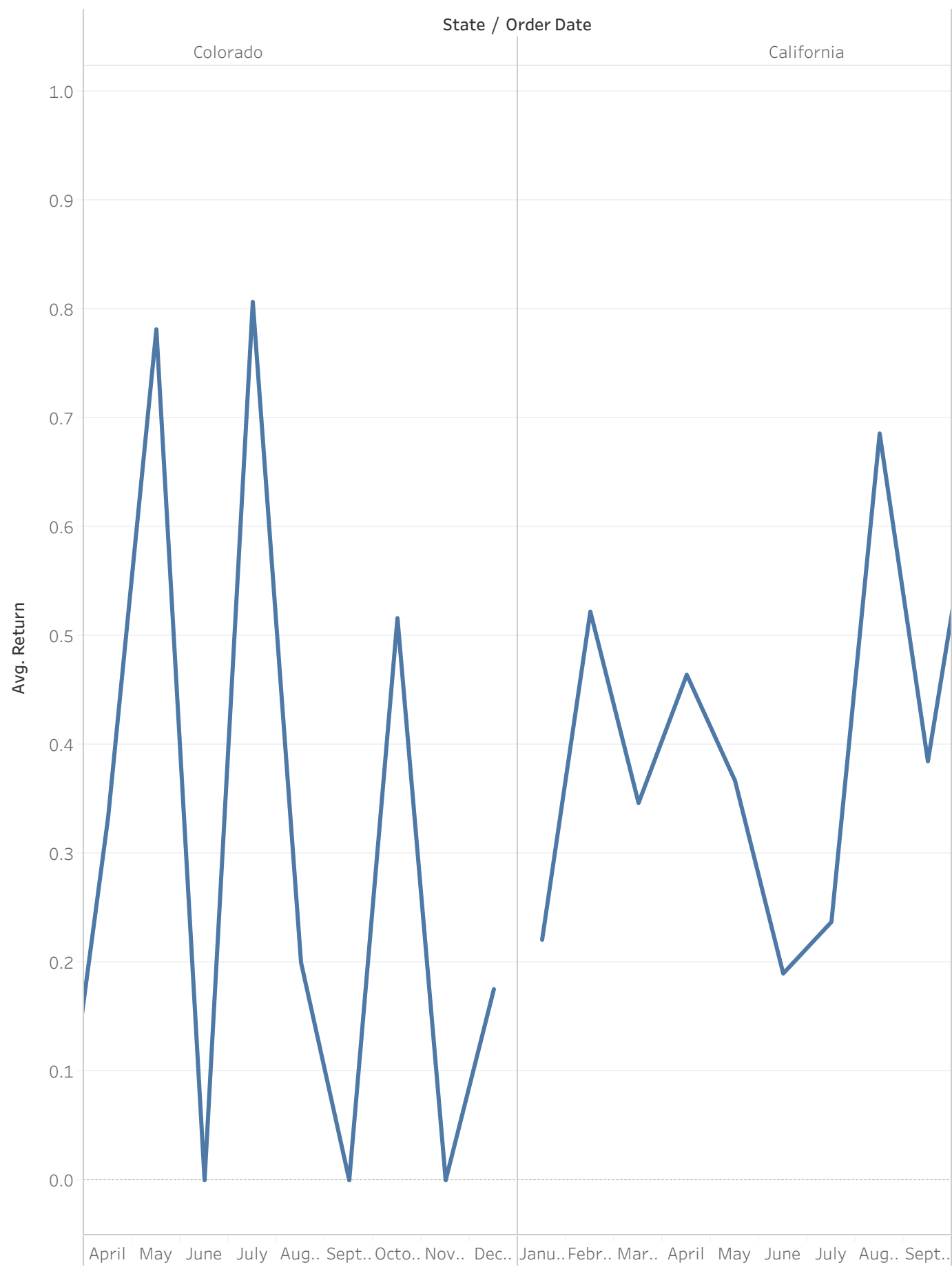




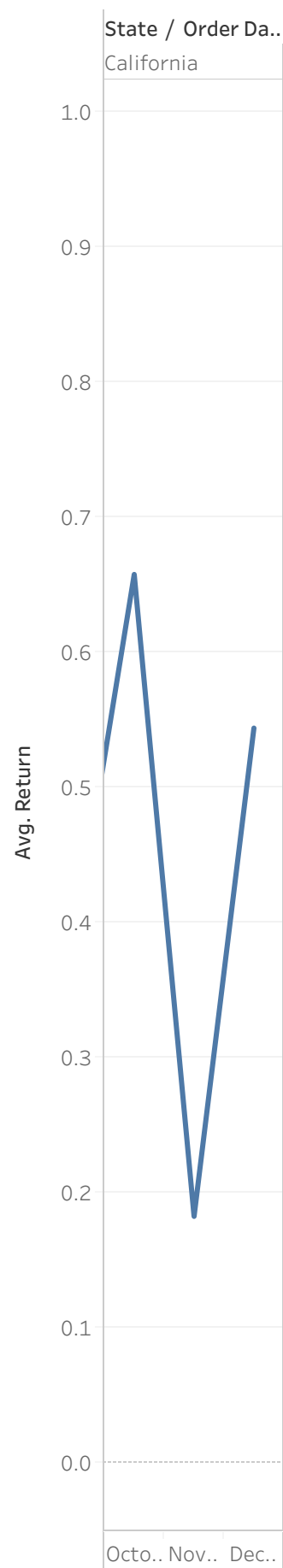
# Avg Return Rate Per State & per Month



Avg Return Rate Per State & per Month



# Avg Return Rate Per State & per Month



Title



List of States

Returns by Category

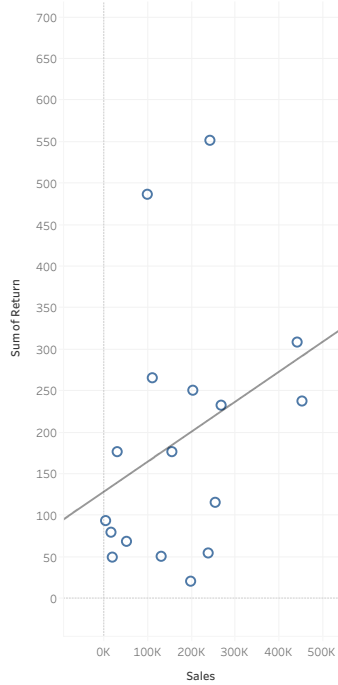
filter

# AVG Return

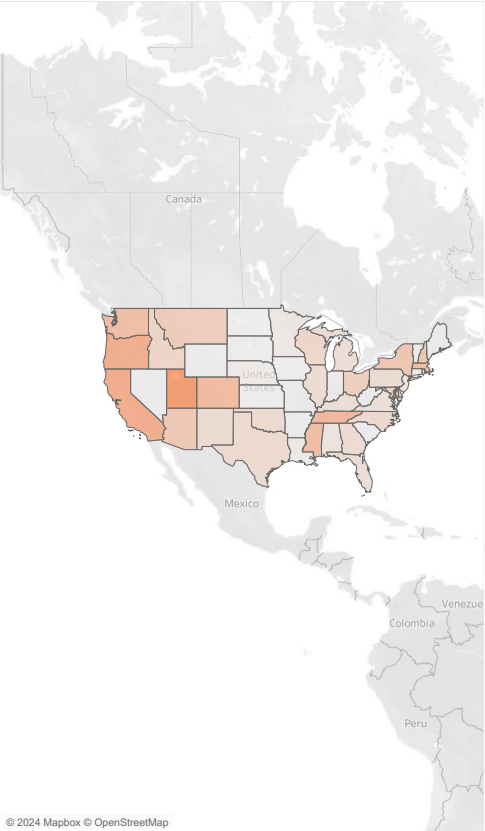
Supersstore

There is strong correlation between sales and return rate.

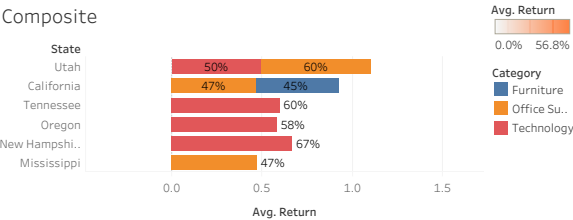
The more sales the store makes, the more orders are returned.



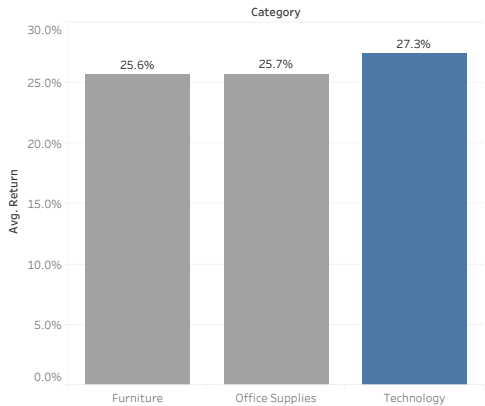
Utah is the state with the highest returns rate, followed by California



## Composite



## Returns are mostly reported in Tech category



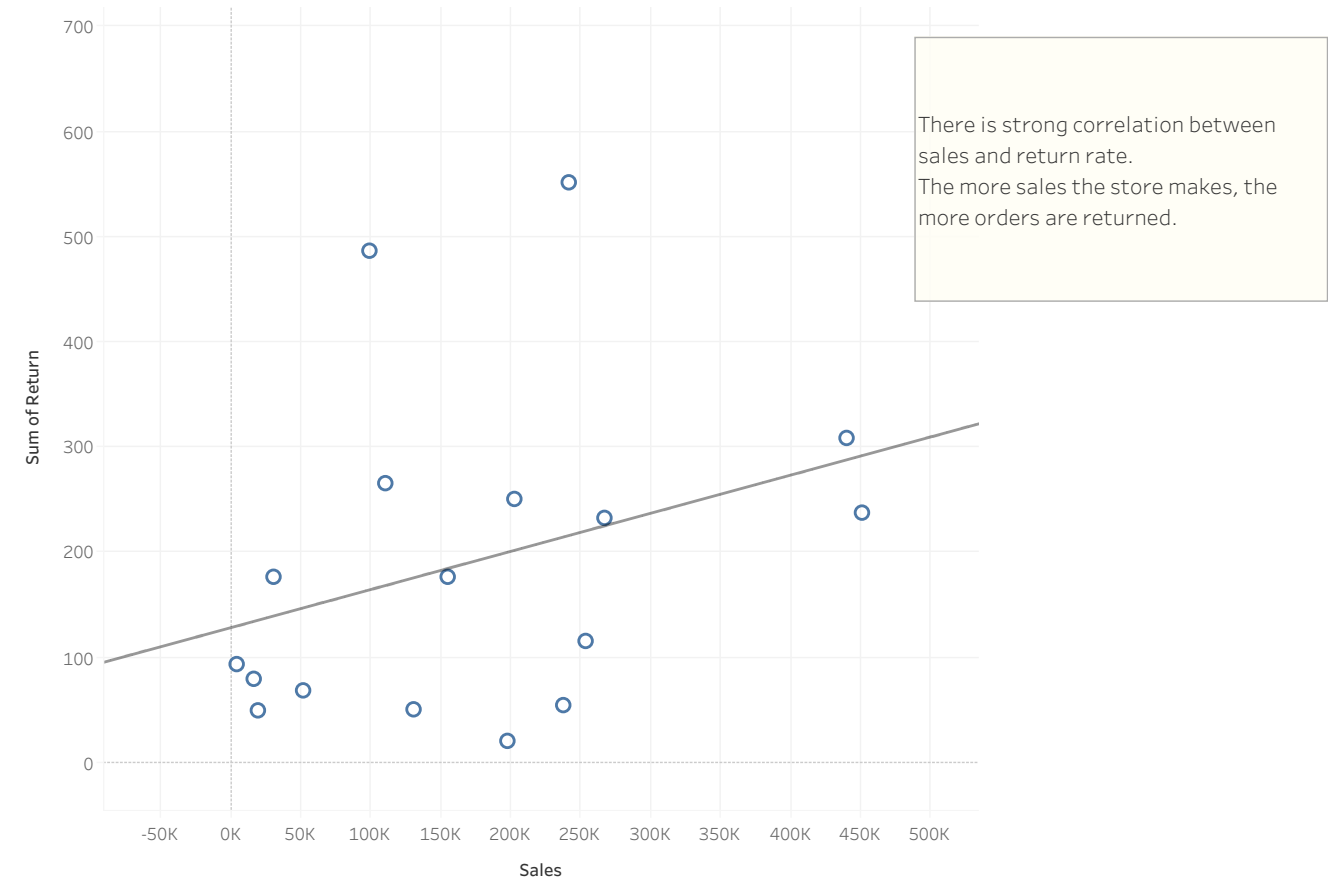
# Avg Order Returns Rate

Intro	Scatter Plot Sales vs Returns	Returns by State (Map)	Return Rates per month	Returns by Product Category	Composite Findings	Recs & Goals
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Super Store - What’s causing high order returns?

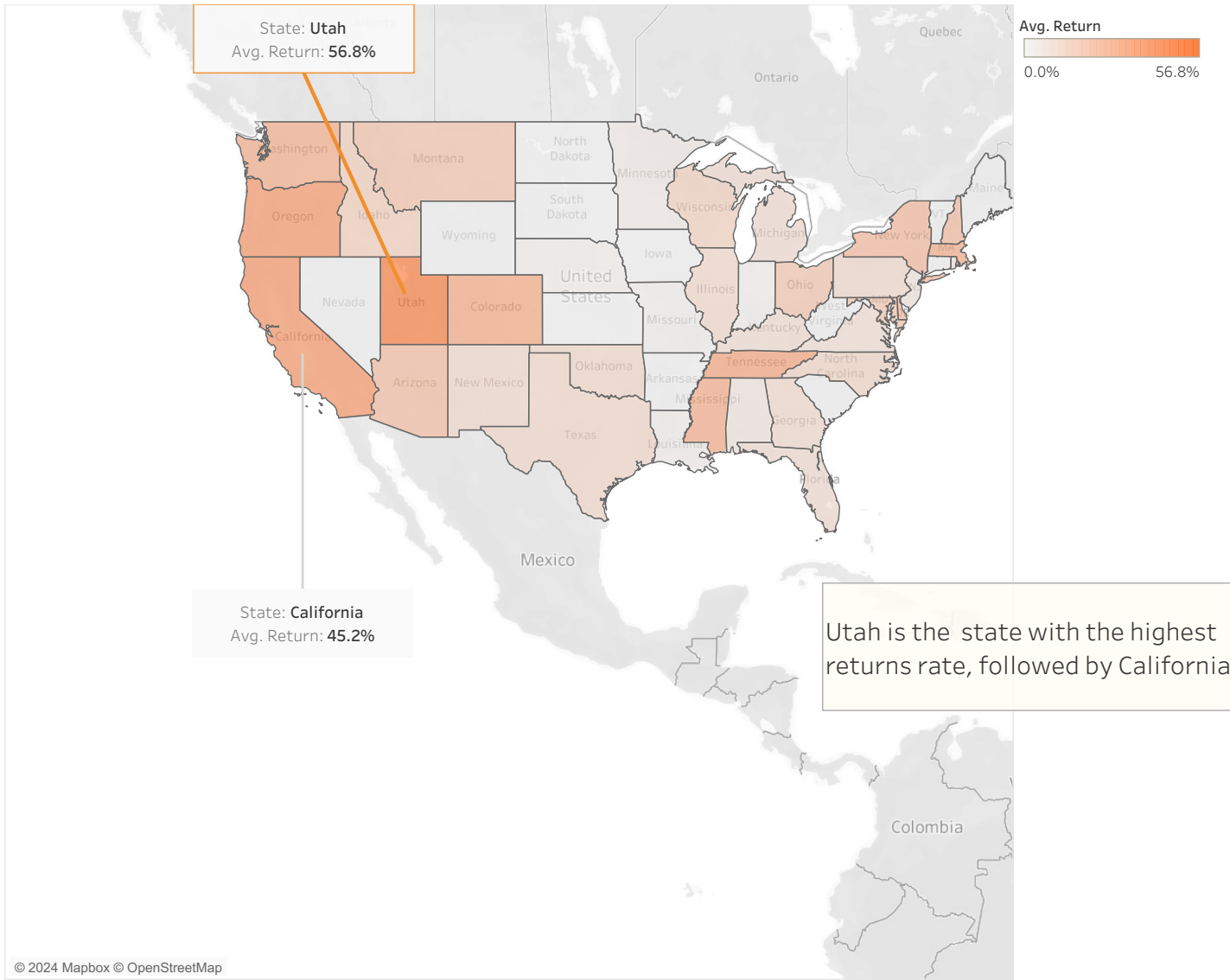
# Avg Order Returns Rate

Intro	Scatter Plot Sales vs Returns	Returns by State (Map)	Return Rates per month	Returns by Product Category	Composite Findings	Recs & Goals
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# Avg Order Returns Rate

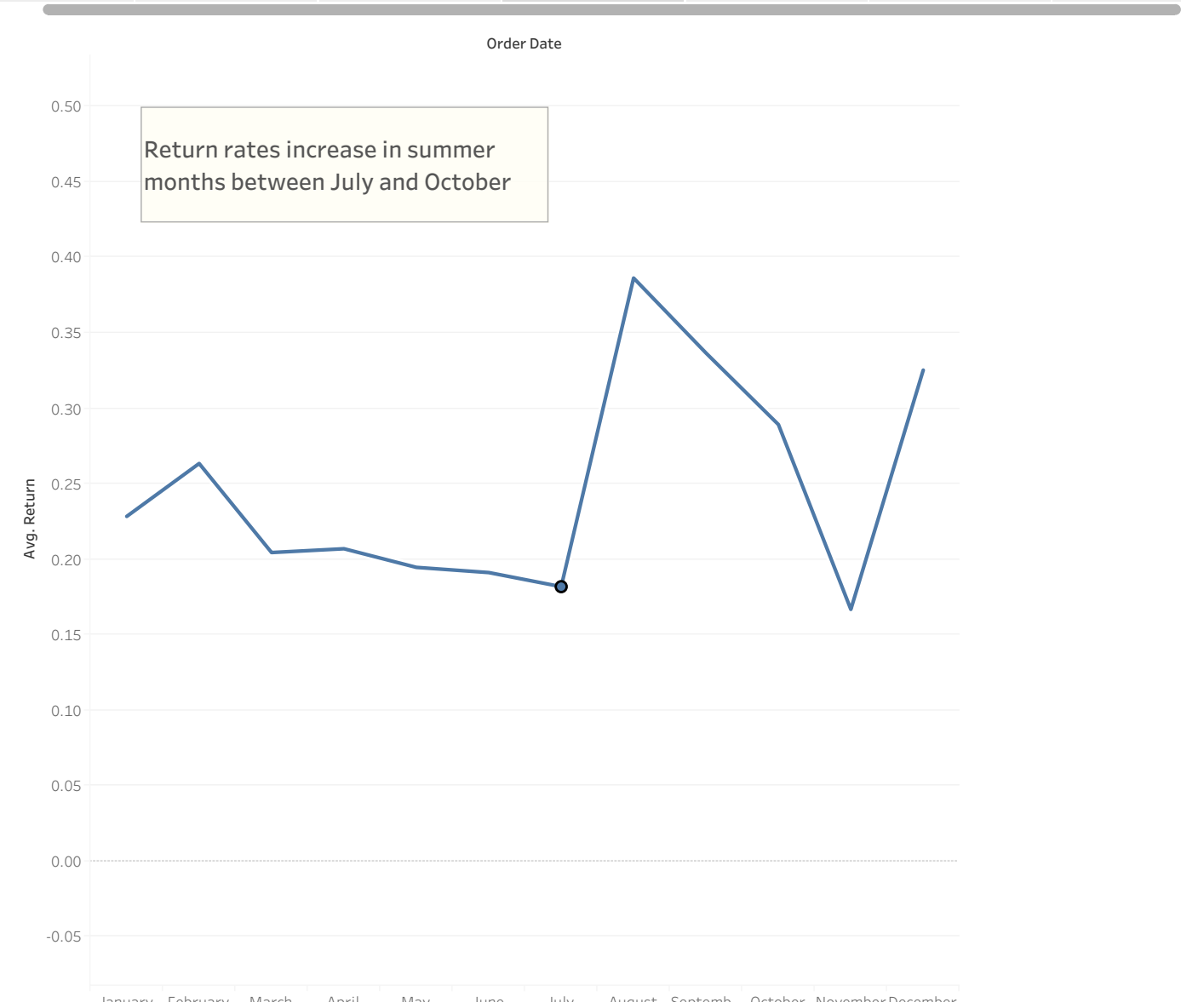
Intro	Scatter Plot Sales vs Returns	Returns by State (Map)	Return Rates per month	Returns by Product Category	Composite Findings	Recs & Goals
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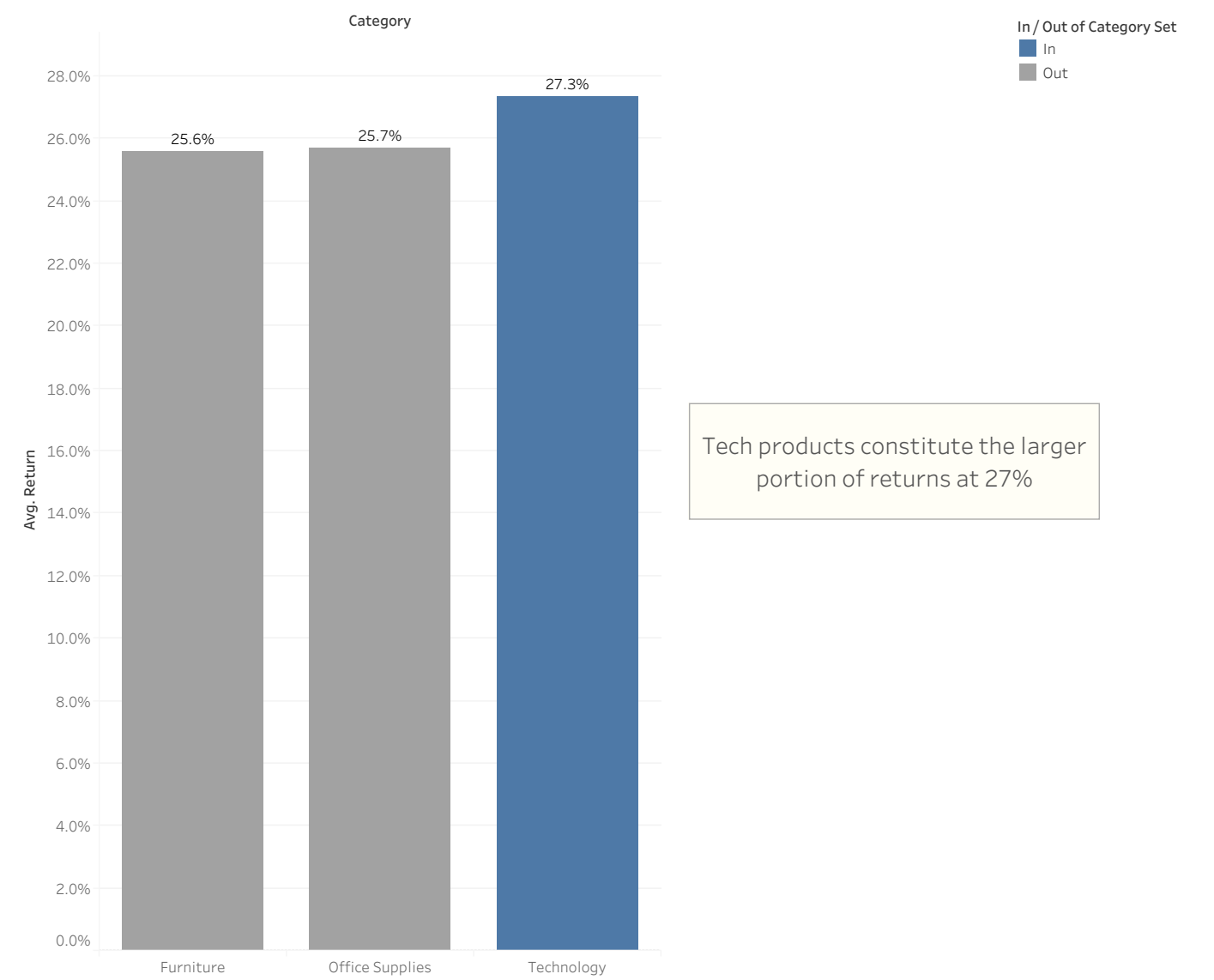
# Avg Order Returns Rate

Intro	Scatter Plot Sales vs Returns	Returns by State (Map)	Return Rates per month	Returns by Product Category	Composite Findings	Recs & Goals
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# Avg Order Returns Rate

Intro	Scatter Plot Sales vs Returns	Returns by State (Map)	Return Rates per month	Returns by Product Category	Composite Findings	Recs & Goals
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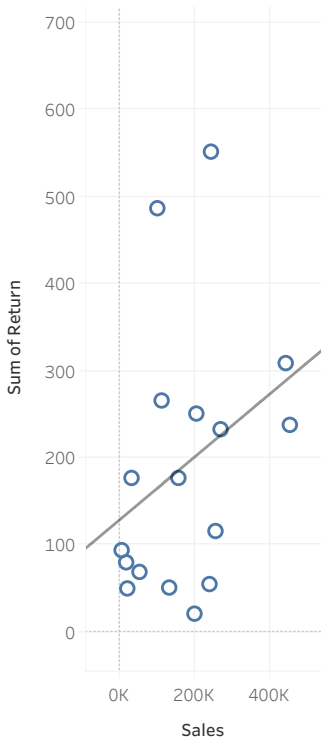
# Avg Order Returns Rate

Intro	Scatter Plot Sales vs Returns	Returns by State (Map)	Return Rates per month	Returns by Product Category	Composite Findings	Recs & Goals
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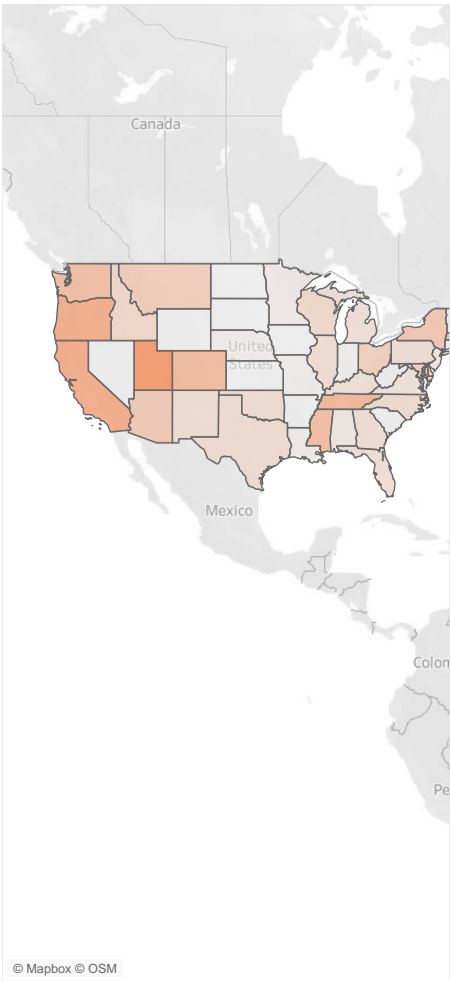
## AVG Return

There is strong correlation between sales and return rate.

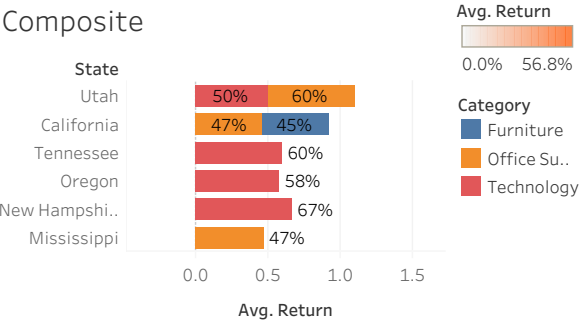
The more sales the store makes, the more orders are returned.



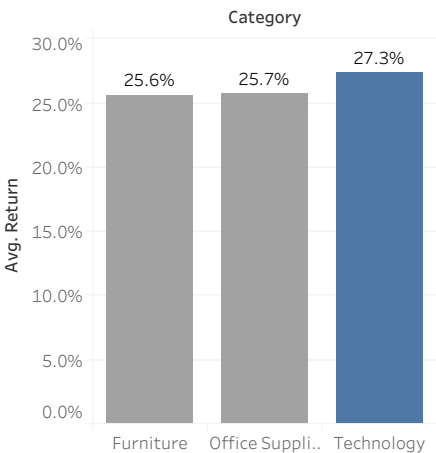
Utah is the state with the highest returns rate, followed by California



## Composite



Returns are mostly reported in Tech category



# Avg Order Returns Rate

Intro	Scatter Plot Sales vs Returns	Returns by State (Map)	Return Rates per month	Returns by Product Category	Composite Findings	Recs & Goals
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## Recommendations

Returns should be measured by how much loss they cost on average. Losses resulted from customer returning their items must be mitigated. retention strategies are key.

Improving products quality and ensuring customer satisfaction are key tp reduce return rates

SuperStore must acquire additional data to help us understand why summer months result in increasing order return rates

### Goal:

To reverse the trendline in the scatterplot. SuperStore must thrive for more sales. Yet this should not necessarily result in higher return rates.