

Savana Ohlenburger SuperStore

https://public.tableau.com/views/SavanaOSuperStore/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Based on the data provided, the SuperStore has the worst numbers of returns in the Western region. The best measure of data would be a combination of profit, return rate, and profit margin.

Worksheets:

Return Rate v. Total Sales (SUM Sales, Return Rate, Category)

By Product Category (Category, Return Rate, Sub-category)

By Customer ID (Return Rate, Customer ID)

Returns Map (State, Return Rate)

Return Rate Month, Continuous (Return Rate, Month, Year)

Return Rate Month, Discrete (Return Rate, Month)

RR v. Region/Category (Return Rate, Category, Region, Sub-category)

Profit v. Sales (SUM Profit, SUM Sales, Category, Region)

Returns across all regions average out around 26% with the return rate of Office Supplies in the Western region being over 3x higher. Office Supplies, in general, have a higher return rate than any other category but the West has the highest returns of any other region across all categories. This may indicate either a problem with shipping (where customers are getting damaged products) or a problem with the regional manufacturer (where customers are getting defective products).

Based on the Profit of each category, measuring returns by number or return rate is not an accurate measure of success for the SuperStore alone. With the profit data and the return rates we can see that Office Supplies require attention as a whole due to the fact that they consistently have the highest returns, return rate, and lowest profitability among the categories. The total cost of returns and return rate is a better measure than the number of returns due to the fact that sheer numbers may be misleading given the volume of sales and the sales prices of the items. Since most returns originate from a specific region (West), the higher rate may be related to shipping problems or defective products. Depending on where the sold products are manufactured we may need to look at either the manufacturing process/plant or the shipping medium to rectify the issue. Customers in this data set did not have the ability to identify the reason behind the returns so more investigation is required.