

E-Commerce Returns Dashboard

Total Orders
10K

Total Returns
5,052

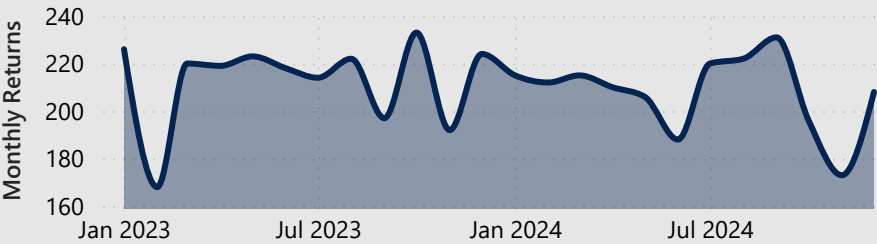
Return Rate
50.52%

Lost Revenue
1.27M

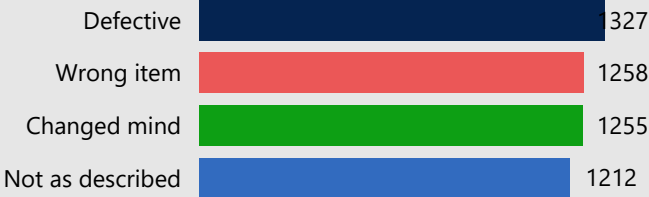
Total Revenue
2.52M

Net Revenue
1.25M

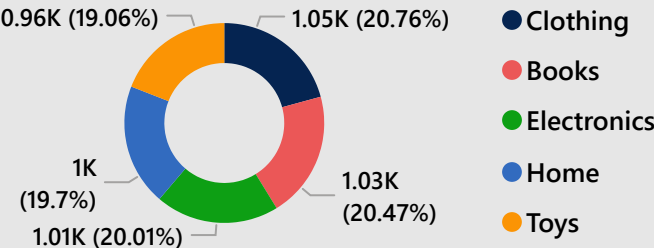
Monthly Returns



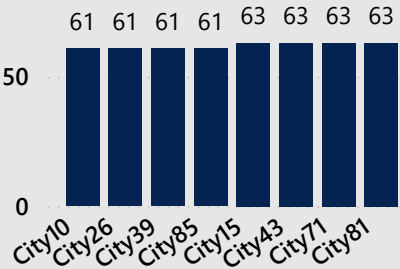
Top Return Reasons



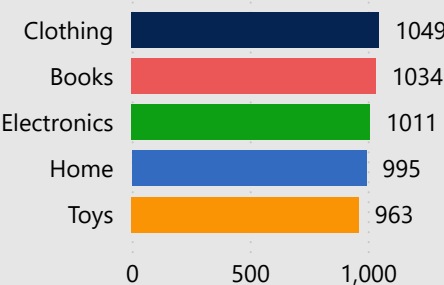
Returns by Product Category



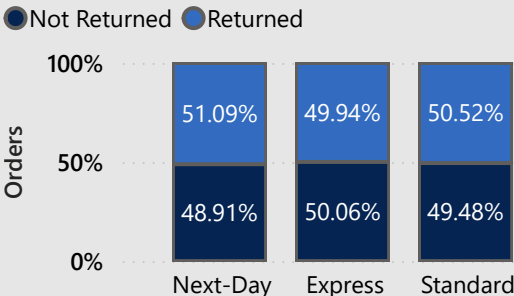
Top Cities by Returns



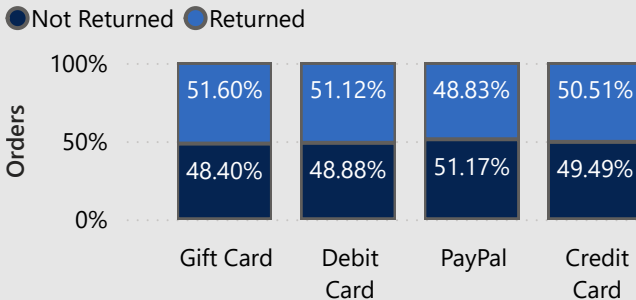
Top Returned Products



Return rate by Shipping Method



Return rate by Payment Method



Key Insights:

Returns affect over half of all orders, resulting in \$1.27M lost revenue. Defective items and wrong shipments are the top causes, with Clothing and Books leading in return volume. Slightly higher return rates are observed with Next-Day shipping and Gift Card payments, indicating potential areas for operational improvement.