

E-commerce Return Rate Reduction Analysis

Slicers/Filters

category, channel, region

Search

- Beauty
- Clothing

Total_returns by region and return_rate

return_rate 58.33 61.54



Europe & North America have higher return rates (~61.5%) compared to Africa (~58.3%).

Total_Orders

50

Total>Returns

30

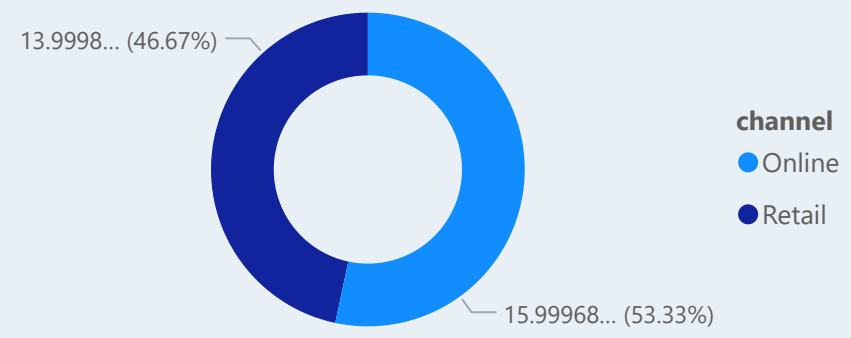
Avg_Return_rate

60.00

Return_Probability_Table

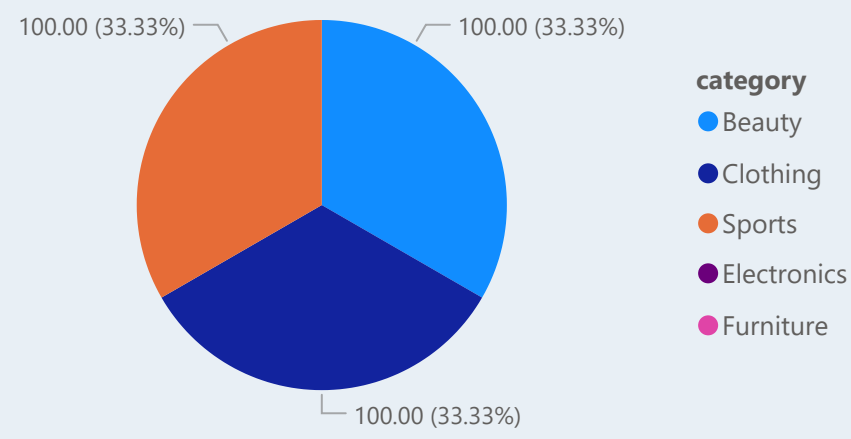
Sum of product_id	category	channel	supplier	Sum of return_proba
114	Beauty	Online	Supplier_A	13.9998...
139	Beauty	Retail	Supplier_A	15.99968...
269	Clothing	Retail	Supplier_A	13.9998...
110	Sports	Online	Supplier_A	15.99968...
135	Sports	Retail	Supplier_A	13.9998...
263	Beauty	Online	Supplier_B	15.99968...
127	Clothing	Online	Supplier_B	13.9998...
102	Clothing	Retail	Supplier_B	15.99968...
140	Sports	Online	Supplier_B	13.9998...
3785				

Return_probability by channel



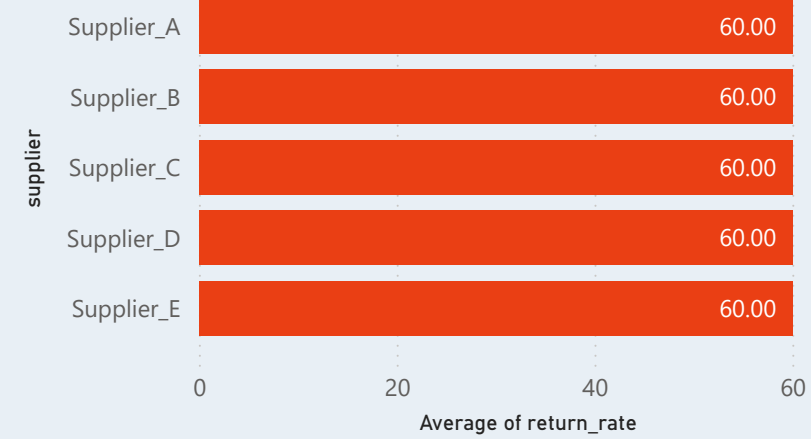
Retail channel (53.3%) shows slightly higher return probability compared to Online (46.7%).

Return_rate by category



Out of 5 categories, 3 have 100% return rate (very high risk).

Return_rate by supplier



Overall return rate is 60%. which is verv high and needs