Customer Segments:

NOTE: Return rate is based on the customer segment 🡺 amount of returns/number of total orders per customer segment.

Consumer: around $248,470 negative profit/$206,560 positive profits/$206,560 net profit/10.8% return rate

Corporate: around $418,400 negative profits/$923,939 positive profits/$505,539 net profit/13.4% return rate

Home office: around $316,054 negative profits/$599,924 positive profits/$283,870 net profit/10.5% return rate

Small Business: around $179,816 negative profits/$496,291 positive profits/$316,475 net profit/12.1% return rate

Shipping mode:

NOTE: Return rate is based on the shipping mode 🡺 amount of returns/number of total orders per shipping mode.

Delivery Truck: around $445,470 negative profits (Only ship Jumbo Box and Drums)/$713,532 positive profits/$268,062 net profit/10.8% return rate

Express Air: around $97,226 negative profits/$248,005 positive profits/$150,779 net profit/13.2% return rate

Regular Air: around $620,044 negative profits/$1,513,647 positive profits/$893,602 net profit/11.9% return rate

Product Container:

NOTE: Return rate is based on the product container 🡺 amount of returns/number of total orders per product container.

Jumbo Box: Around $247,156 negative profits/$203,204 positive profits/$-43,953 net profit/10% return rate

Jumbo Drum: Around $195,540 negative profits/$510,696 positive profits/$312,156 net profit/11.2% return rate

Large Box: Around $197,886 negative profits/$65,490 positive profits/$65,490 net profit/8.8% return rate

Medium Box: Around $53,314 negative profits/$133,778 positive profits/$80,464 net profit/22.2% return rate

Small Box: Around $333,163 negative profits/$1,147,484 positive profits/$814,332 net profit/11.3% return rate

Small Pack: Around $65,687 negative profits/$132,848 positive profits/$67,161 net profit/10.9% return rate

Wrap Bag: Around $66,994 negative profits/$83,796 positive profits/$16,802 net profit/14% return rate

However, Small Box is the most profitable as well since it’s able to earn back the losses incurred despite having the most losses.

Jumbo Box is on the other hand is unable to earn back the losses.