



E-commerce  
RETURN RATE  
REDUCTION ANALYSIS

\$7.76M

REVENUE

\$6.21M

PROFIT

50K

ORDERS

6.01

AVG LEAD DAYS

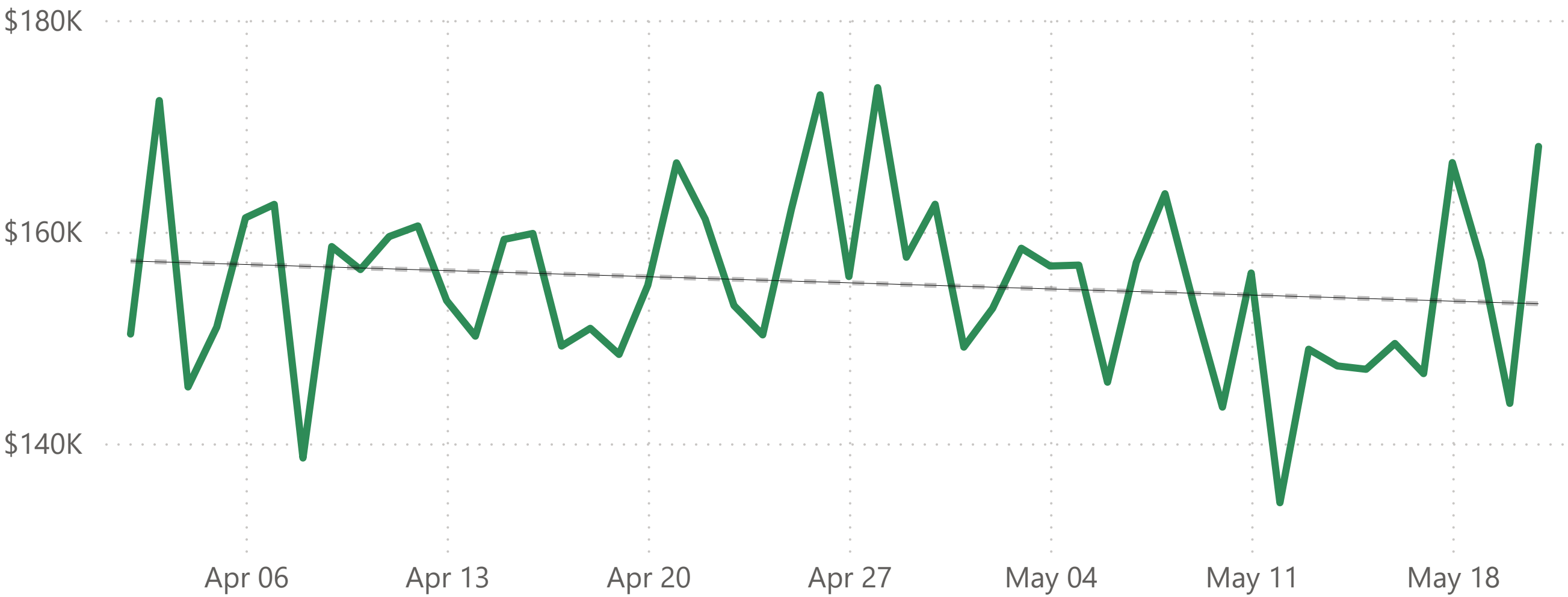
10K

RETURN ORDERS

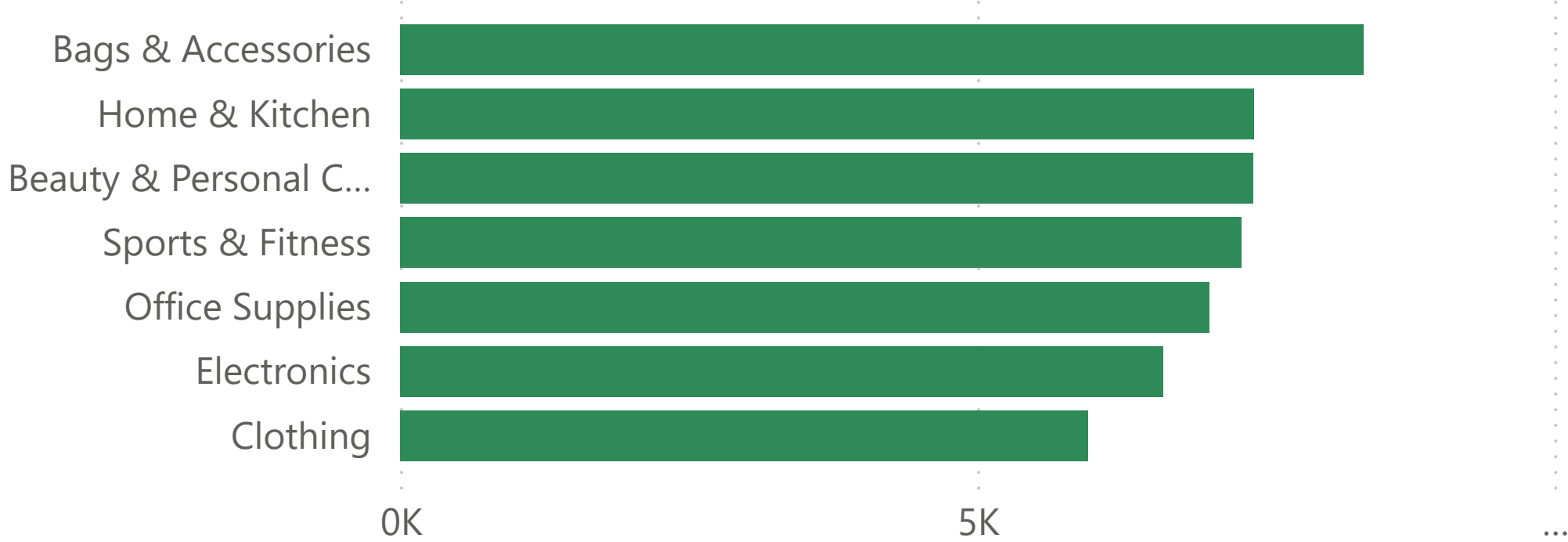
0.20

RETURN RATE %

Revenue Trending



Orders by Category



Monthly Revenue

\$168.05K✓

Previous Month: 166.50K  
(+0.93%)

Monthly Revenue

1.07K!

Previous Month: 166.50K  
(-99.36%)

Monthly Revenue

0.23K!

Previous Month: 166.50K  
(-99.86%)

Top 10 Products	Orders	Return Orders	Return Rate %	Revenue
Paper Ream 891	205	47	0.23	\$32,883.18
Jeans 195	199	42	0.21	\$28,327.57
Belt 146	140	33	0.24	\$23,283.15
Mixer 707	127	27	0.21	\$19,352.64
Hair Dryer 535	125	24	0.19	\$19,670.67
Duffel Bag 419	131	23	0.18	\$20,660.36
Duffel Bag 318	136	22	0.16	\$21,392.93
Sunscreen 186	125	21	0.17	\$19,570.19
Pen 758	125	20	0.16	\$22,219.2
Hat 279	125	18	0.14	\$20,224.93

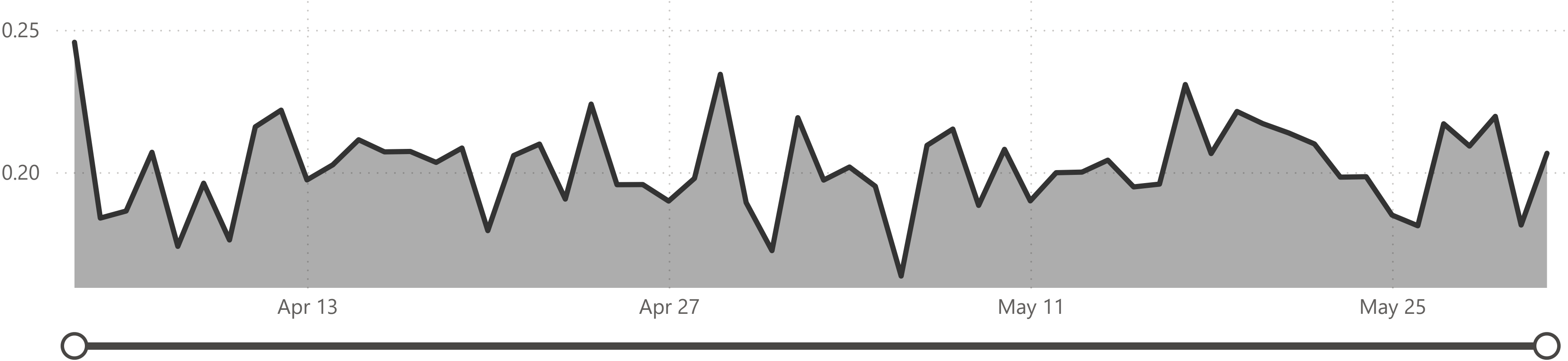


Product Metric Selection

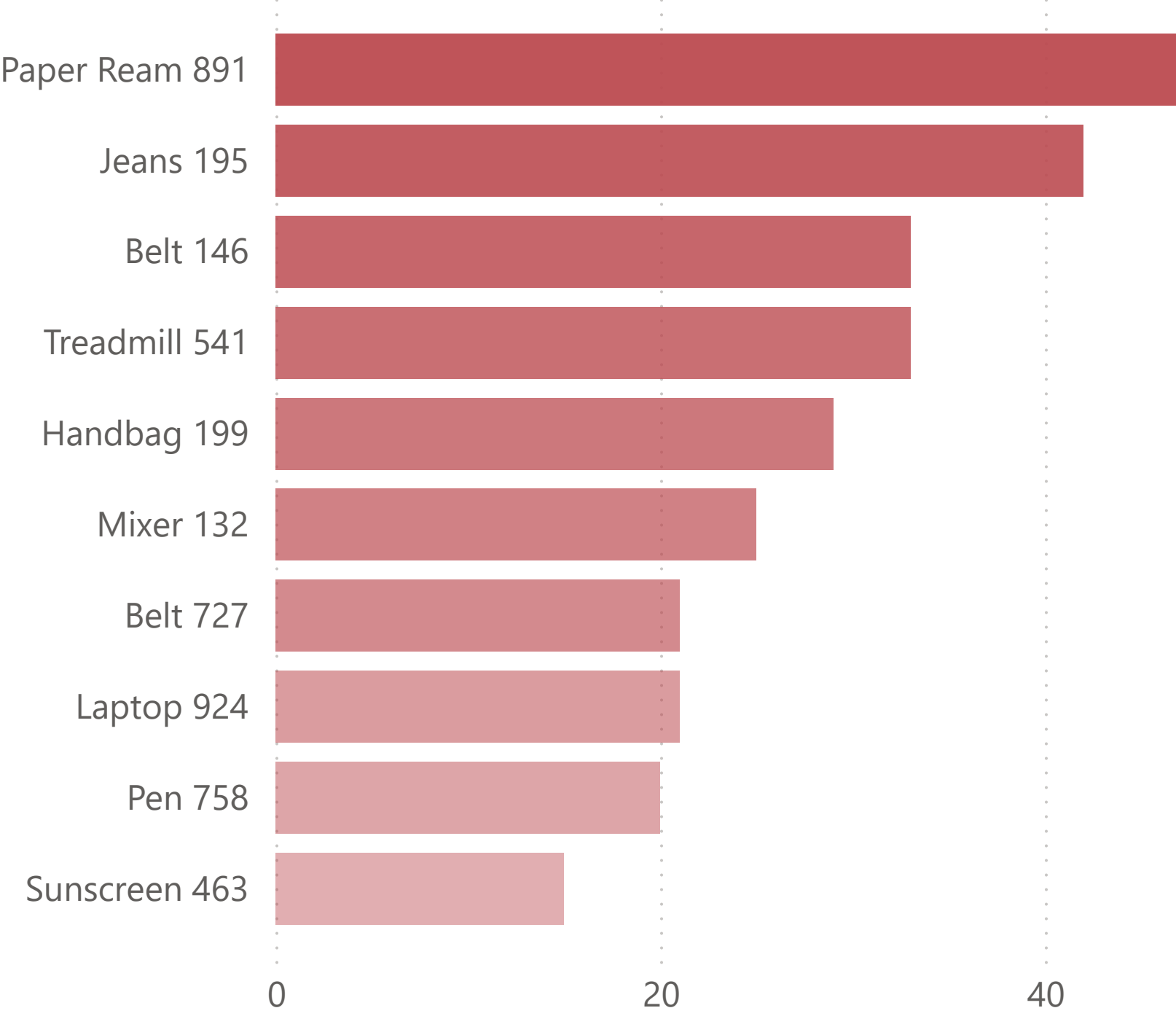
- ☐ Orders
- ☐ Profit
- ☒ Return %
- ☐ Returns
- ☐ Revenue

4/4/2025

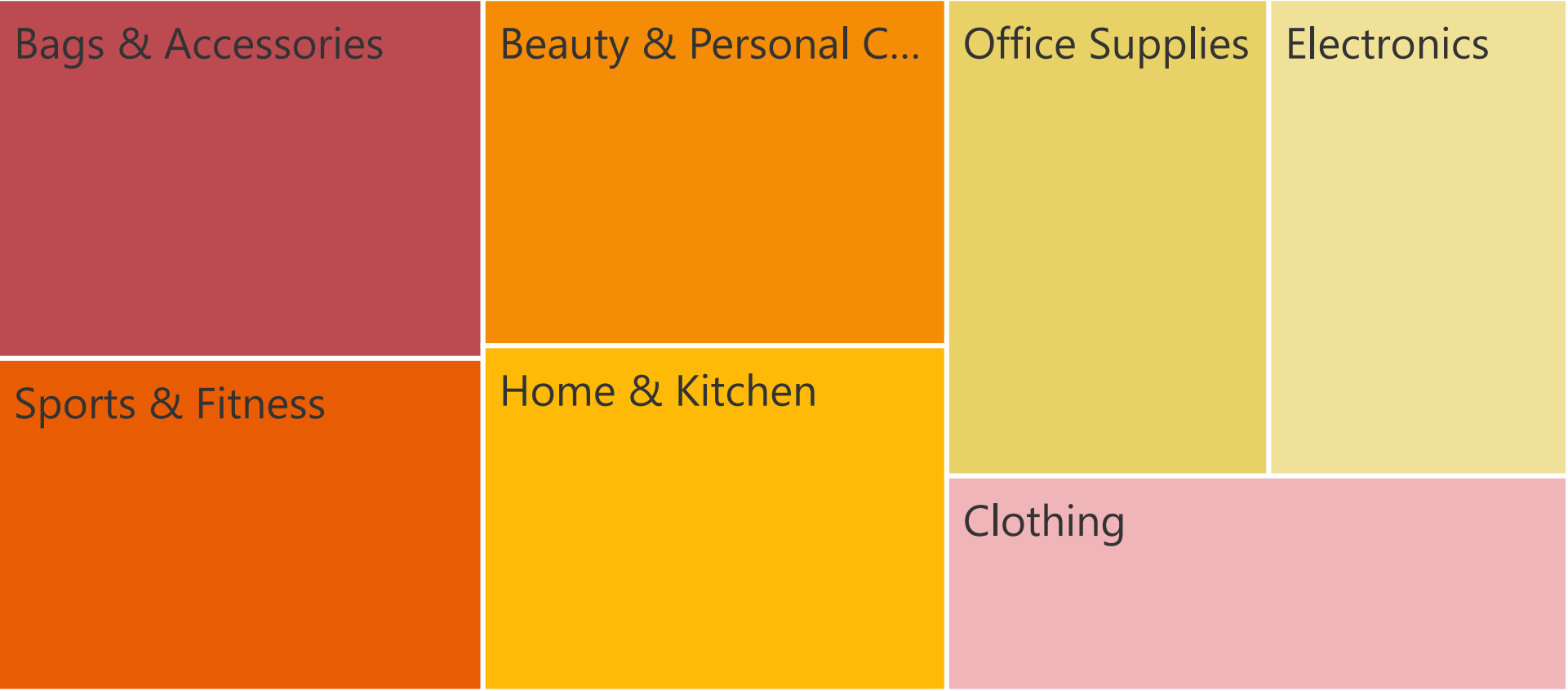
5/31/2025



Product Level Analysis



Return Revenue by Category



Product Return %:

16.67%

Most Returned Product Type:

Paper Ream 891

Most Returned Orders Product Type:

47

Summary:

Selected Product Metric trended down, resulting in a 15.88% decrease between Friday, April 4, 2025 and Saturday, May 31, 2025.

Selected Product Metric started trending up on Wednesday, May 14, 2025, rising by 4.68% (0.01) in 7 days. Selected Product Metric jumped from 0.20 to 0.21 during its steepest incline between Wednesday, May 14, 2025 and Wednesday, May 21, 2025.

At 47, Paper Ream 891 had the highest Returned Orders and was



Total Customers:

2050

Avg Revenue Per Customer

\$40.16

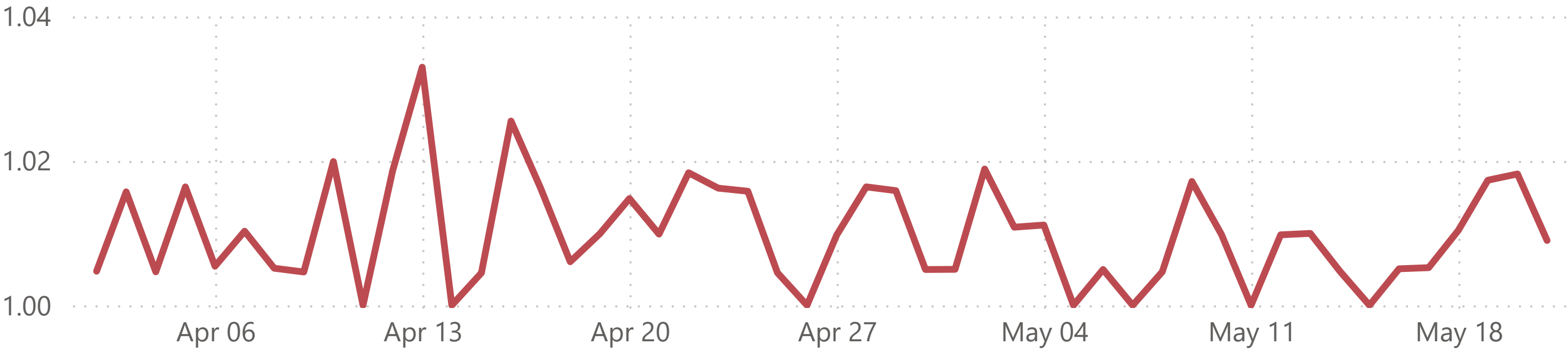
Avg Returns Per Customer:

1.58

Customers with Returns:

6373

Customer Average Returns



Date

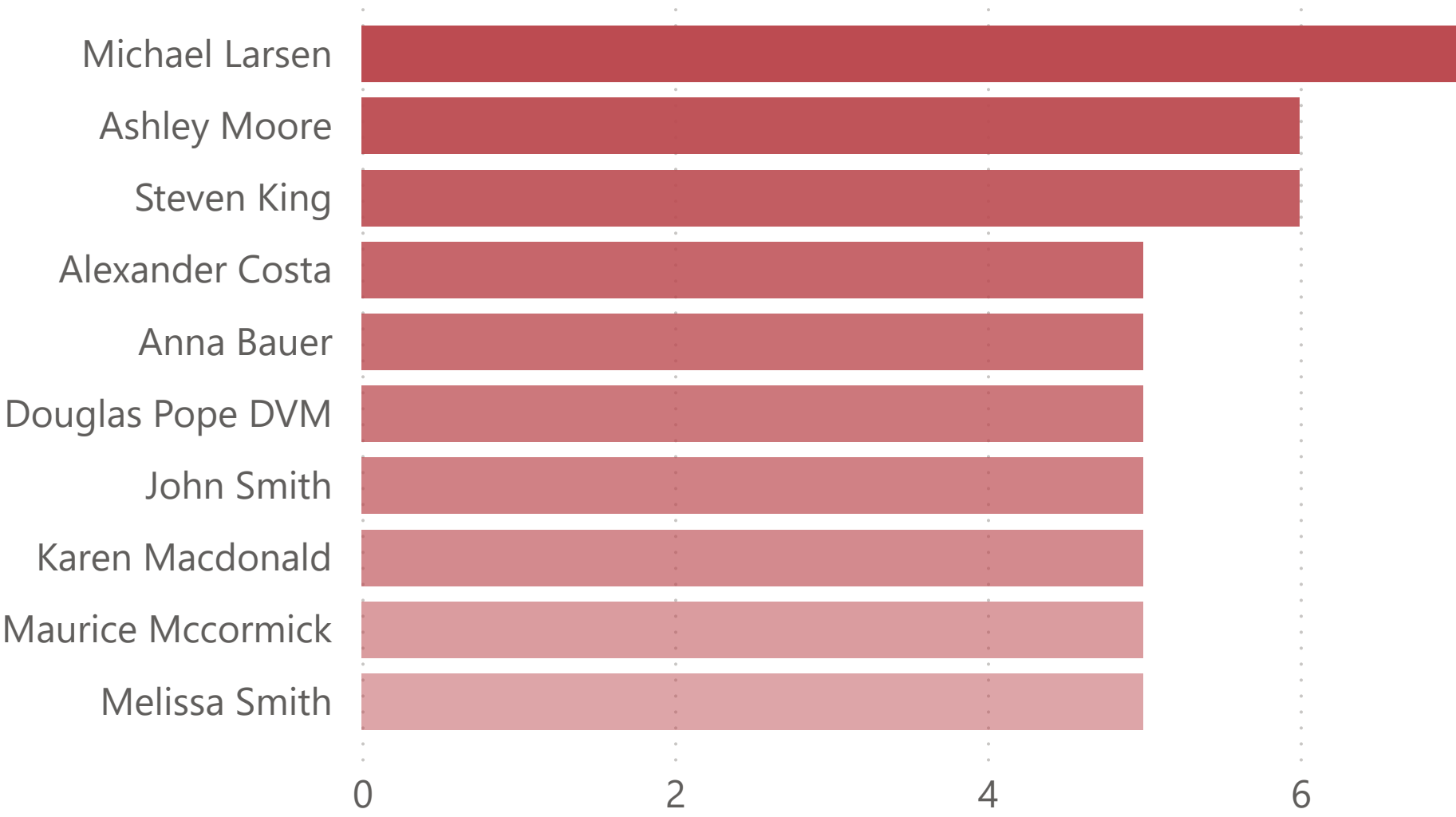
4/2/2025

5/21/2025

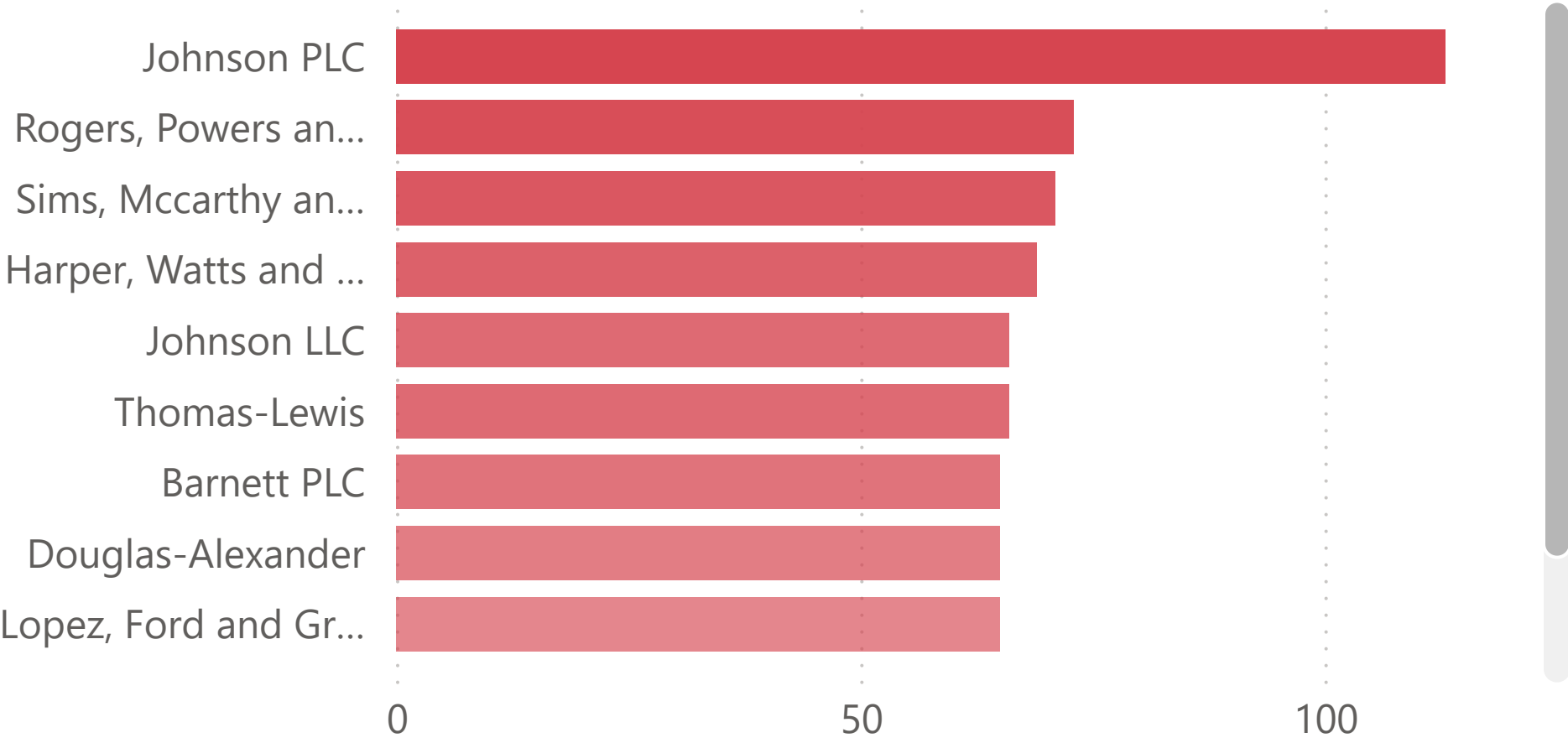
Top 10 Return Customers

Orders	Orders	Revenue	Return Rate %	
Alexander Costa	8	5	\$867.74	0.63
Anna Bauer	12	5	\$1,283.61	0.42
Ashley Moore	16	6	\$2,359.43	0.38
Douglas Pope DVM	10	5	\$1,919.7	0.50
John Smith	14	5	\$1,337.35	0.36
Karen Macdonald	12	5	\$1,616.07	0.42
Maurice Mccormick	12	5	\$2,912.18	0.42
Melissa Smith	10	5	\$947.58	0.50
Michael Larsen	9	7	\$734.04	0.78
Steven King	12	6	\$1,400.11	0.50

Returns by Customer



Returns by Seller



ProductCategory

- ☐ Bags & Accessories
- ☐ Beauty & Personal Care
- ☐ Clothing
- ☐ Electronics
- ☐ Home & Kitchen
- ☐ Office Supplies
- ☐ Sports & Fitness

Seller Return %:

19.41%

Avg Return Days:

8.06

Top Seller Returns:

Johnson PLC

Top Seller Returned Orders:

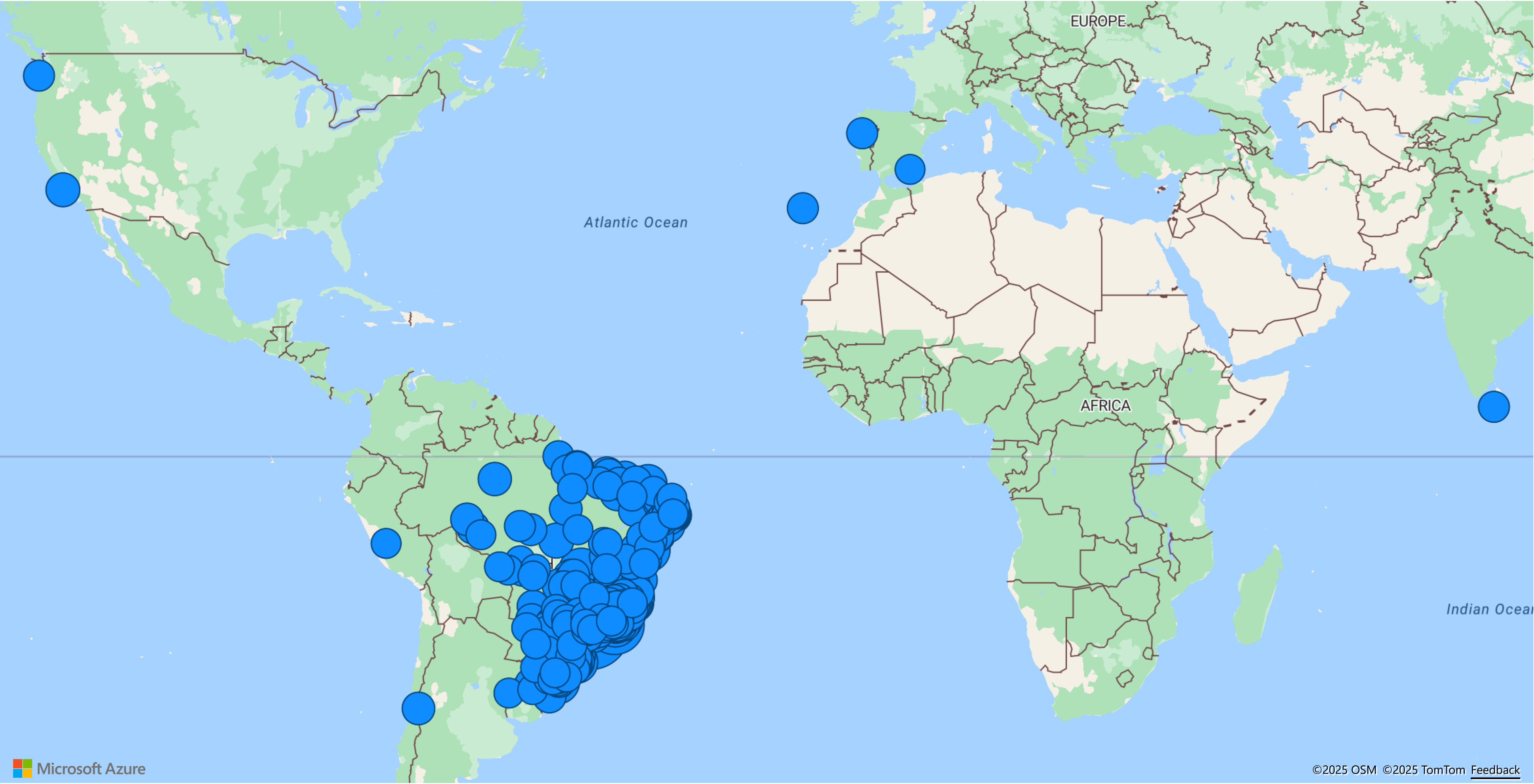
113



All



Returns by Customer





25.82

RETURN RISK SCORE

Toaster 341

MOST RISK PRODUCT

ProductCategory

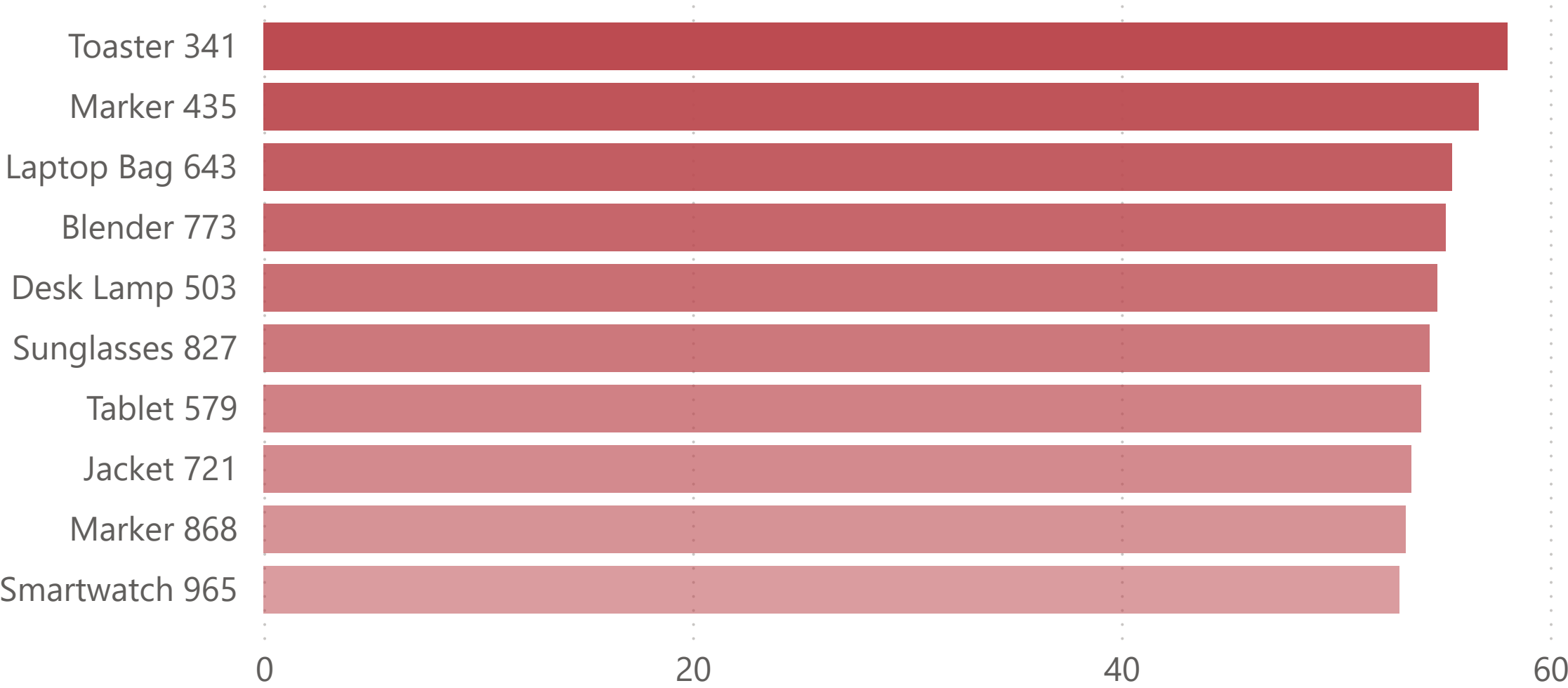
- ☐ Bags & Accessories
- ☐ Beauty & Personal Care
- ☐ Clothing
- ☐ Electronics
- ☐ Home & Kitchen
- ☐ Office Supplies
- ☐ Sports & Fitness

State

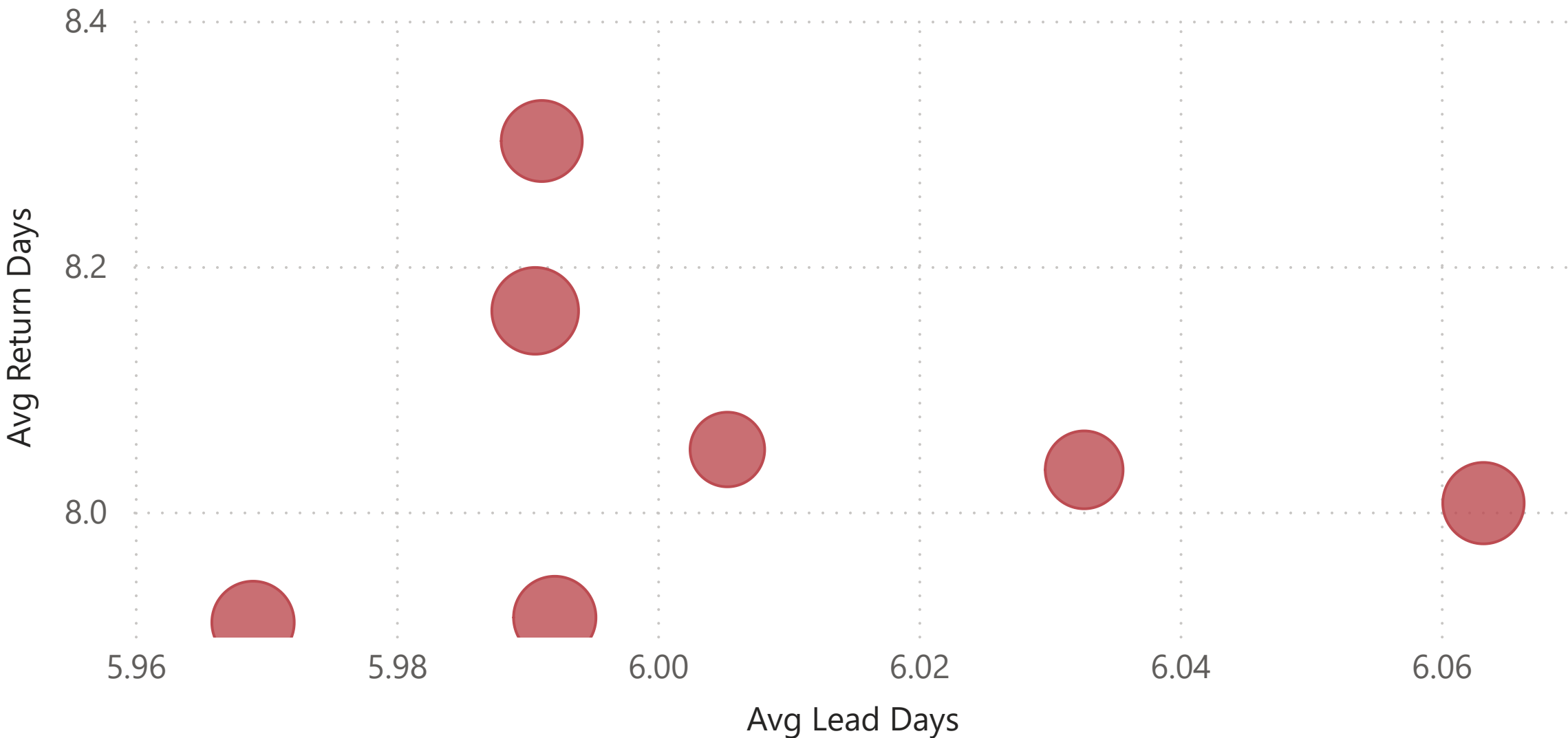
- ☐ Select all
- ☐ Alagoas
- ☐ Amapá
- ☐ Amazonas
- ☐ Bahia
- ☐ Ceará
- ☐ Distrito Federal
- ☐ Espírito Santo



Top 10 Risk Products



Avg Lead & Return Days by Product Category



ProductCategory	Return Risk Score	Returned Orders	Total Orders
Clothing	34.29	1206	5959
Bags & Accessories	33.65	1669	8346
Home & Kitchen	27.39	1495	7399
Beauty & Personal Care	26.47	1495	7391
Office Supplies	25.37	1444	7010
Electronics	25.26	1323	6608
Sports & Fitness	22.93	1456	7287

Summary :

- *Sports & Fitness* had the highest Avg Lead Days (6.06) and *Office Supplies* had the highest Avg Return Days (8.30).
- *At 58.01, Toaster 341* had the highest Return Risk Score and was 9.48% higher than *Smartwatch 965*, which had the lowest Return Risk Score at 52.98.
- *Across all 10 ProductName*, Return Risk Score ranged from 52.98 to 58.01.