Story 1

Superstore Data Report
Steeve Gelin 05/05/2025

Story 1

Month,Category and Returns

Month of O..	Category
January	Furniture
	Office Supplies
	Technology
February	Furniture
	Office Supplies
	Technology
March	Furniture
	Office Supplies
	Technology
April	Furniture
	Office Supplies
	Technology
May	Furniture
	Office S...

Avg. ReturnRate

Category and Return Rate

Category
Furniture
Office Supplies
Technology

Avg. ReturnRate

How should returns be measured? Is the return rate, the total cost of returns or the total number of returns a better measure? When is one better than the other?

Returns should be measured based on is important the client. At times, the total cost of the returns are what matter to the client or stakeholder and sometimes it is the total amount of returns.
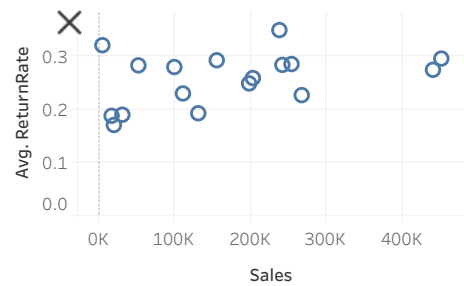
What are the key root causes of returns?

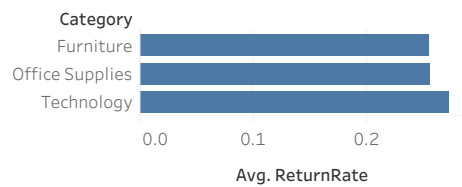The causes of returns range from the season to geographic reasons.

Story 1

Sales and Return Rate

Category and Return Rate

Category
- Furniture
- Office Supplies
- Technology

Avg. ReturnRate

Weekly Return rate

Week of Or..
- Week 1
- Week 2
- Week 3
- Week 4
- Week 5
- Week 6

Avg. ReturnRate

50 States and Return rate

© Mapbox © OSM

Customers and Return Rate

Customer Name
- Seth Vernon
- William Brown
- Ted Butterfield
- Sandra Glassco
- Stefania Perrino
- Dan Reichenbach

Avg. ReturnRate

Month,Category and Returns

Month of O..	Category
January	Furniture
	Office Supplies
	Technology
February	Furniture
	Office Supplies
	Technology

Avg. ReturnRate

Overview

*A scatterplot showing the correlation between tota sales and total returns, aggregate by product subcategory. Do sales always correlate positively with returns?
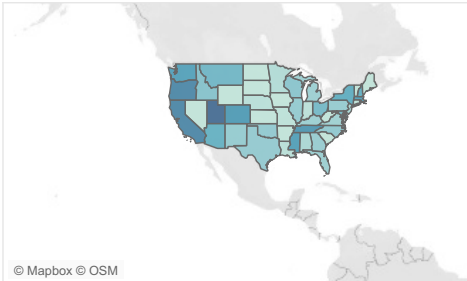
Based on sheet 10, sales do not always correlate positively with returns because the data points don't come to forming a straight line.
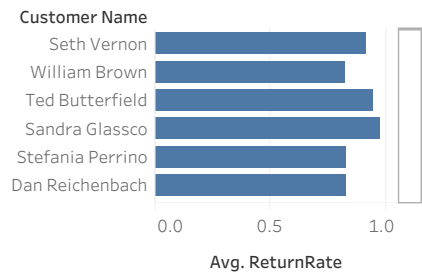
*A bar chart showing the return rate by product category

These are the average rate of return for all product catergories, we can see that on average technology i the most returned product.
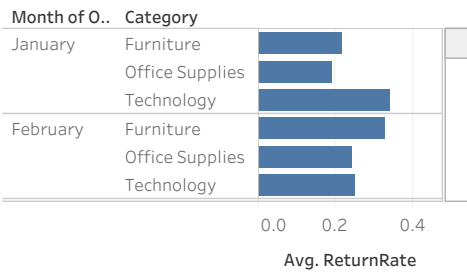
*The return rate by customer.

These are all the customers who are proned to making returns.

*A map showing the return rate by some geographi measure (state, city, etc.) to see if there is a geographic concentration to returned orders

A map showing the average rate of return by all 50 states, we can see in states like Utah and Oregon there is a geographic concentration to return orders.
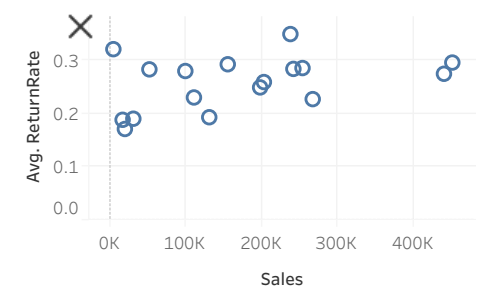
*The return rate by some measure of time (month, week, etc.) to see if there is a seasonal effect to returned orders

The average rate of return display week after week. We can notice that in week 35 we have on our highest average rate of return, week 35 is in autumn By week 50 in the winter time the average return rat
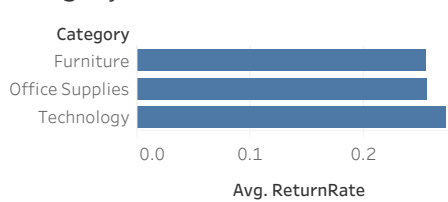
Story 1

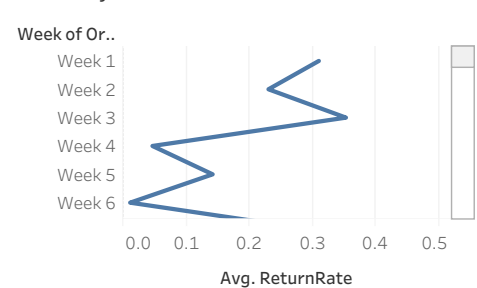## Sales and Return Rate

Category and Return Rate

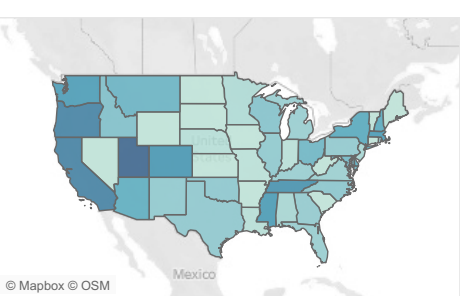**Demonstrate how to interpret the Dashboard and how to use filters to identify root causes**

The Dashboard provides six different sheets fron sales and the average return rate to the 50 States Of America. Each chart Provides the average return rate compared to another measurement(except 50 states). Hovering over each chart provides the user with details more specifically.

Describe actions that can be taken after using the Dashboard to identify the root causes
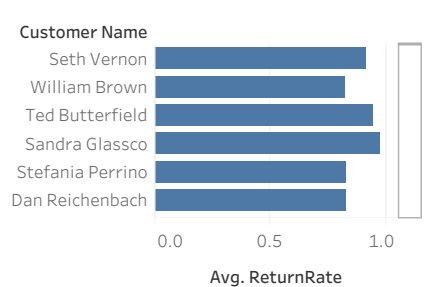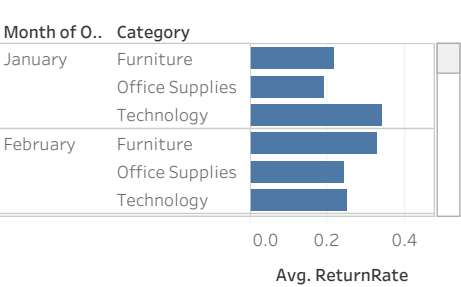
Weekly Return rate

50 States and Return rate

Customers and Return Rate

Month,Category and Returns

Story 1

State
- ✔ Alabama
- ✔ Arizona
- ✔ Arkansas
- ✔ California
- ✔ Colorado
- ✔ Connecticut
- ✔ Delaware
- ✔ District of Columbia
- ✔ Florida
- ✔ Georgia
- ✔ Idaho
- ✔ Illinois
- ✔ Indiana
- ✔ Iowa
- ✔ Kansas
- ✔ Kentucky
- ✔ Louisiana
- ✔ Maine
- ✔ Maryland
- ✔ Massachusetts

Avg. ReturnRate
To Null

Avg. Profit
To Null

State

Alabama	Maryland	Pennsylvania
Arizona	Massachusetts	Rhode Island
Arkansas	Michigan	South Carolina
California	Minnesota	South Dakota
Colorado	Mississippi	Tennessee
Connecticut	Missouri	Texas
Delaware	Montana	Utah
District of Colu..	Nebraska	Vermont
Florida	Nevada	Virginia
Georgia	New Hampshire	Washington
Idaho	New Jersey	West Virginia
Illinois	New Mexico	Wisconsin
Indiana	New York	Wyoming
Iowa	North Carolina	
Kansas	North Dakota	
Kentucky	Ohio	
Louisiana	Oklahoma	
Maine	Oregon	

Sheet 6 (3)

The next steps is to shift our focus on stores in certain states such as Oregon. For profits Oregon is in the negatives while also having a high return rate. For stores like Oregon, we could start by removing products within those stores that are low in sales.

Story 1

<u>Recommendations</u>
*Shift focus to stores with low profits.
- Florida
-Texas
-Illinois
-North Carolina
-Pennsylvania
-Ohio
-Arizona
-Colorado
-Tennessee
*Address, possibly remove some low sales products.

*Address Products with high return rates