Story - Full Detail

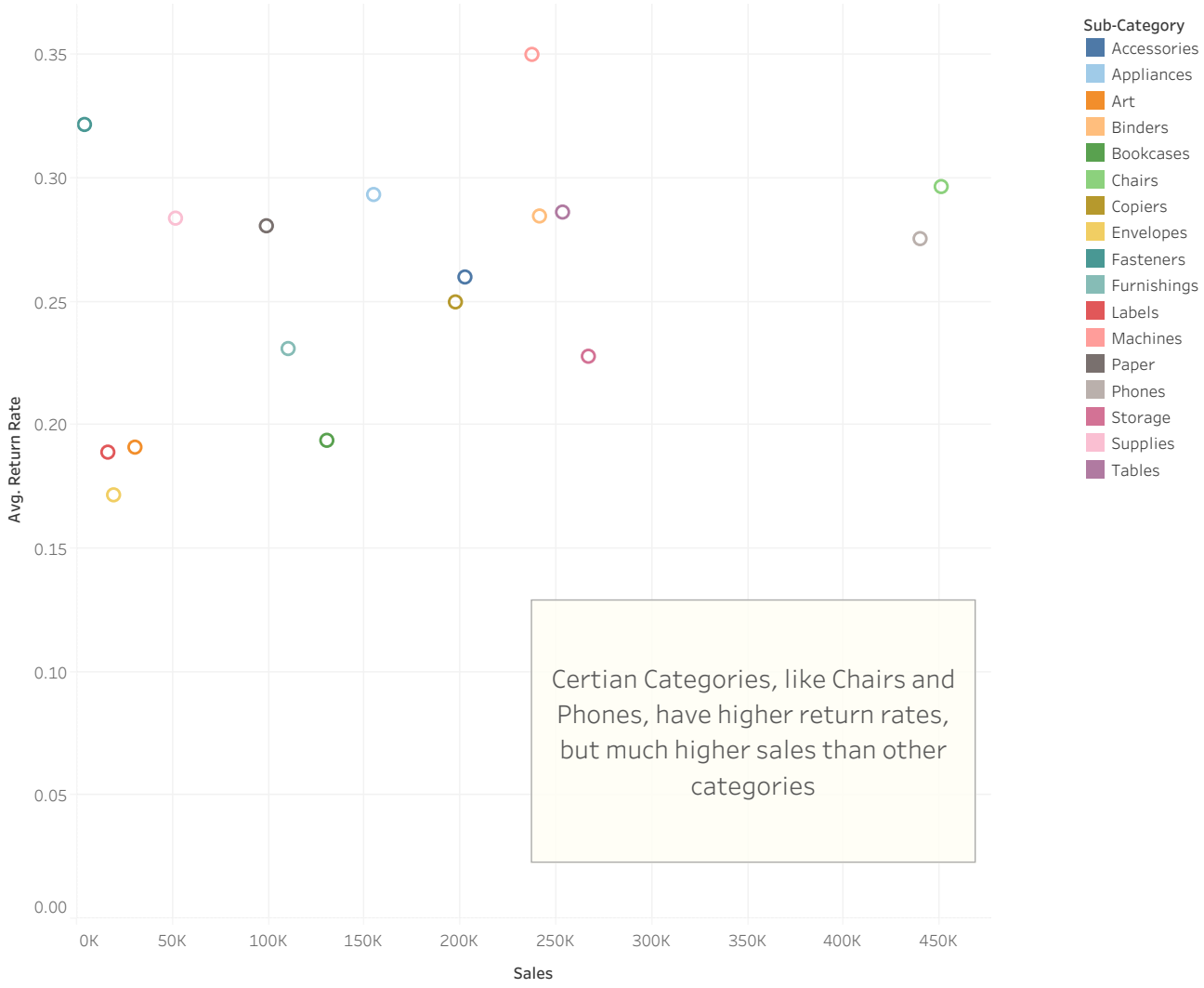
Return Rate is preferable, as total returns could be influence by number of products ordered, while Total cost of returns does not consider the profit made by a particular product or category.

Story - Full Detail

Root causes are mainly certian categories which produce more returns than average, and certian customer's who return the majority of their products.

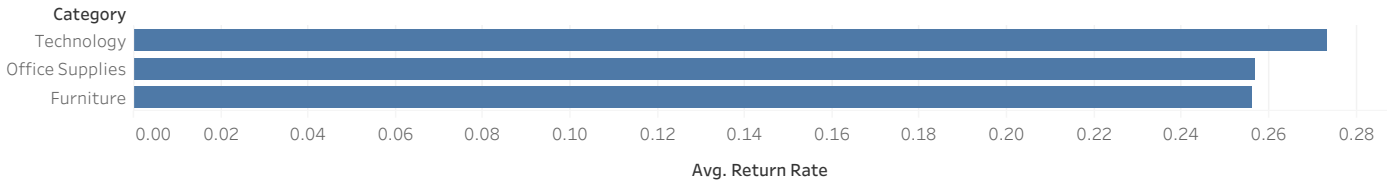
Story - Full Detail

Analysis of Returns	Root Causes of Returns	Sales Vs. Return Rate	Return Rate by Category	Return Rate by Sub-Category	Return Rate by Customer	Return Rate by City



Story - Full Detail

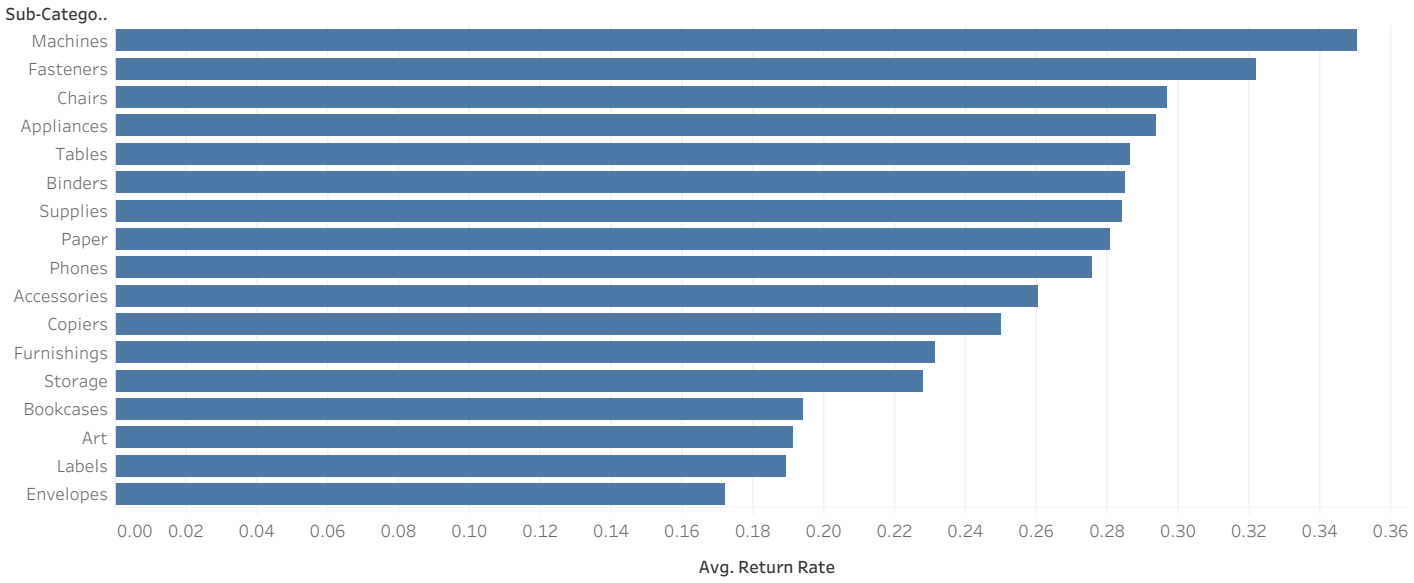
Analysis of Returns	Root Causes of Returns	Sales Vs. Return Rate	Return Rate by Category	Return Rate by Sub-Category	Return Rate by Customer	Return Rate by City



Technology has a much higher than average return rate.

Story - Full Detail

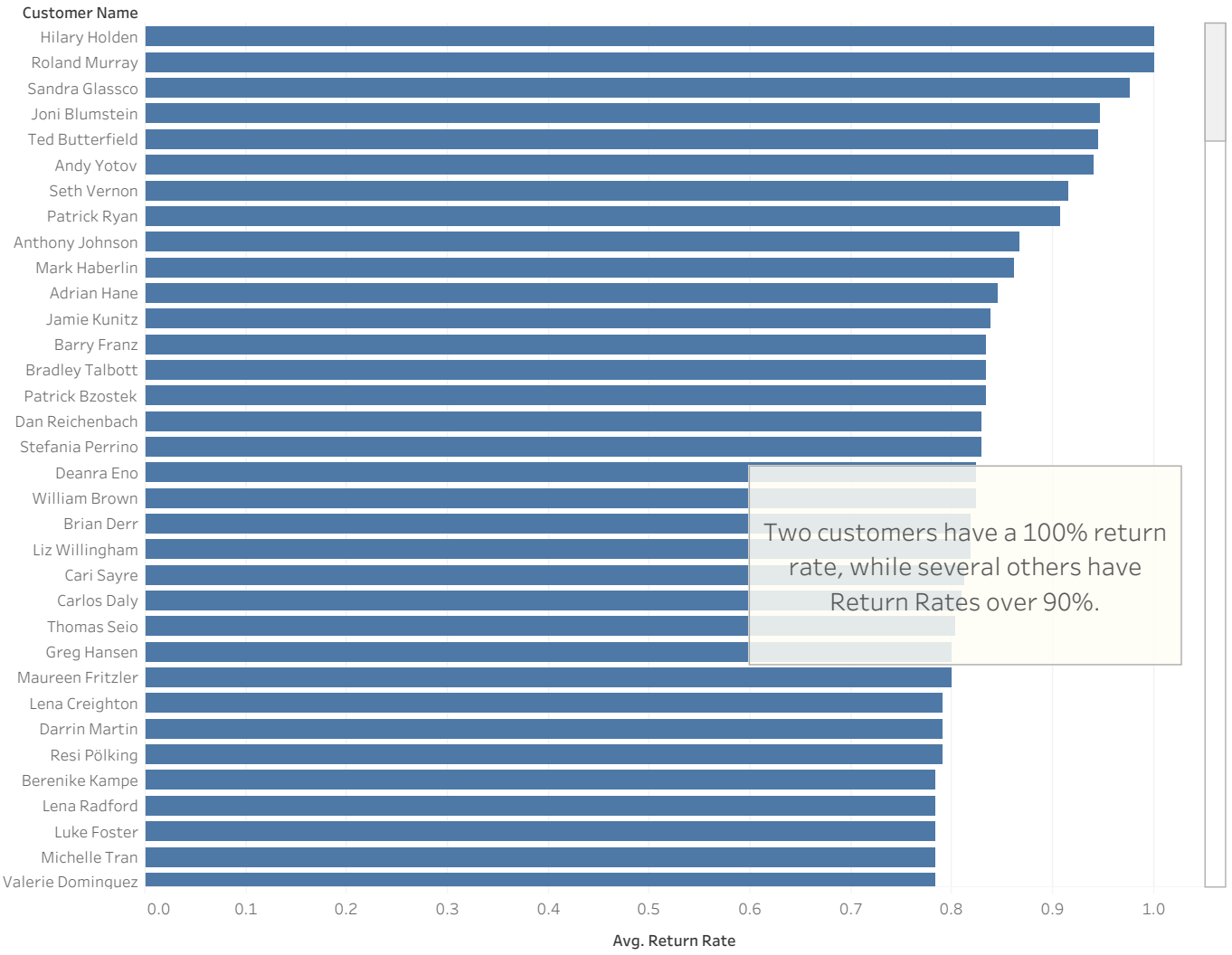
Root Causes of Returns	Sales Vs. Return Rate	Return Rate by Category	Return Rate by Sub-Category	Return Rate by Customer	Return Rate by City	Return Rate by Month



Machines and Fasteners are the most returned items.

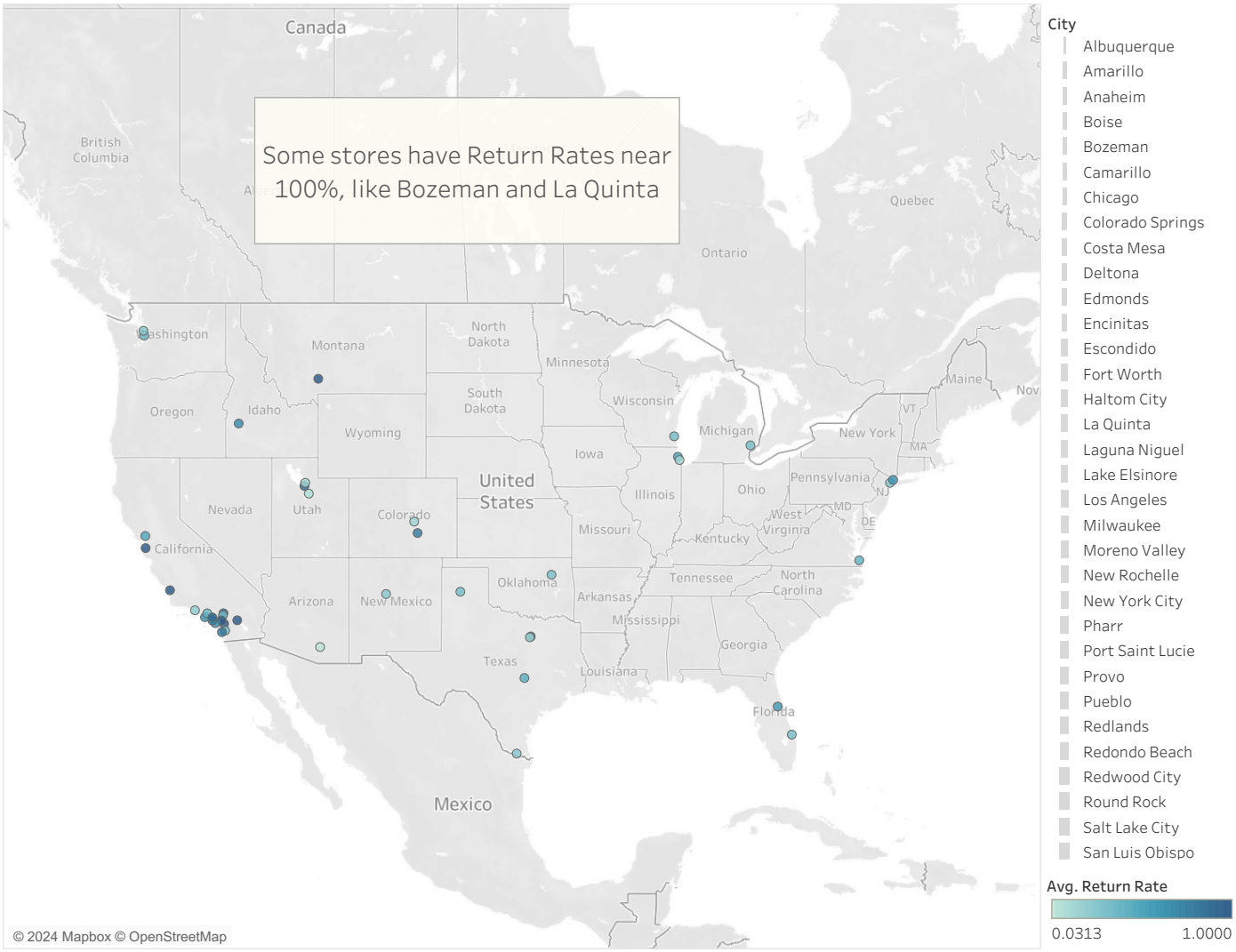
Story - Full Detail

Sales Vs. Return Rate | Return Rate by Category | Return Rate by Sub-Category | **Return Rate by Customer** | Return Rate by City | Return Rate by Month | Return Rate by Region and Sub-Category



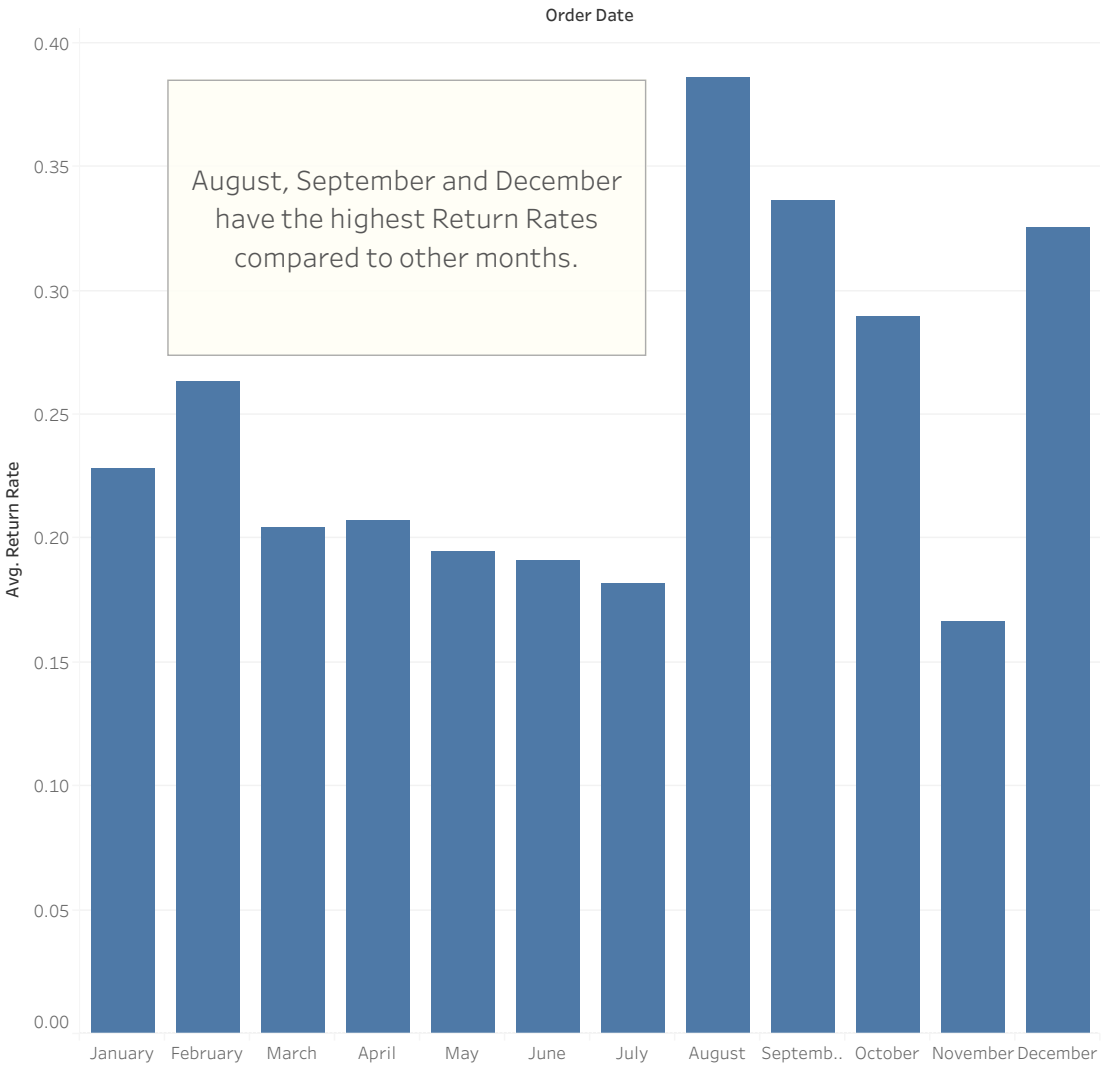
Story - Full Detail

Return Rate by Category	Return Rate by Sub-Category	Return Rate by Customer	Return Rate by City	Return Rate by Month	Return Rate by Region and Sub-Category	Return Rate by State and Category



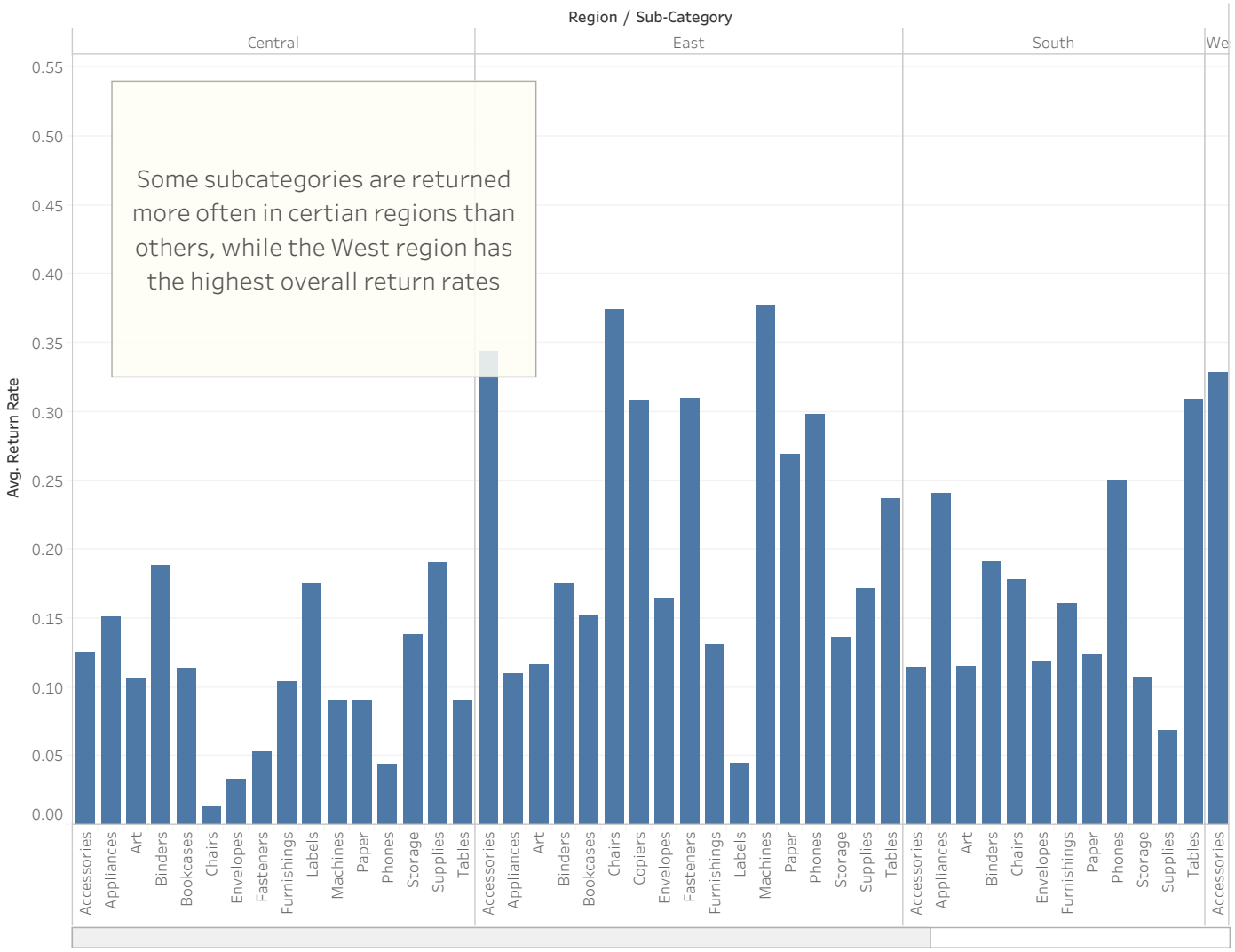
Story - Full Detail

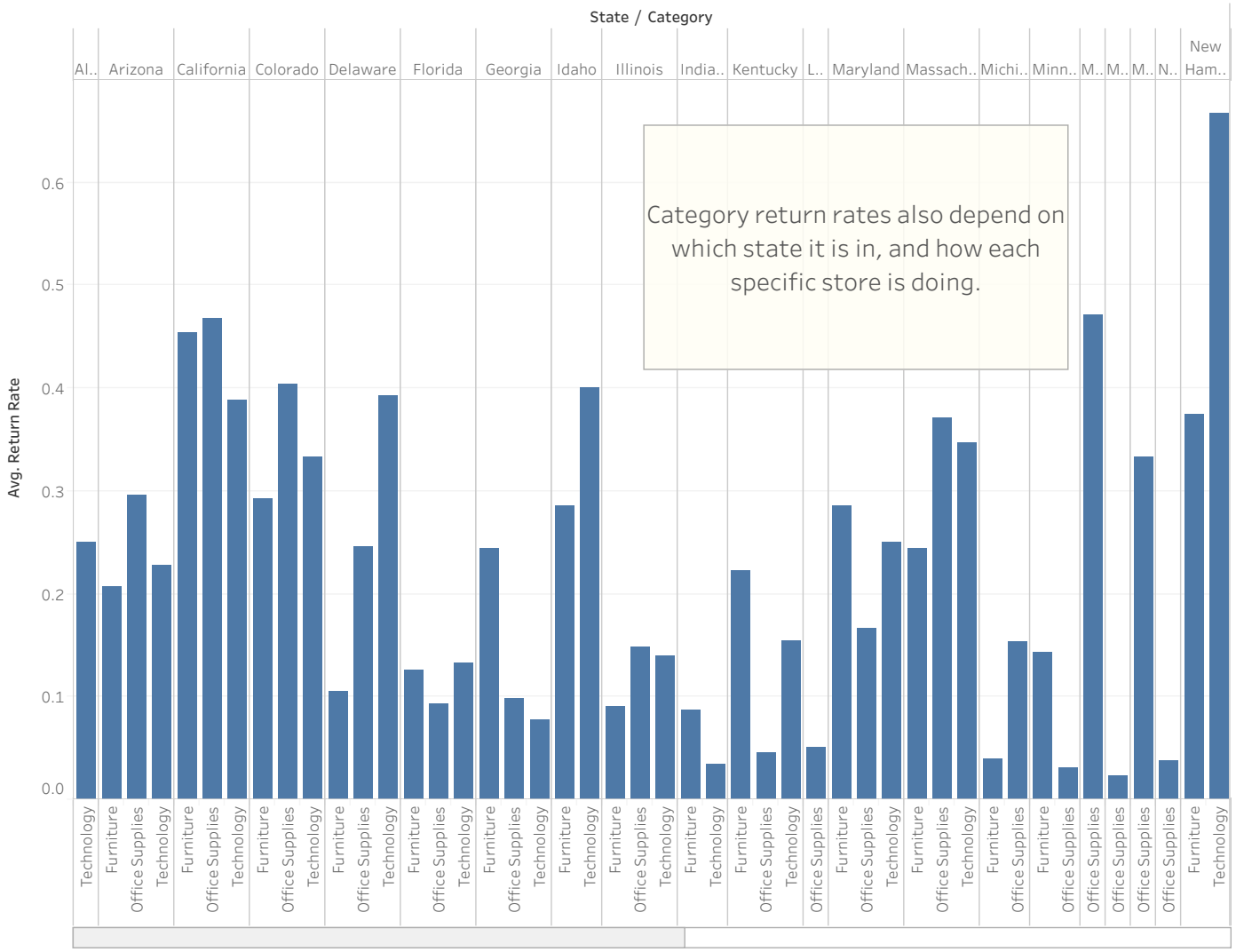
Return Rate by Category	Return Rate by Sub-Category	Return Rate by Customer	Return Rate by City	Return Rate by Month	Return Rate by Region and Sub-Category	Return Rate by State and Category



Story - Full Detail

Return Rate by Category | Return Rate by Sub-Category | Return Rate by Customer | Return Rate by City | Return Rate by Month | **Return Rate by Region and Sub-Category** | Return Rate by State and Category



Story - Full Detail

Return Rate by Category	Return Rate by Sub-Category	Return Rate by Customer	Return Rate by City	Return Rate by Month	Return Rate by Region and Sub-Category	Return Rate by State and Category