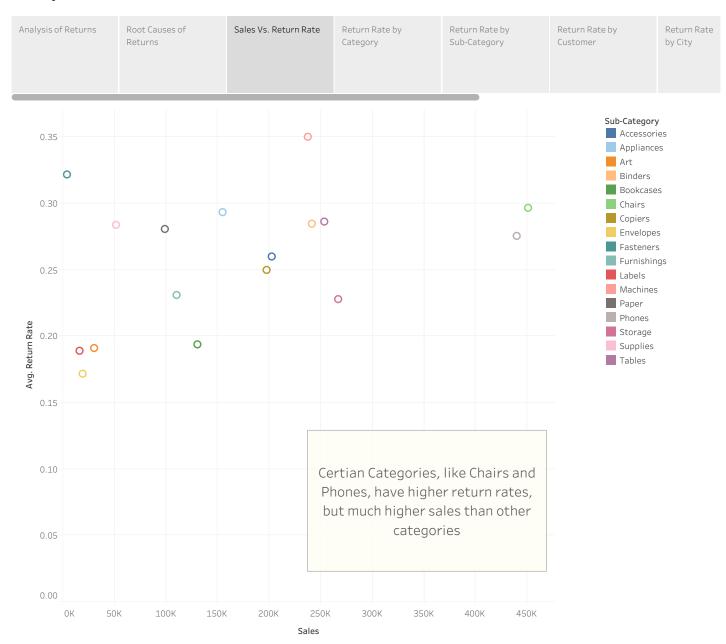
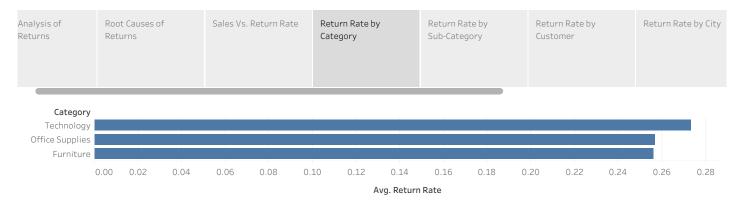
*	Root Causes of Returns	Sales Vs. Return Rate	Return Rate by Category	Return Rate by Sub-Category	Return Rate by Customer	Return Rate by City
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Return Rate is preferable, as total returns could be influence by number of products ordered, while Total cost of returns does not consider the profit made by a particular product or category.

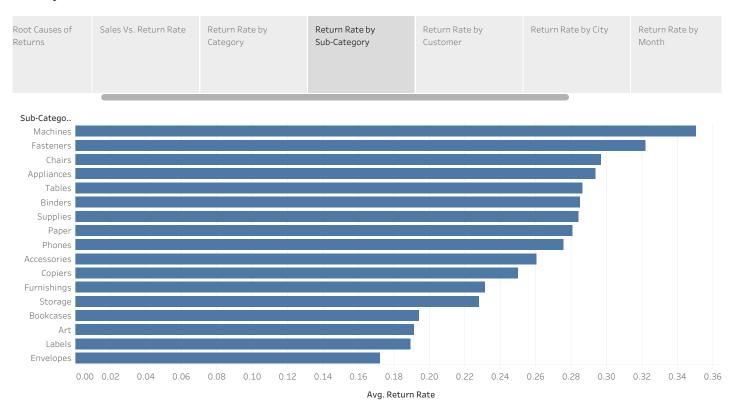
Analysis of Returns Root C Return	Causes of Sales Vs. Return Rate	Return Rate by Category	Return Rate by Sub-Category	Return Rate by Customer	Return Rate by City
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Root causes are mainly certian categories which produce more returns than average, and certian customer's who return the majority of their products.

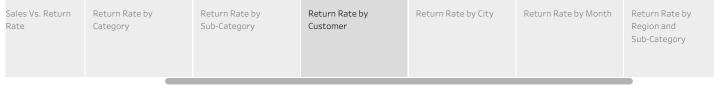


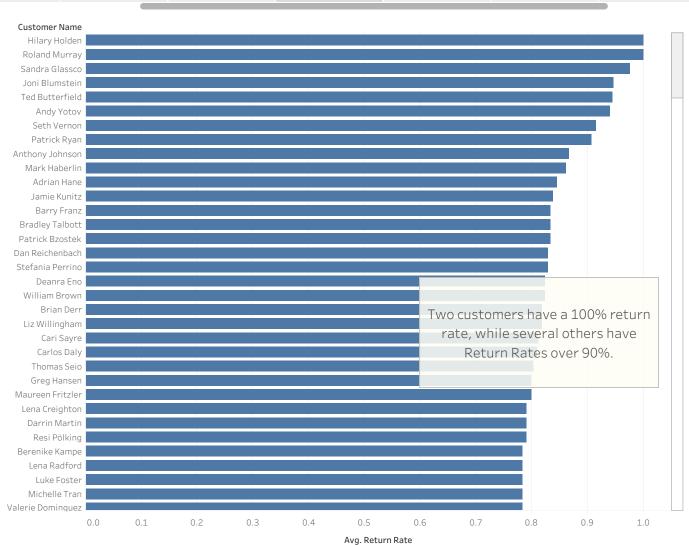


Technology has a much higher than average return rate.



Machines and Fasteners are the most returned items.



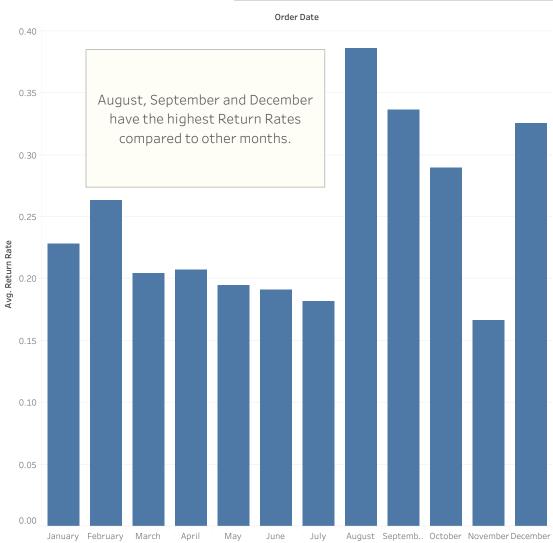


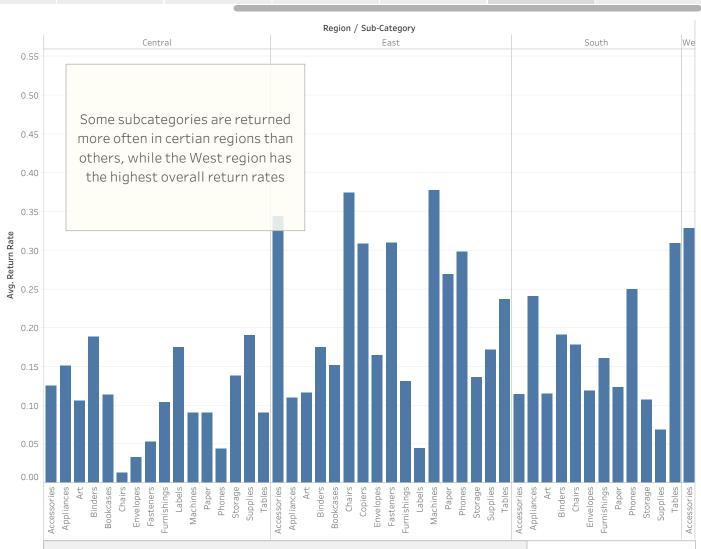
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Return Rate by Return Rate by Return Rate by City Return Rate by Month Return Rate by Return Rate by Region Return Rate by Category Sub-Category Customer and Sub-Category State and Category City Canada Albuquerque Amarillo Anaheim Boise British Bozeman Some stores have Return Rates near Camarillo 100%, like Bozeman and La Quinta Chicago Colorado Springs Costa Mesa Deltona Edmonds Encinitas North Dakota Escondido Fort Worth Haltom City La Quinta Laguna Niguel Lake Elsinore United Los Angeles States Milwaukee Moreno Valley New Rochelle New York City Pharr 0 Port Saint Lucie Provo Pueblo Redlands Redondo Beach Redwood City Round Rock Mexico Salt Lake City San Luis Obispo Avg. Return Rate

0.0313

1.0000





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