

# Parent ASIN: B0BGHGXYJX

## 1. Overall Performance (The Plate)

Total Sales <b>10,618</b> units	Total Returns <b>1,151</b> units	Overall Return Rate <b>10.8%</b>	<span style="color: orange;">⚠️</span> Status: Warning The return rate is elevated and requires attention.
------------------------------------	-------------------------------------	-------------------------------------	------------------------------------------------------------------------------------------------------------------

### BUSINESS INSIGHT

The portfolio for **B0BGHGXYJX** has generated **10,618** sales with a return volume of **1,151**. The overall return rate of **10.8%** indicates a warning performance level. Focus should be placed on high-volume sub-ASINs driving this rate.

## 2. Portfolio Structure

Main Battlefield (Class A) <span style="background-color: #e0f2ff; border-radius: 15px; padding: 2px 10px; font-weight: normal;">High Volume</span>				High Return Problems (Class B) <span style="background-color: #ffe0e0; border-radius: 15px; padding: 2px 10px; font-weight: normal;">Action Needed</span>			
ASIN	SALES %	RETURN %	RATE	ASIN	RETURNS	RATE	
B0BGHH2L23	52.1%	46.5%	<b>9.7%</b>				
B0D4QLYM4C	20.9%	20.0%	<b>10.3%</b>				

### High Return Watchlist (Small Volume, High Rate)

B0DFKWW9WY | **18.1%**

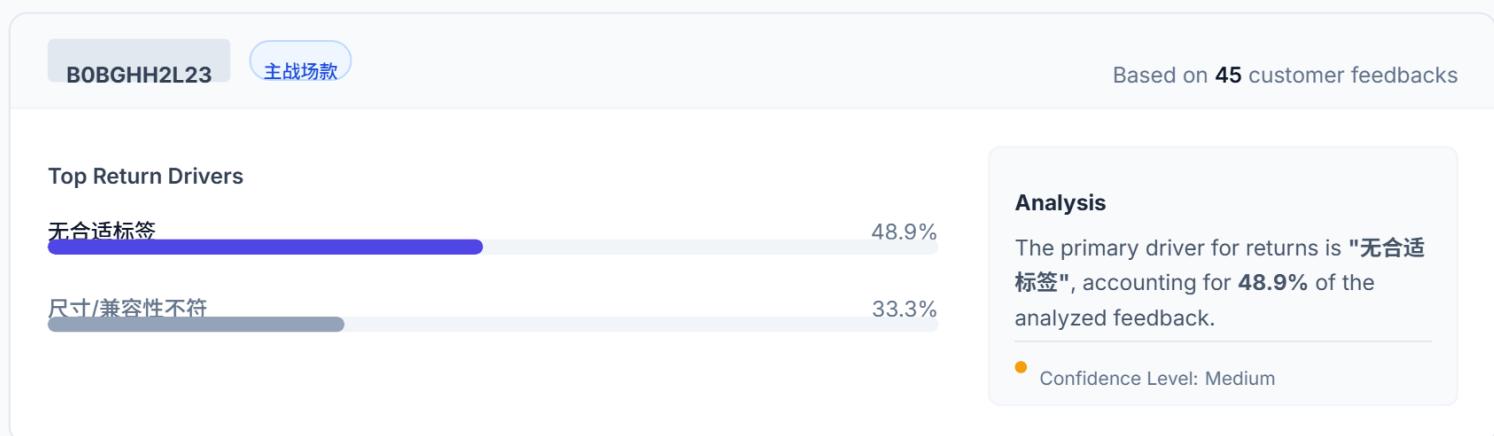
B0D736K3NQ | **14.4%**

### BUSINESS INSIGHT

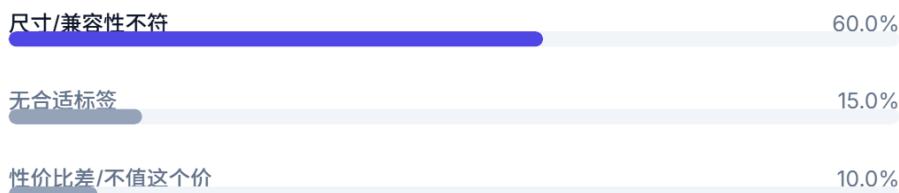
2 ASINs constitute the "Main Battlefield", driving the majority of sales. However, 1 "Class B" items are dragging down profitability with disproportionately high return rates. Additionally, keep an eye on 2 watchlist items showing early signs of high returns.

## 3. Root Cause Analysis (Pareto Focus)

Deep dive into specific ASINs where return data is statistically significant.



## Top Return Drivers



### Analysis

The primary driver for returns is "尺寸/兼容性不符", accounting for **60.0%** of the analyzed feedback.

● Confidence Level: Medium

B0BGHJG2NJ

高退货问题款

Based on 2 customer feedbacks

## Top Return Drivers



### Analysis

The primary driver for returns is "尺寸/兼容性不符", accounting for **100.0%** of the analyzed feedback.

● Confidence Level: Low