Build a dashboard that provide insights based on product returns in sales data, here are some key areas to analyze:

**1. Return Rate Analysis**

* **Overall Return Rate:** Calculate the percentage of returned products compared to total sales.
* **Category-wise Return Rate:** Identify which product categories have the highest return rates.
* **Customer Segments:** Analyze if certain customer demographics (e.g., new vs. repeat buyers) return products more frequently.

**2. Financial Impact**

* **Revenue Loss:** Assess how much revenue is lost due to returns.
* **Cost of Returns:** Consider logistics, restocking, and refund costs.
* **Profitability Analysis:** Check how returns affect the overall profit margins.

**3. Reasons for Returns**

* **Defective Products:** Identify if quality issues are causing high returns.
* **Wrong Product Shipped:** Investigate operational or warehouse issues.
* **Customer Expectations vs. Reality:** Analyze reviews or feedback to see if product descriptions match expectations.

**4. Seasonal Trends**

* **Return Patterns Over Time:** Do returns spike after major sales events like Black Friday or Christmas?
* **Time-to-Return Window:** How long after purchase do customers typically return products?