

The return rate provides a proportional comparison between products, subcategories, categories, etc., regardless of their volu..

The total number of returns represents the absolute quantity of returns and helps determine where the highest volume of returns o..

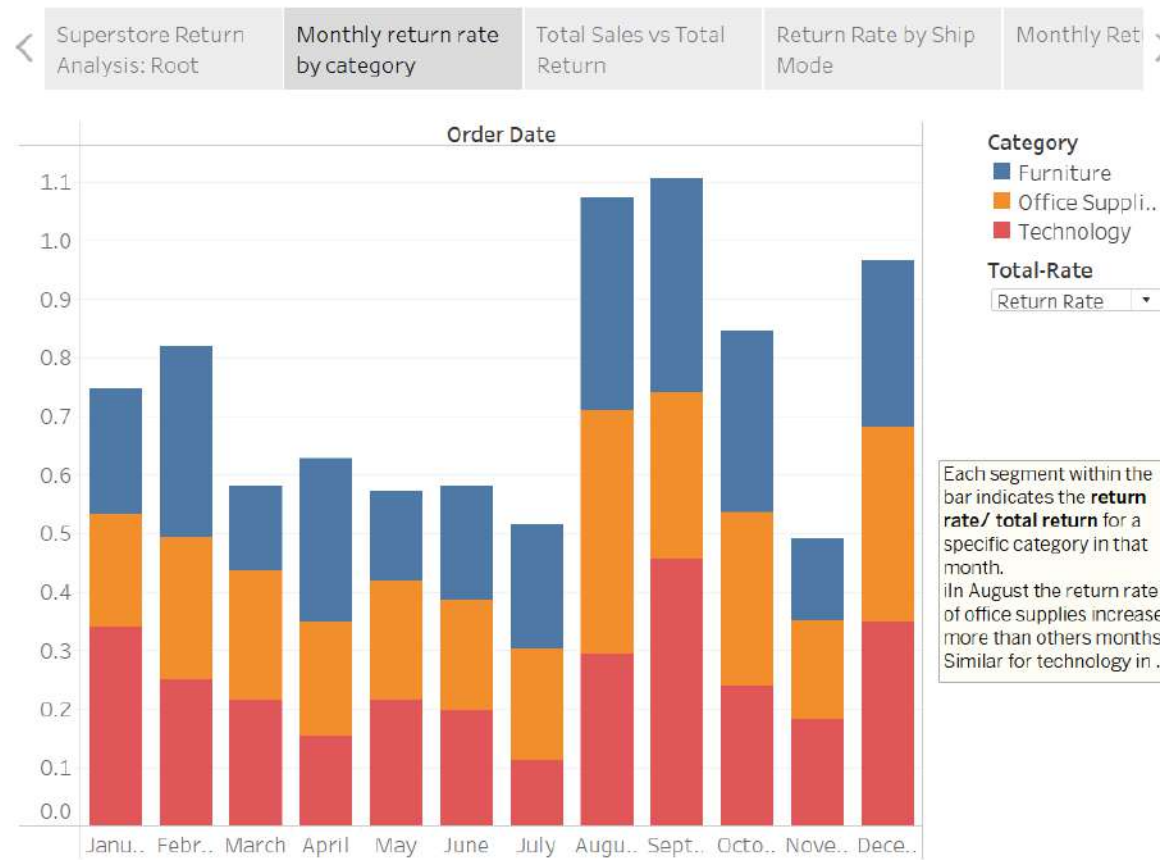
The total cost of returns is used to evaluate the real financial impact of returns and to make financial d..

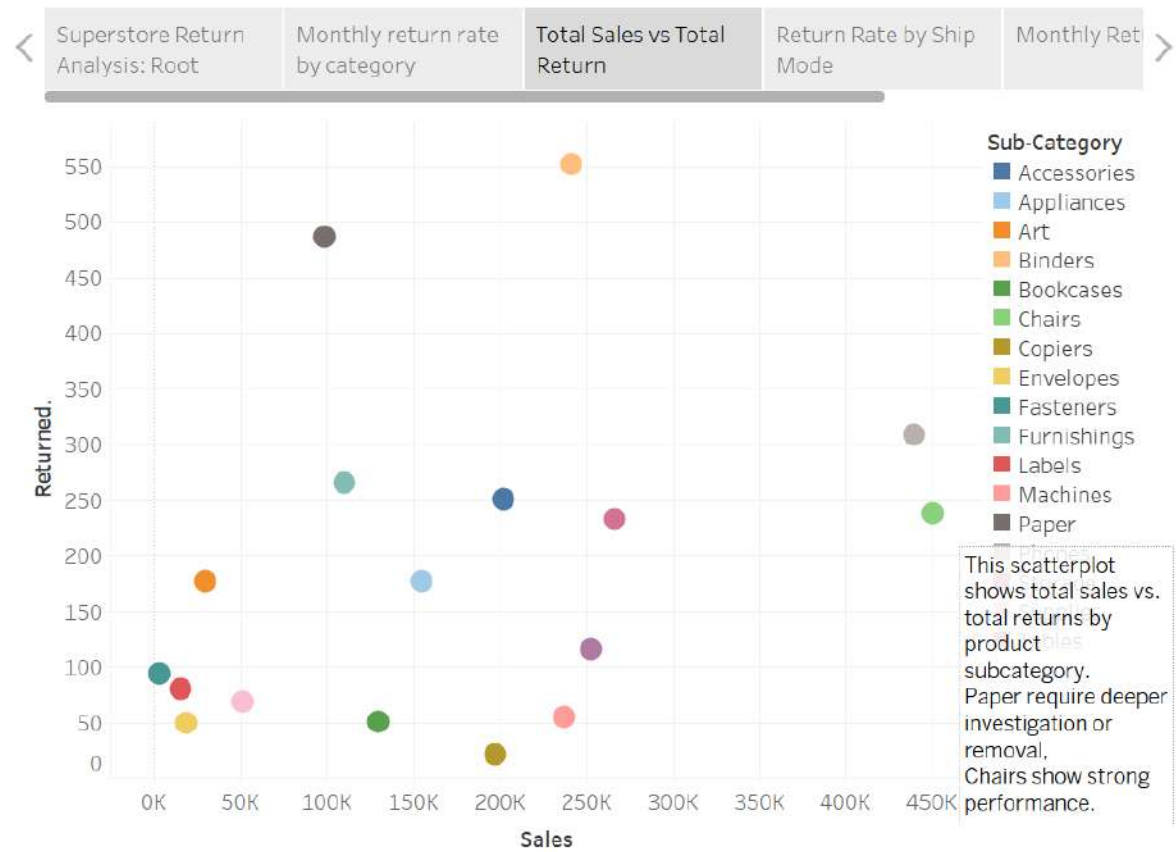
The key roots of returns

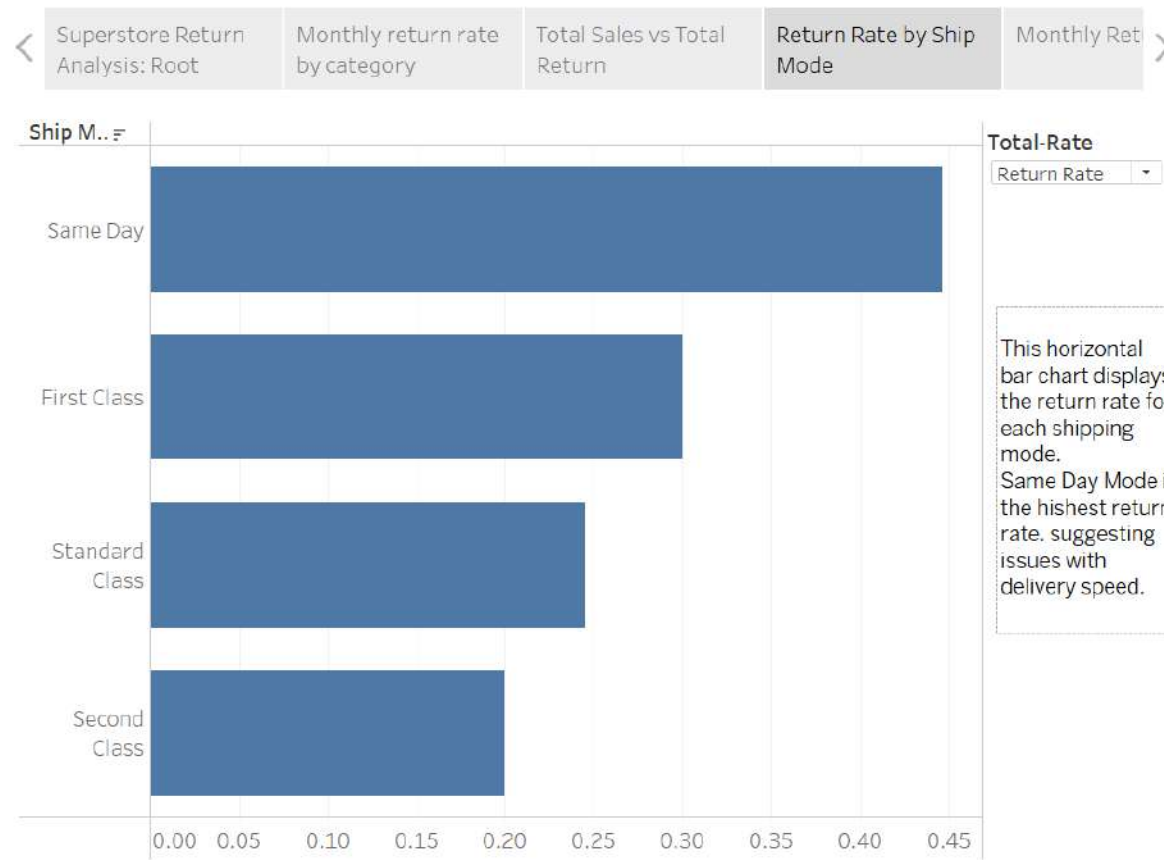
Seasonality: Returns increase during certain months of the year.

Geographic location: Some states have higher return rates.

Shipping method: Certain delivery methods increase the likelihood of returns.









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- Total Sales vs Total
Return
- Return Rate by Ship
Mode
- Monthly Return Rate
- Geographic Return
Rate
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