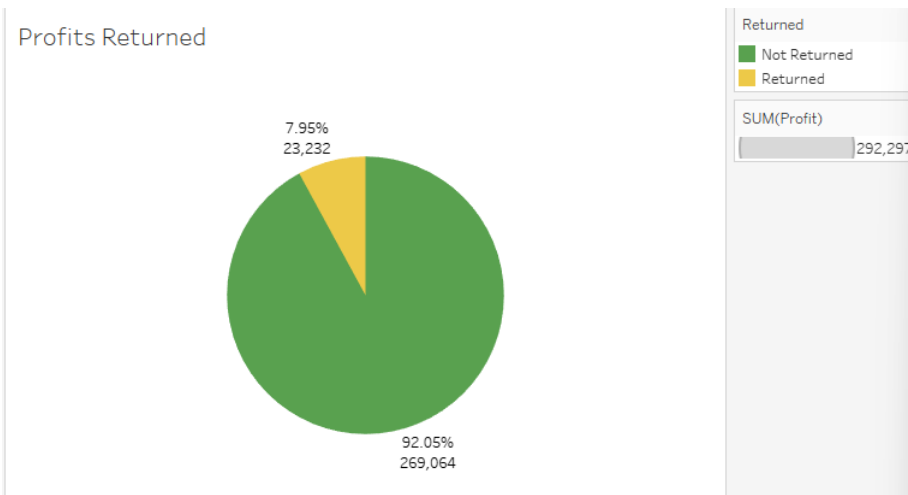


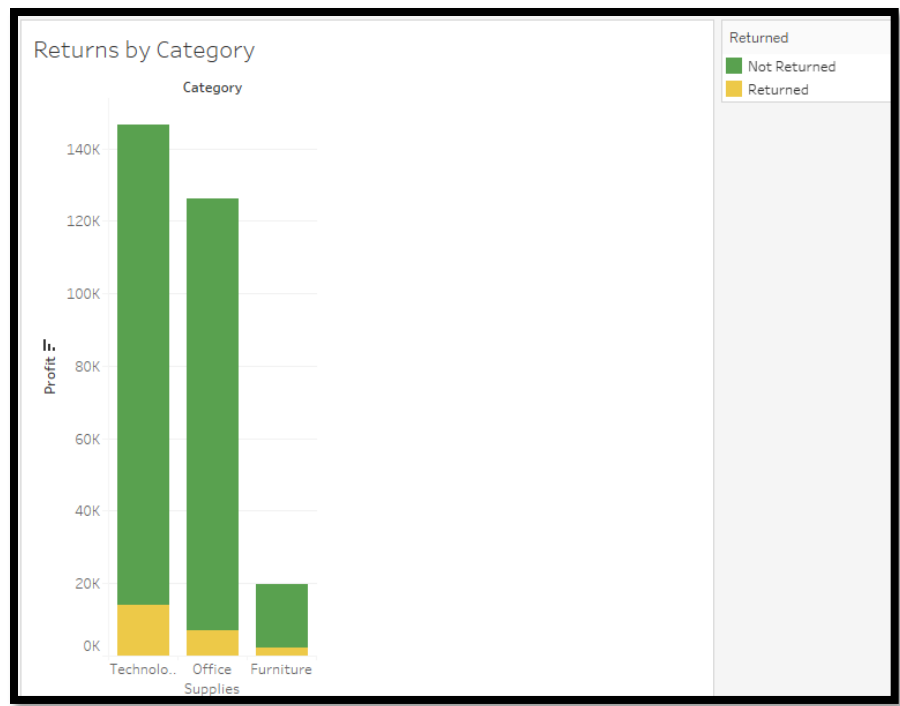
Addressing Profits Lost in Returns to the Superstore

This report focuses on the profits that are returned to the Superstore and thus lost. In addition, it seeks to reduce the amount of returns based on profit margin for the Superstore.

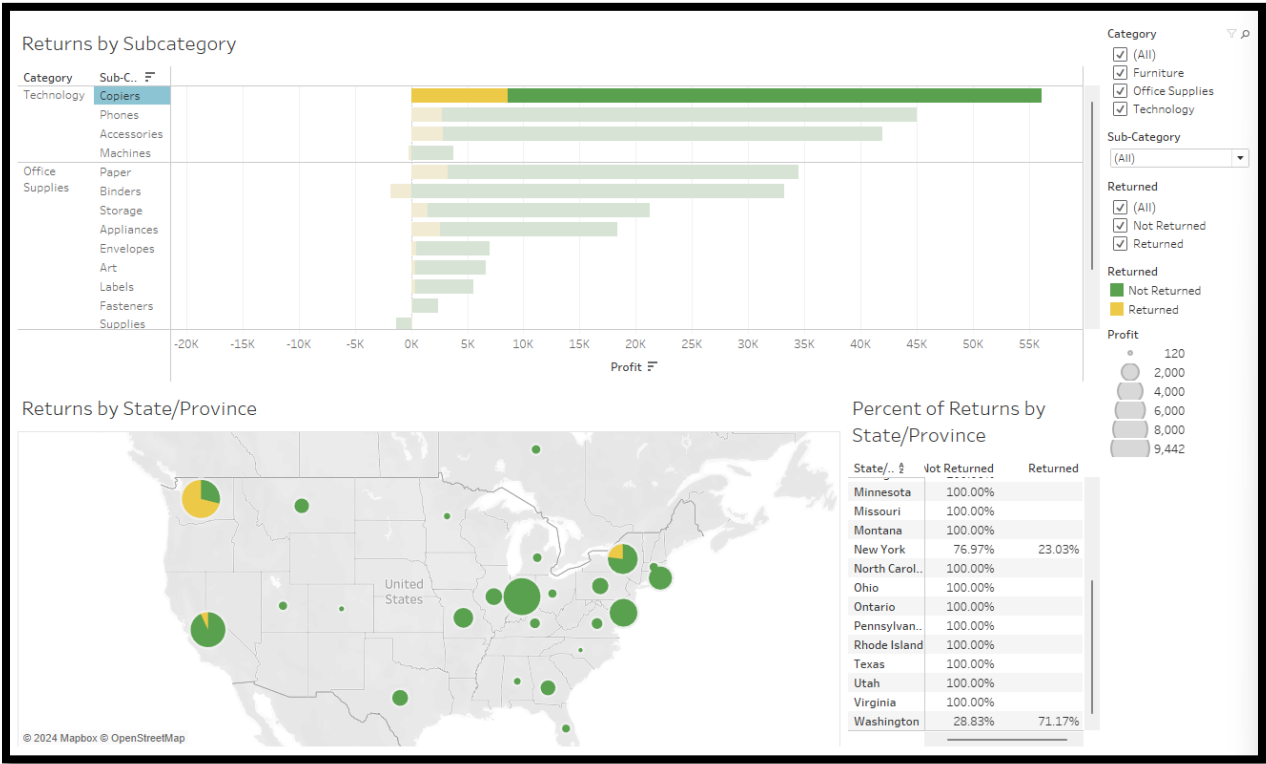
First, I noted that the company has 7.95% of loss profit in returns, totaling 23.3k.



Next, I looked at categories to see which category was the biggest driver.

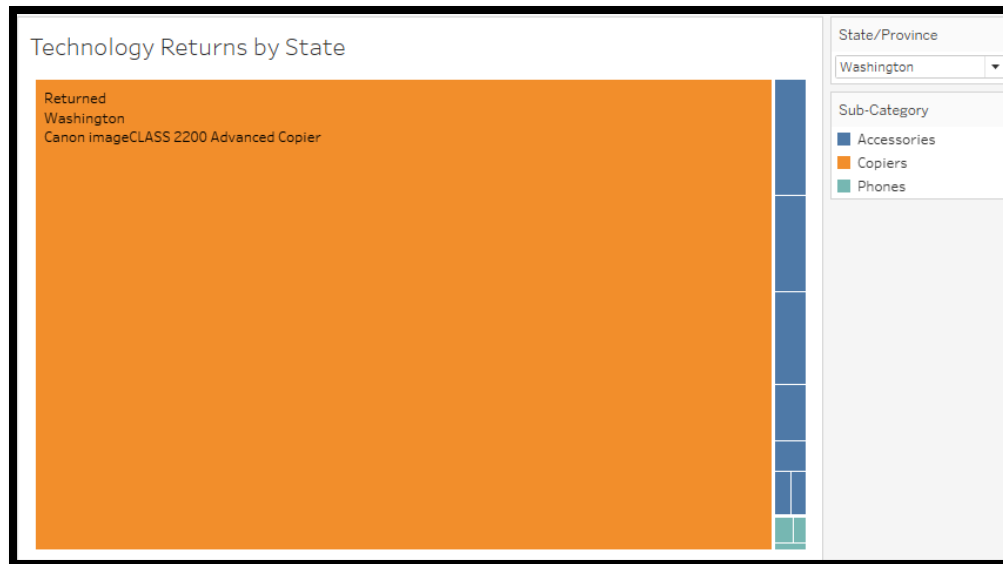


It is apparent that the biggest driver is Technology. Then, I looked to see what else could be driving the largest portion of loss of profit in returns:



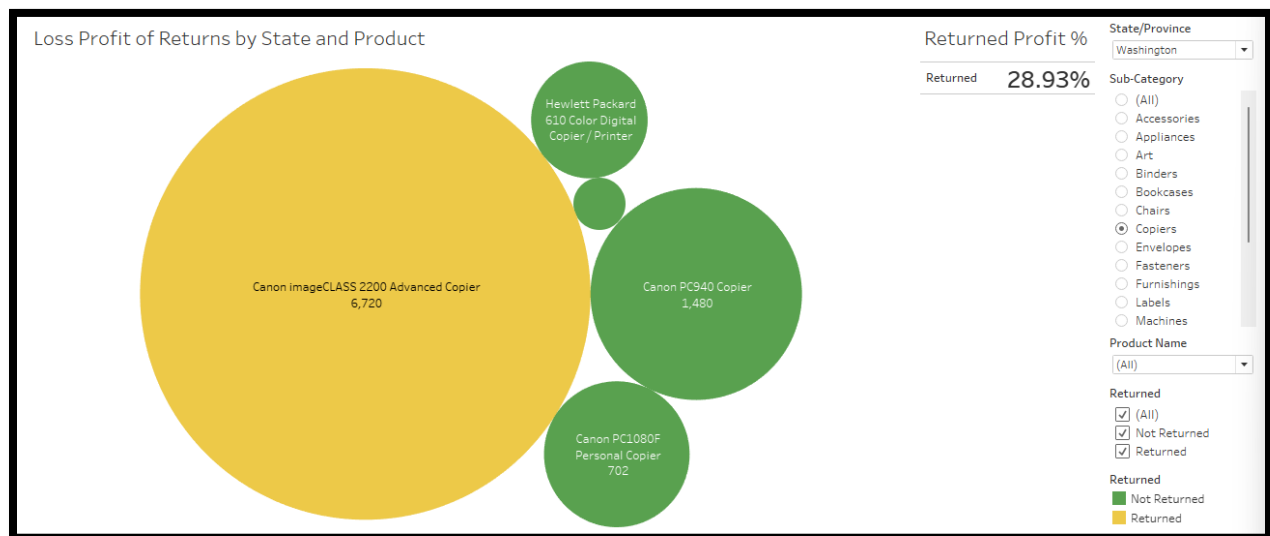
The first visualization, Returns by Subcategory, shows that copiers, specifically, are the biggest driver of returned profits in Technology, as well as overall on a Subcategory level. By highlighting the subcategory, it pointed out that Washington state had more loss profits in returns of Copiers than gained. This is reflected in the table, showing that 71.17% of the copiers in Washington state had a loss of profit in returns.

Thus, I dug into Washington’s loss of profits in returns in Technology:



It is apparent that there is only one copier being returned in Washington state, the Canon ImageCLASS 2200 Advanced Copier.

Lastly, I looked at all profitable copiers in the state of Washington:



I found that every Canon ImageCLASS 2200 Advanced Copier had been returned.

Therefore, it is my recommendation that the Superstore no longer sell this copier in the Washington stores. As a result, it will reduce the amount of loss profit of returns by 28.93%. In addition, it will also reduce the overall number of returns to the Superstore. Lastly, I recommend the use of the dashboards for the Superstore to further find any other items that are completely returned to create a detailed list of products that should no longer be held at certain stores based on states/provinces.