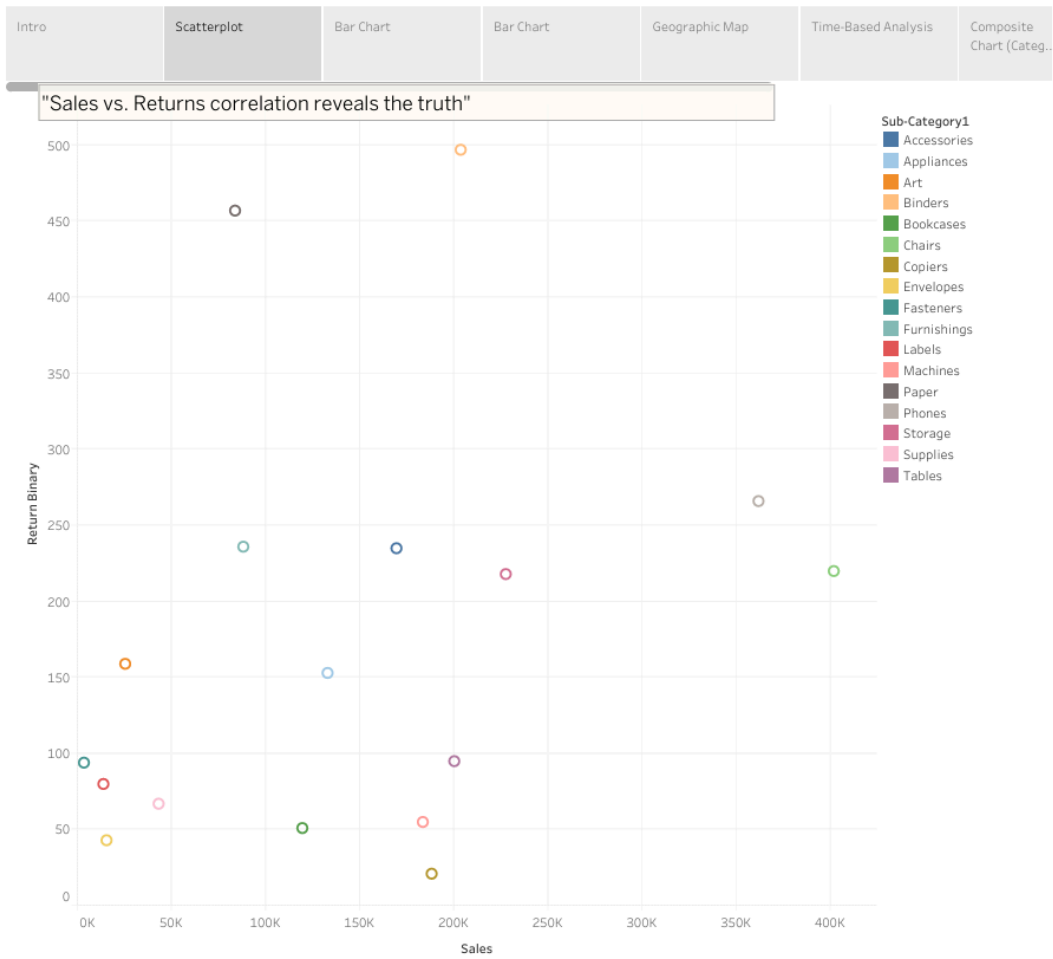


Intro

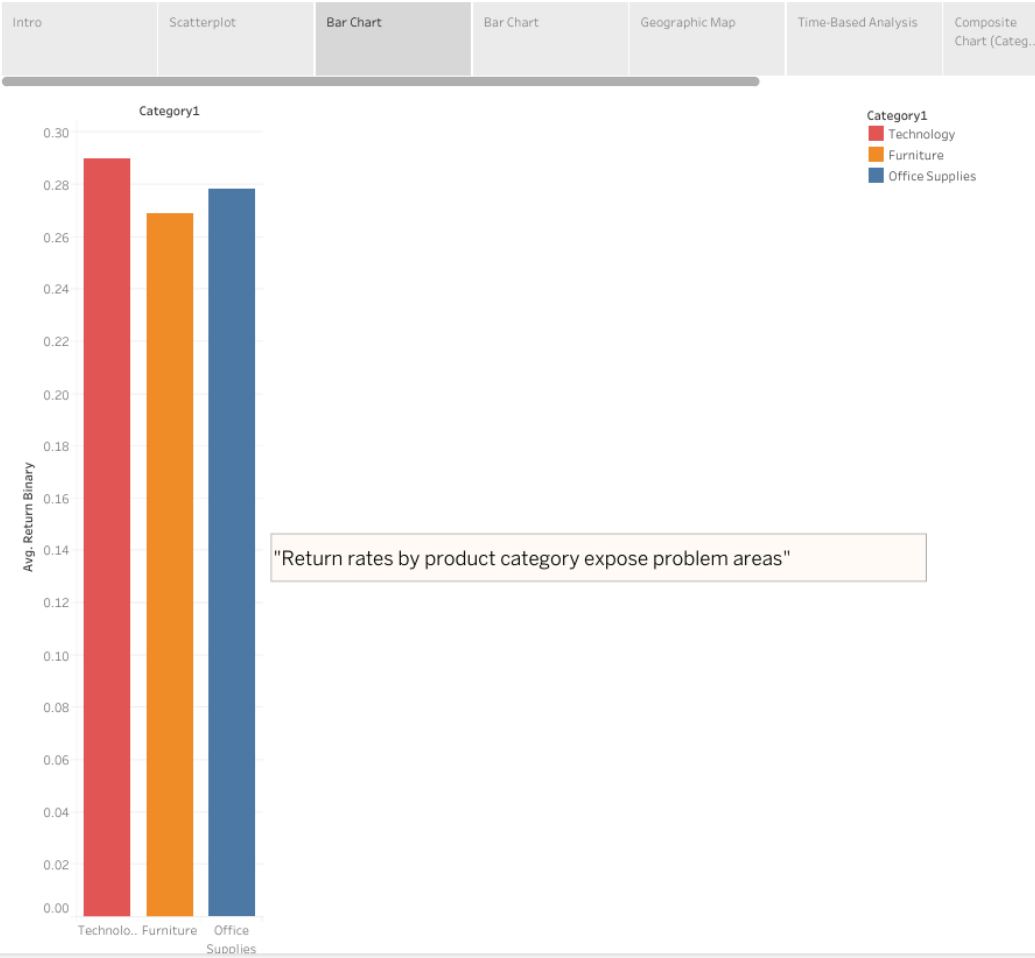
Intro	Scatterplot	Bar Chart	Bar Chart	Geographic Map	Time-Based Analysis	Composite Chart (Categ..
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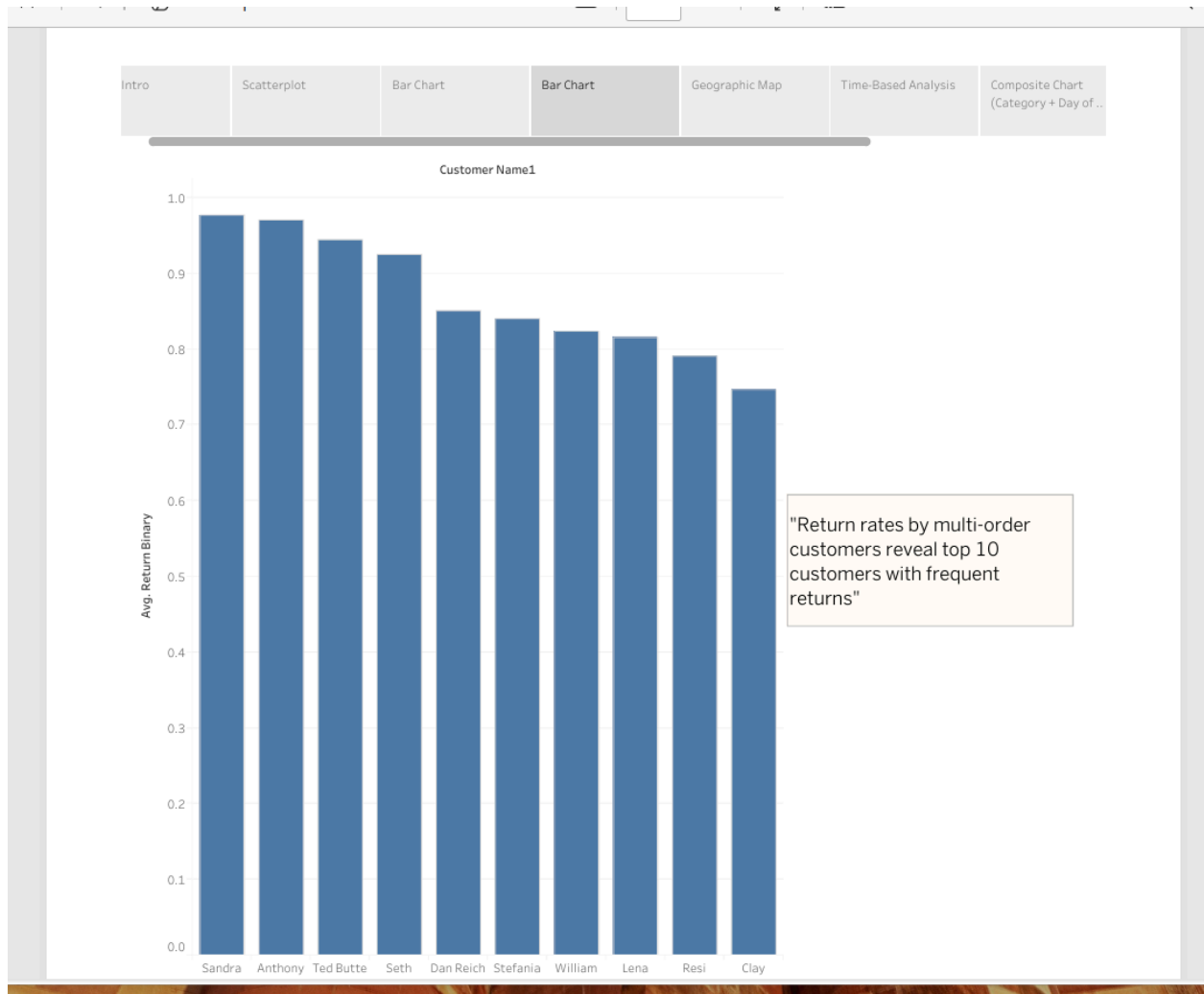
Scatterplot



Bar Chart (Categories)



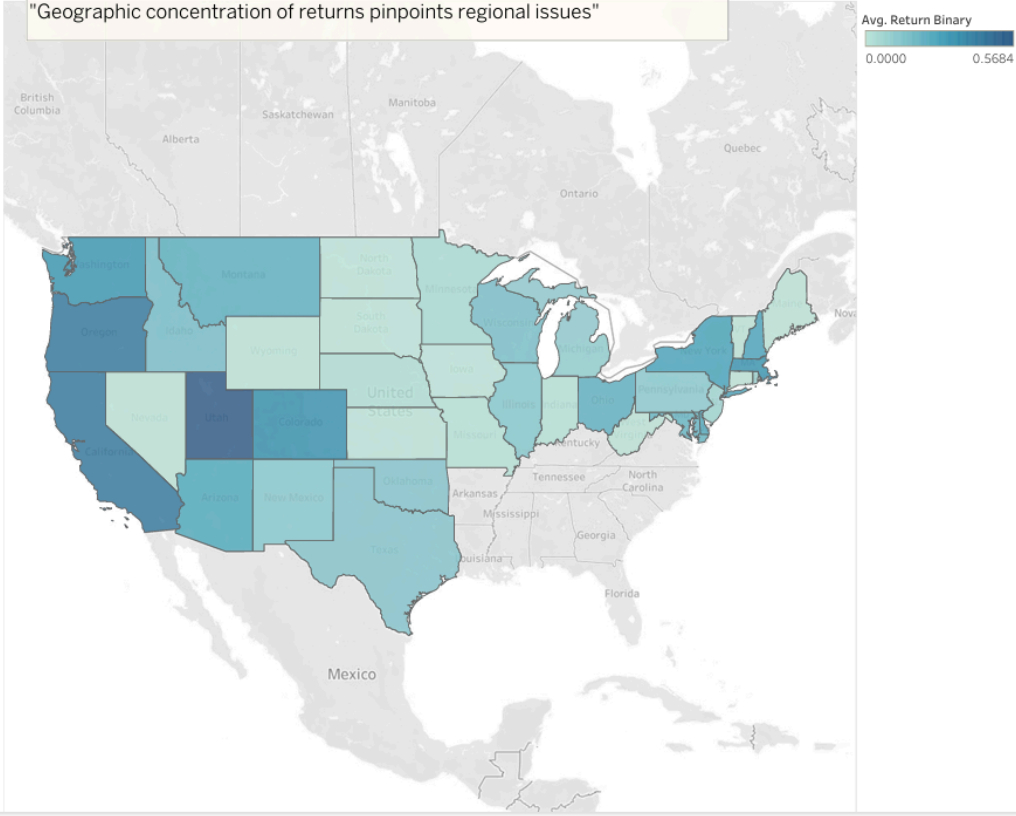
Bar Chart (Customers)



Geography

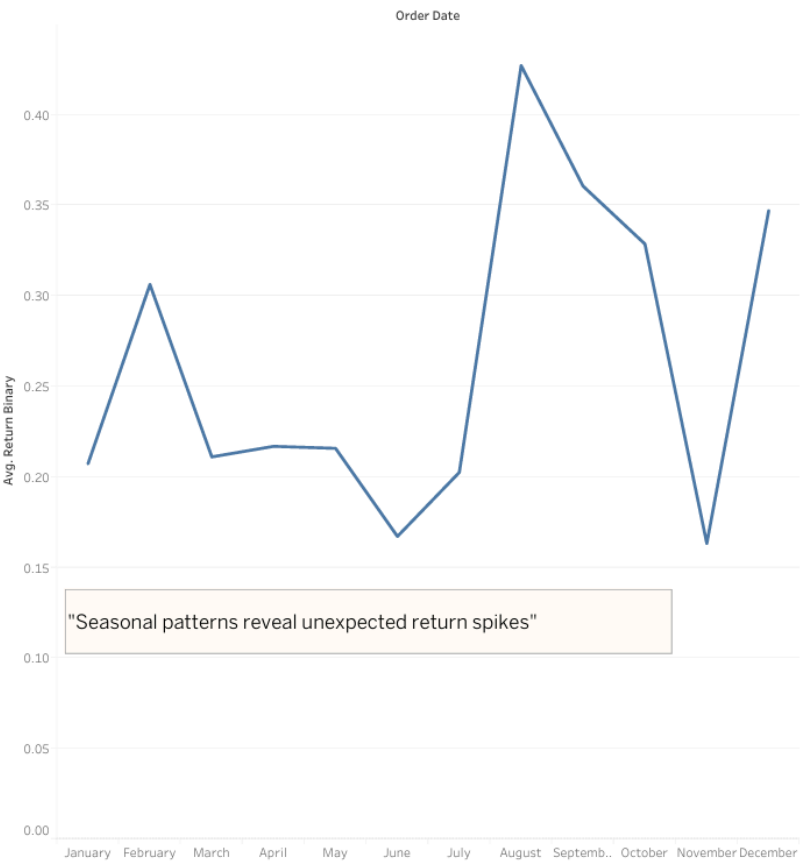
Scatterplot	Bar Chart	Bar Chart	Geographic Map	Time-Based Analysis	Composite Chart (Category + Day of W..	Business Metrics for Returns
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"Geographic concentration of returns pinpoints regional issues"

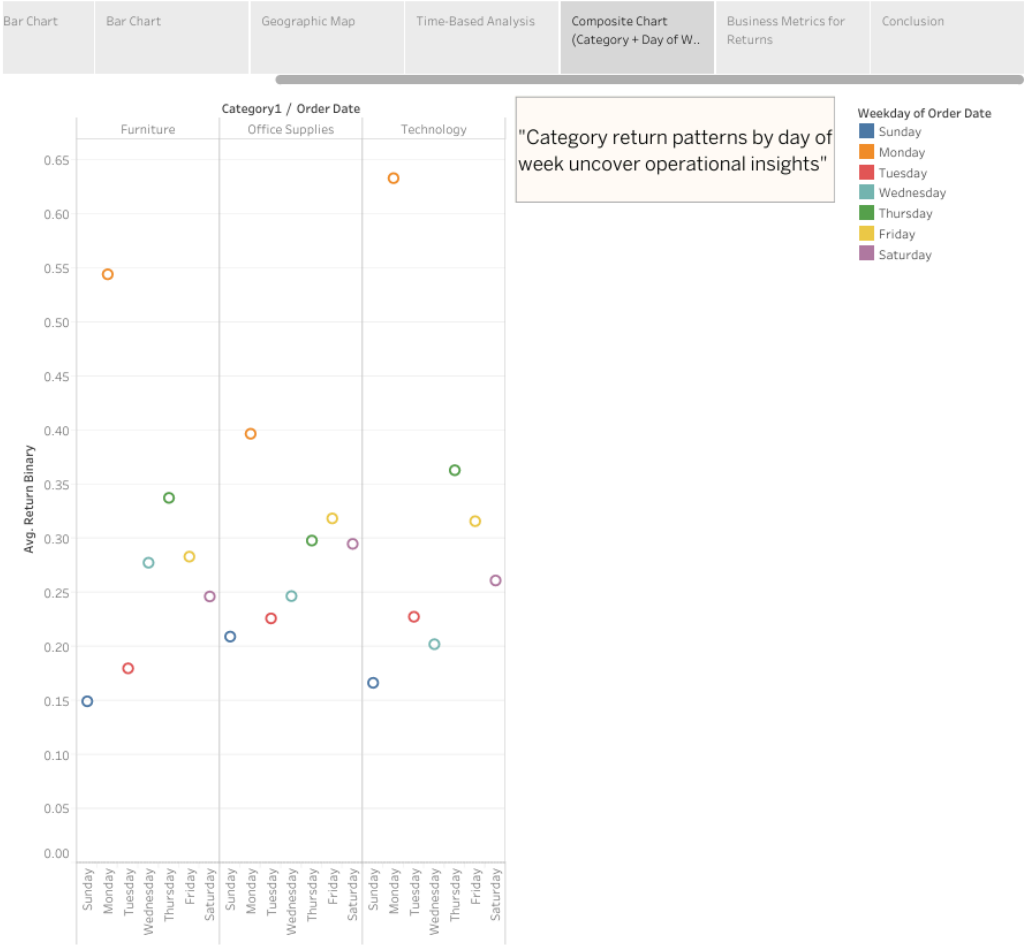


Seasonality

Bar Chart	Bar Chart	Geographic Map	Time-Based Analysis	Composite Chart (Category + Day of W..	Business Metrics for Returns	Conclusion
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Composite Chart (Day & Category)



Business Metrics Dashboard

Bar Chart	Bar Chart	Geographic Map	Time-Based Analysis	Composite Chart (Category + Day of W..	Business Metrics for Returns	Conclusion
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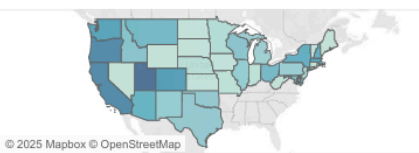
Business Metrics for Returns

Use the following metrics to understand the visualizations below:
The Technology category experiences abnormal return rates. Utah, Oregon, and California show top 3 states with the highest return rates. Returns are highest between August and September, then fall drastically as customers prepare for the holiday season. Customer behavior is measured by Returns by Customer chart depicting higher returns for multi-order customers vs. single-order patterns. The scatterplot revealed the higher the sales, the higher the returns will be. Mondays serve as the day of the week with the highest return rate at 63% and an average profit of \$104 in the Technology category.

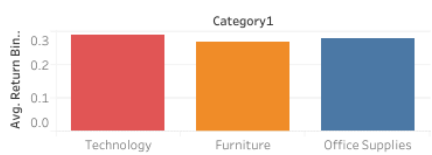
Total Sales vs Total Returns



Returns by Location



Returns by Category



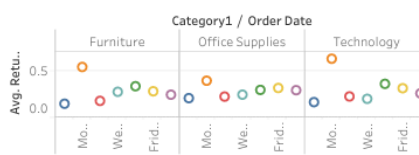
Returns by Customer



Monthly Returns



Returns by Category & Day of Week



Weekday of Order D..



Avg. Return Binary



Sub-Category1



Conclusion

Bar Chart	Bar Chart	Geographic Map	Time-Based Analysis	Composite Chart (Category + Day of W..	Business Metrics for Returns	Conclusion
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