To improve profitability, the Superstore should focus on reducing losses from high-return products and customers with frequent returns. This will optimize inventory, enhance customer management, and boost profitability.

### **Return Rate Analysis for Products**

#### Top Products with High Return Rates:

1. KI Adjustable-Height Table
2. Global Leather Task Chair, Black
3. Advantus Push Pins

Key Insight: High-return products should be reviewed for potential discontinuation or improvement to reduce losses and refine inventory strategy.

### **Return Rate Analysis for Customers**

#### Top Customers with High Return Rates:

1. Seth Vernon
2. William Brown
3. Ted Butterfield
4. Sandra Glassco

Key Insight: Frequent returners should be flagged for further analysis to understand return behavior and enable targeted interventions, helping reduce operational costs.

### **Average Profit vs. Average Return Rate**

### High Return Rate, Low Profit:

* **States:** Tennessee, Colorado, Oregon  
   These areas have high returns and low profits, indicating inefficiencies. They may need product adjustments, quality checks, or changes in marketing strategy.

Low Return Rate, High Profit:

* **States:** Vermont, Indiana, Minnesota  
   These areas are performing well with low returns and high profits, contributing positively to profitability. These segments should be prioritized.

**Conclusion**

Products with high return rates, such as the KI Adjustable-Height Table, Global Leather Task Chair (Black), and Advantus Push Pins, should be reviewed for possible discontinuation or improvement.

Customers with high return rates, such as Seth Vernon, William Brown, Ted Butterfield, and Sandra Glassco, should be flagged for further analysis to help reduce costs.

High Return, Low Profit: States like Tennessee, Colorado, and Oregon need product or marketing adjustments due to inefficiencies.

Low Return, High Profit: States like Vermont, Indiana, and Minnesota are performing well and should be prioritized.

Key Insights:

* Focus on areas with high profit and low return rates for continued success.
* Make changes to areas with high return rates and low profits to boost profitability.

1)Return Rate Analysis for Products

Return Rate for Products

<https://public.tableau.com/authoring/SuperstoreProfitabilityandOperationsAnalysis_KitVine/ReturnRateforProducts#2>

2)Return Rate Analysis for Customers

Return Rate for Customers

<https://public.tableau.com/authoring/SuperstoreProfitabilityandOperationsAnalysis_KitVine/ReturnRateforCustomers#2>

3)Average Profit vs. Average Return Rate

Average Profit vs. Average Return Rate

<https://public.tableau.com/authoring/SuperstoreProfitabilityandOperationsAnalysis_KitVine/AverageProfitvs_AverageReturnRate#2>

Scatter Plot Average Profit vs. Average Return Rate

<https://public.tableau.com/authoring/SuperstoreProfitabilityandOperationsAnalysis_KitVine/ScatterPlotAverageProfitAverageReturnRate/Scatter%20Plot%20Average%20Profit%20vs.%20Average%20Return%20Rate#2>