**1. Introduction**

Hello everyone, today I’ll be presenting an analysis of product return rates and how this data can help improve operations and customer satisfaction. The goal is to understand where and why returns are happening, and how a dashboard can be used to identify the root causes and take appropriate actions.

High return rates don’t always correlate with high sales, and they often point to issues that need attention. Let’s take a closer look at the findings.

**2. Key Insights**

The analysis reveals several key trends in return rates across different product categories:

**Technology** has the highest return rate at about 27%, driven largely by product defects or setup issues. **Machines**, for instance, have a return rate of 35%, suggesting possible technical problems.

**Office Supplies**, specifically **Fasteners**, show a 32% return rate. This might be due to overordering or mismatches between customer expectations and the product.

**Furniture** returns are also notable, with a return rate of 25.6%, likely caused by sizing issues or delivery problems.

Additionally, 86 repeat customers have return rates above 50%, indicating dissatisfaction or possible misuse of the return policy.

Lastly, **Utah** stands out with a return rate of 56.8%, suggesting fulfillment or regional delivery issues.

**3. Dashboard Overview**

The dashboard provides a clear view of these return trends. Key components include:

**Return Rate by Category** chart, which displays return rates across various product categories, allowing for quick identification of areas needing attention.

**Return Rate by State** map, highlighting states like **Utah** where return rates are significantly higher, pointing to potential fulfillment or delivery issues.

**Return Rate Over Time** chart, which shows fluctuations in return rates by month, such as the spike in **August** (38.6%), likely linked to back-to-school overordering.

Filters allow users to drill down into specific products, regions, or time periods to better understand the underlying causes of returns.

**4. Actions and Next Steps**

Based on the analysis, several actions are recommended:

Investigate **Technology** products, particularly those launched in **September**, for defects or setup difficulties.

Review **Office Supplies** sales in **August** to understand possible overordering patterns and provide clearer product descriptions.

Enhance **Furniture** packaging and shipping processes to prevent damage during transit, and clarify sizing information.

Additionally, the 86 repeat customers with high return rates should be contacted to address any issues and prevent further misuse.

**5. Conclusion**

In conclusion, the dashboard provides valuable insights into return patterns, helping to identify causes and make informed decisions to improve processes and customer satisfaction. Thank you for your attention.