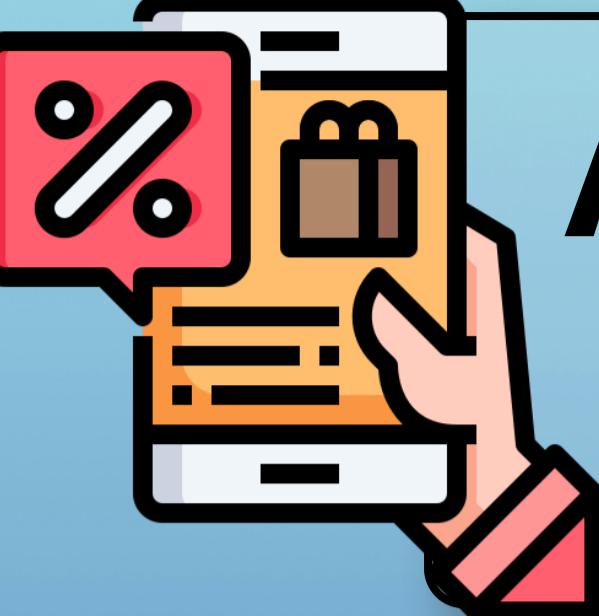


Advanced E-commerce Performance Dashboard : Returns, Profitability & Shipping



Product Return & Refund Optimization



Optimization



- . Evaluate how discounts impact profit margins.
- . Identify the most and least profitable product categories.
- . Optimize discount strategies to maximize revenue.
- . Compare profitability between new and returning customers.

Profitability Vs Discounts



- . Identify trends and reasons for product returns.
- . Reduce return rate to minimize revenue loss.
- . Improve customer satisfaction with better return policies.
- . Optimize product quality and refund process.

Shipping & Delivery Performance Analysis



Analysis



- . Analyze the efficiency of different shipping modes.
- . Identify factors affecting customer satisfaction.
- . Reduce late deliveries and improve logistics.
- . Optimize delivery time to enhance customer experience.



Product Return & Refund Optimization

Category

All

Region

All

Total Returns

2442

Return Rate

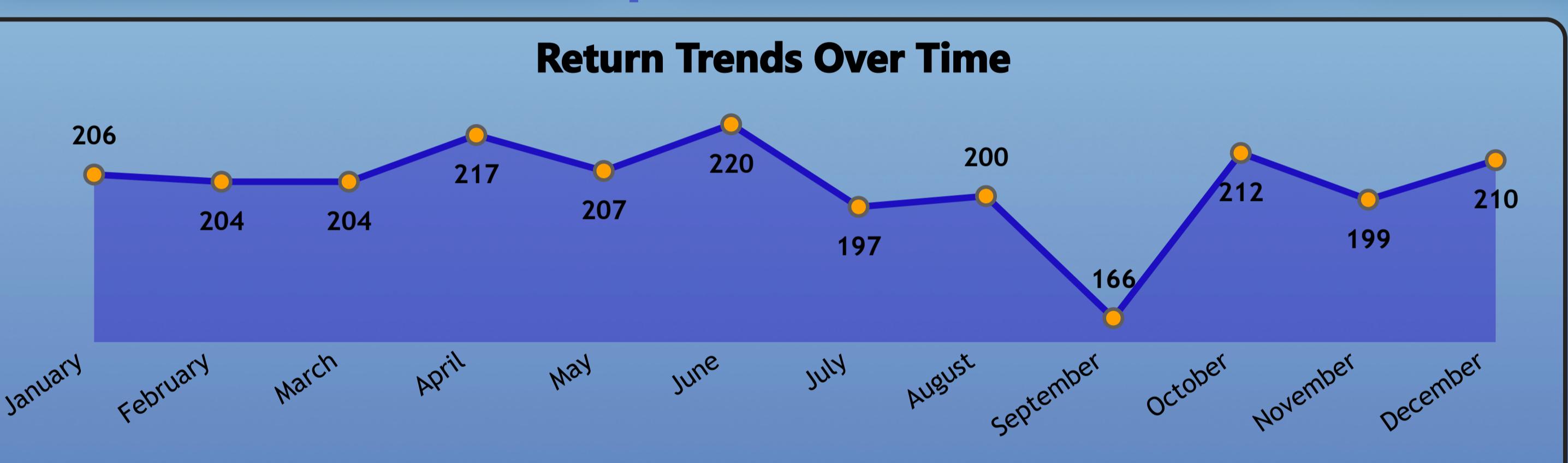
24.42

Revenue Loss Due to Returns

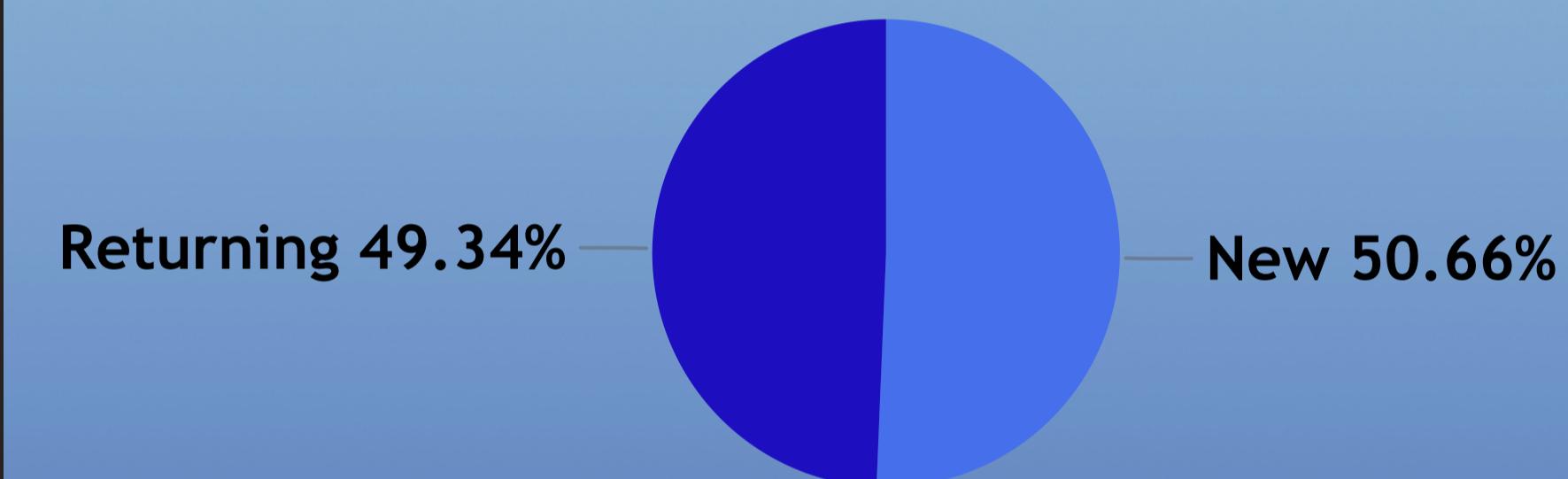
6.15M

Profit Loss Due to Returns

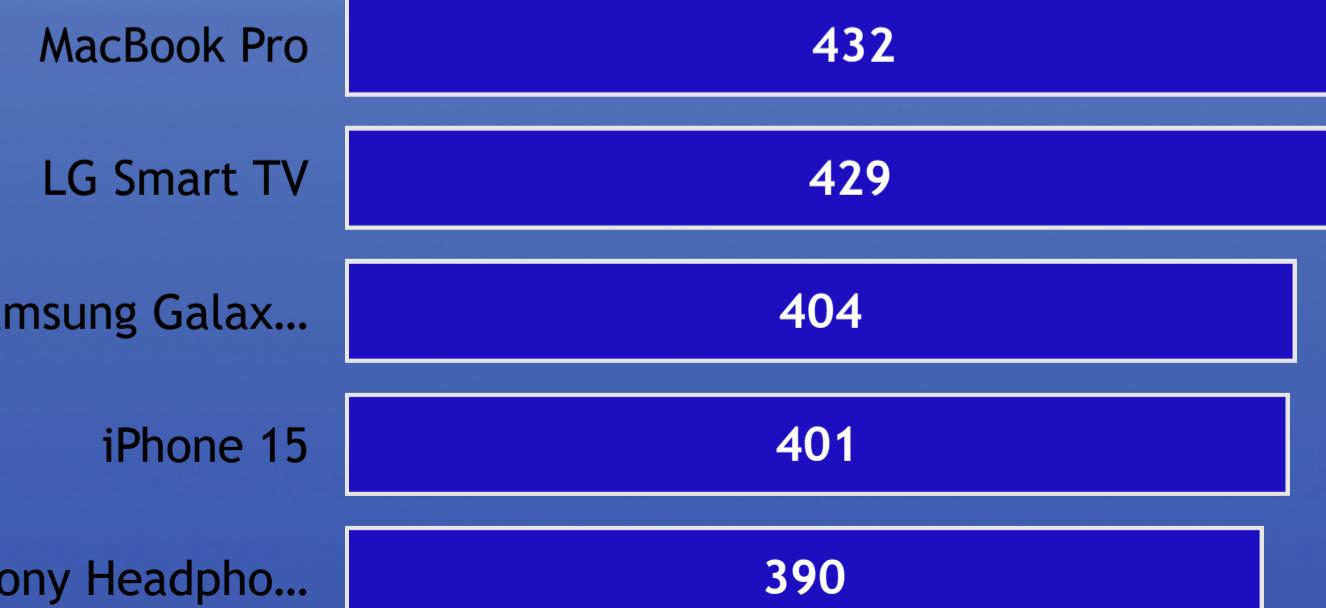
66.57K



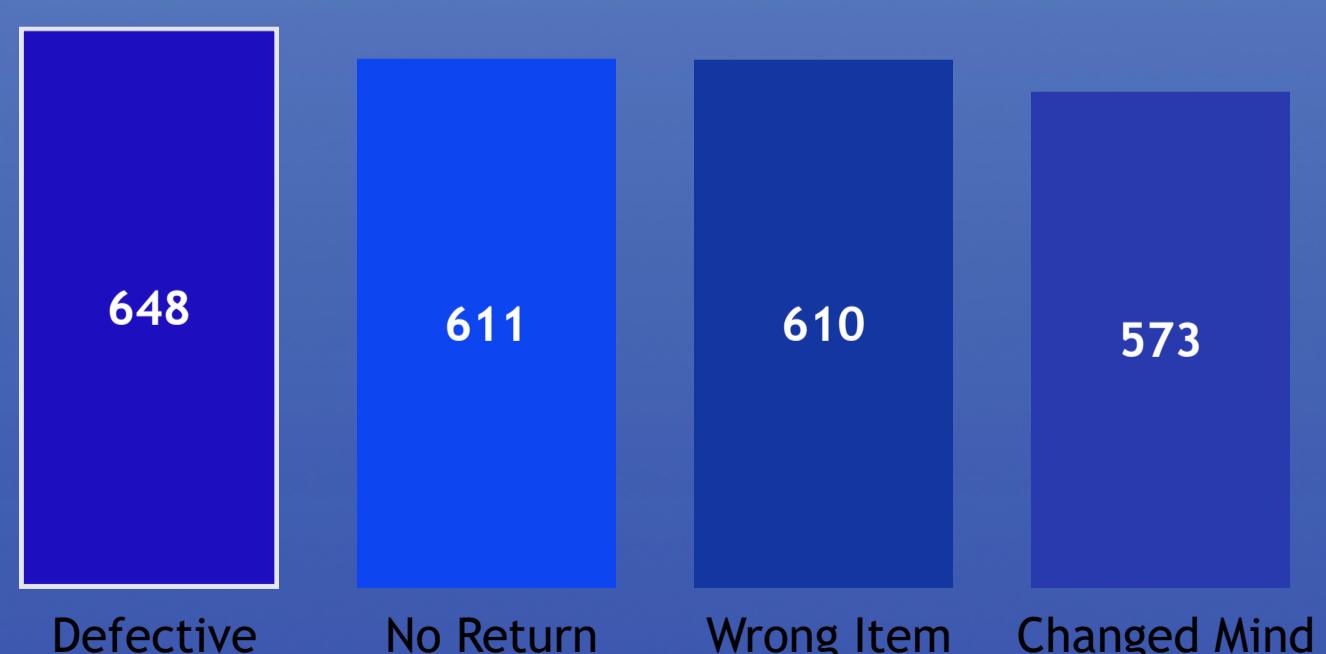
Customer Segments & Return Analysis



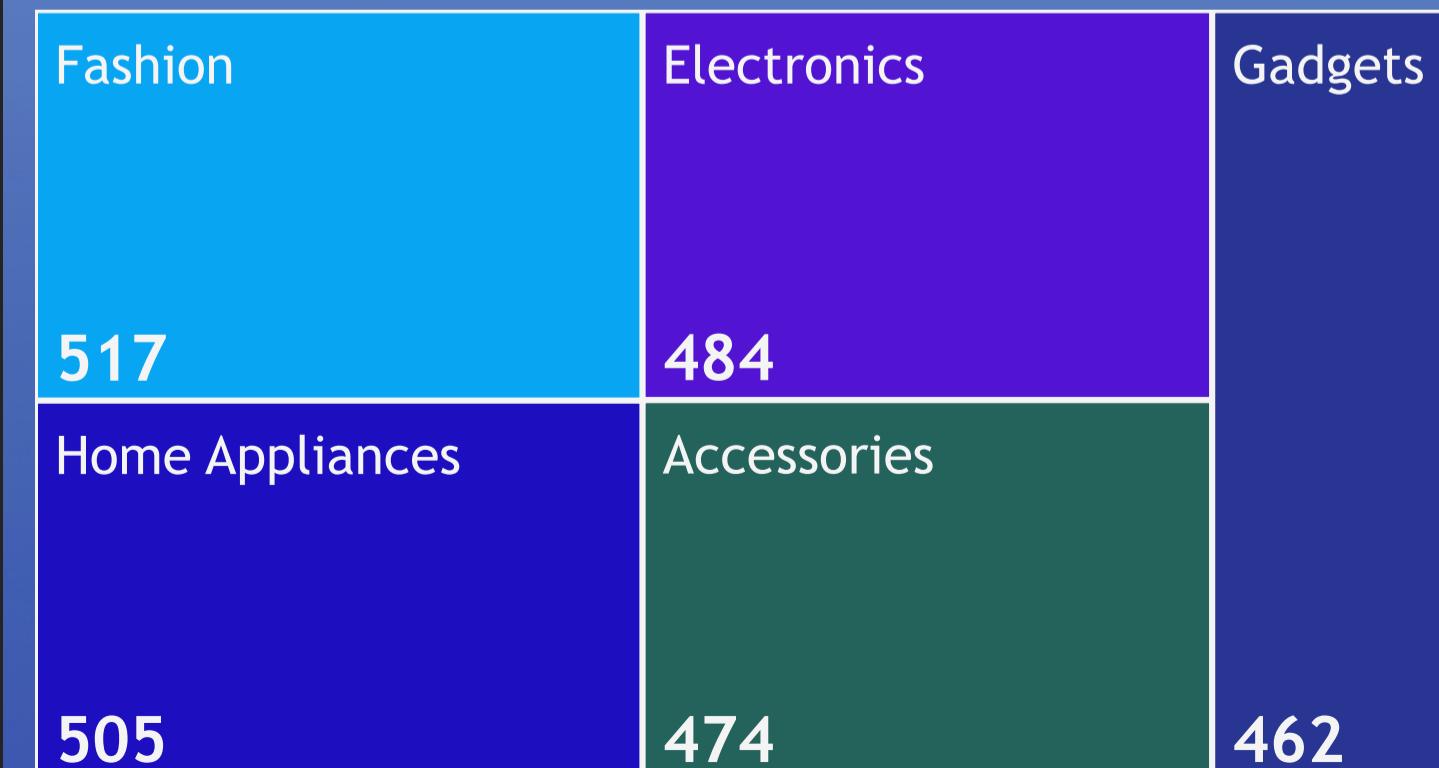
Most Returned Products



Return Reasons Breakdown



Return Rate by Category





Profitability vs Discounts

Total Profit

273.66K

Total Discount Given

150.02K

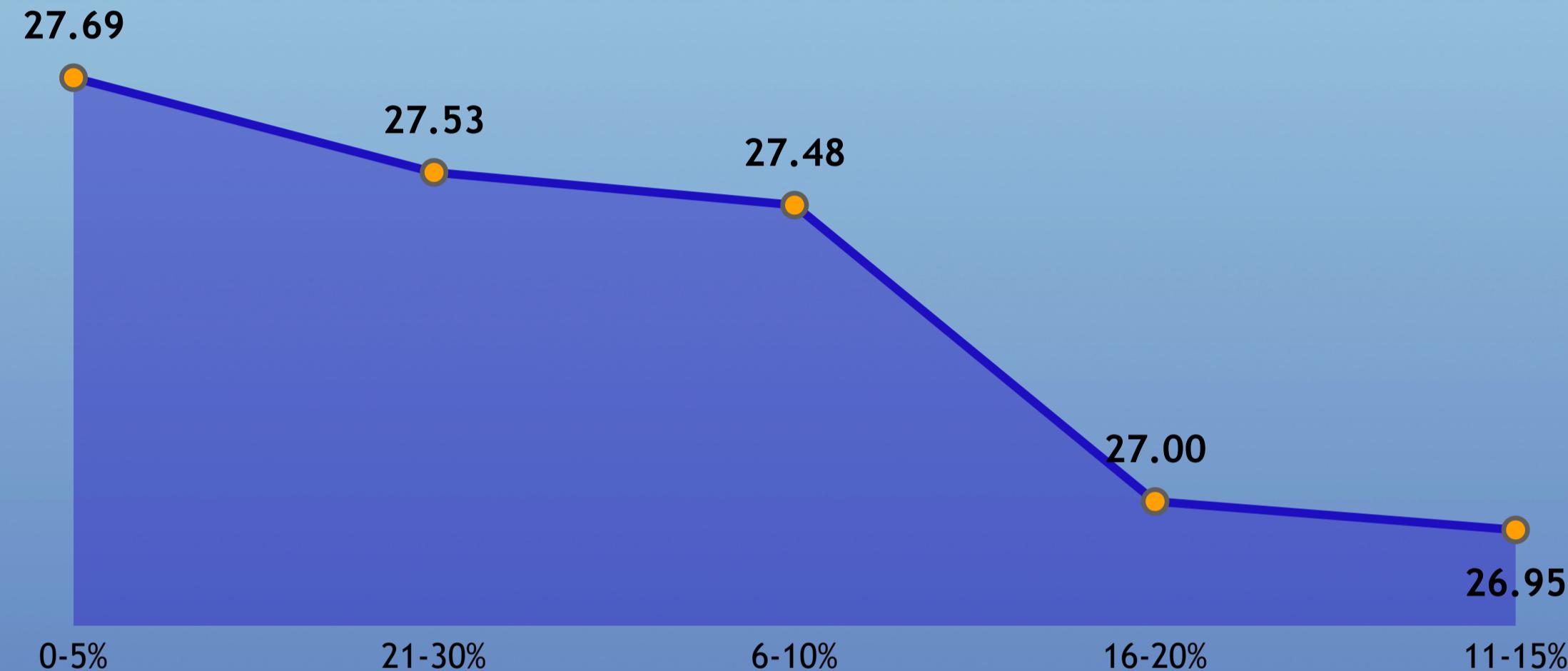
AOV

2.52K

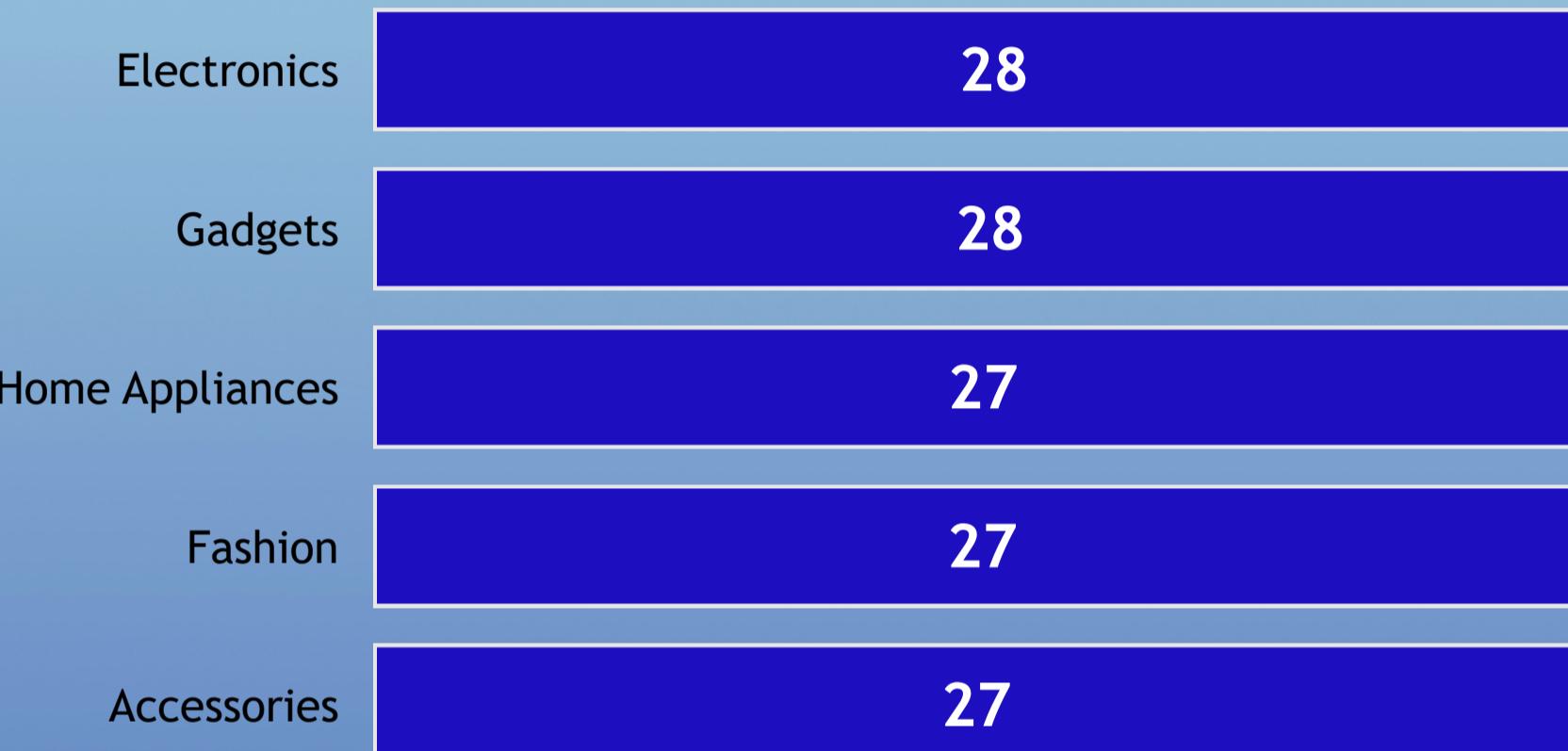
Total Sales

25.23M

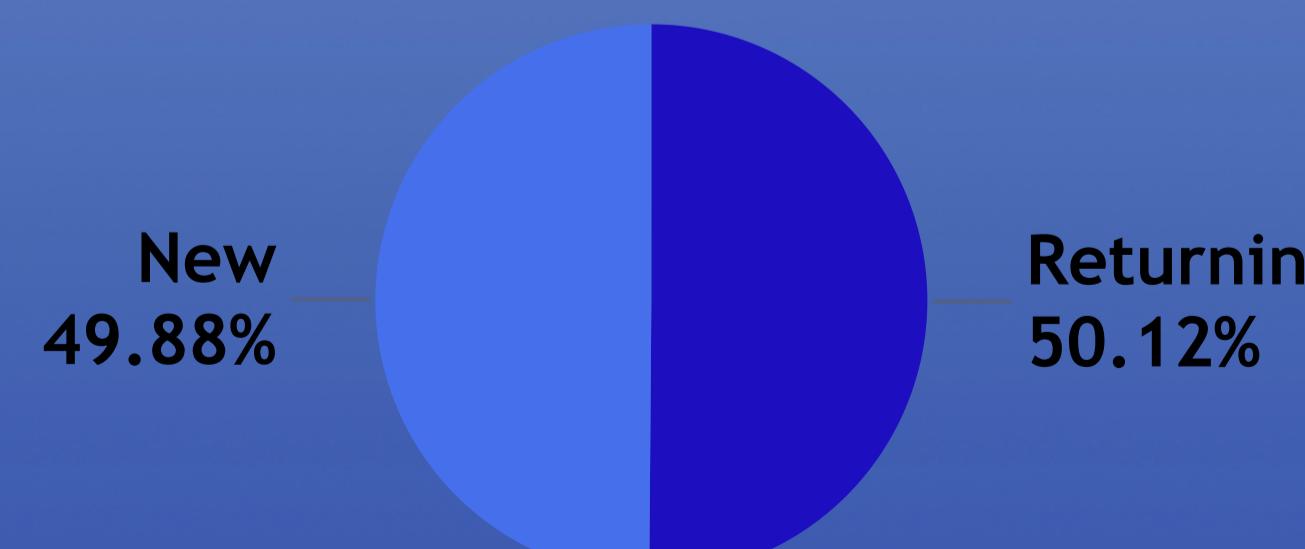
Discount % vs. Profit Margin



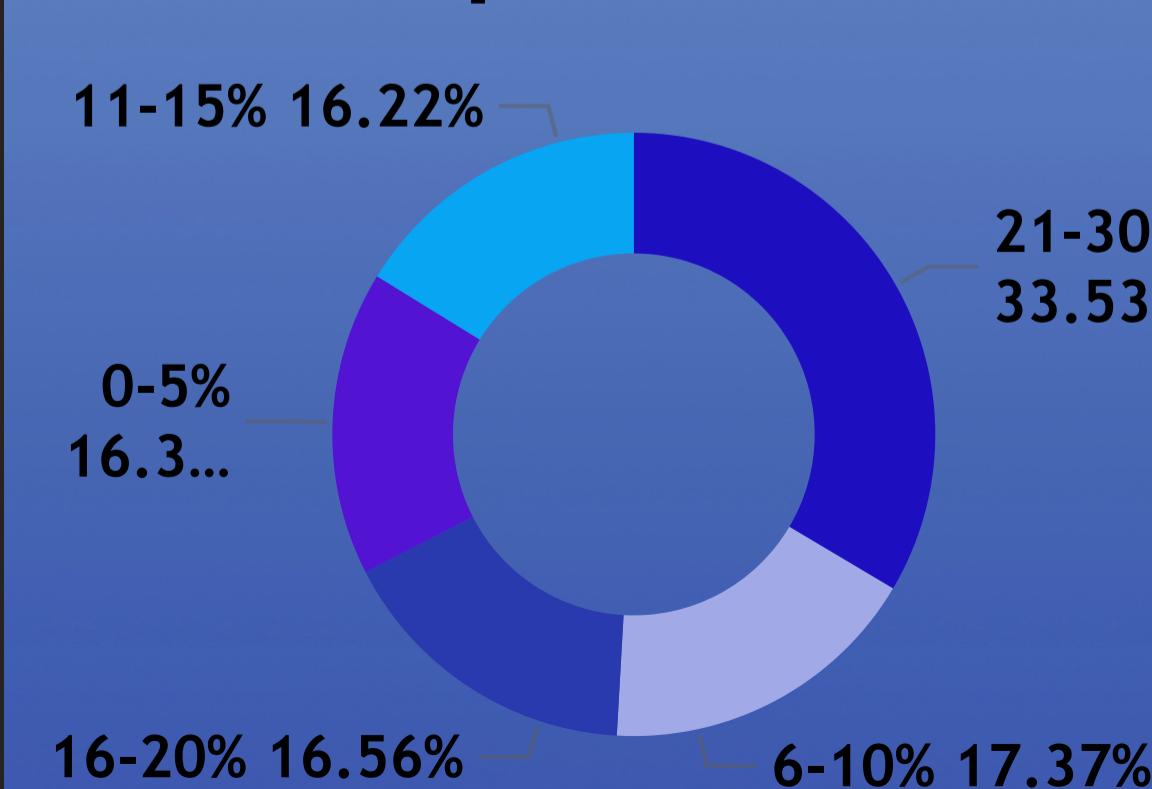
Product Category vs. Profitability



New vs. Returning Customer Profitability



Discount Impact on Order Volume



Discount Ranges vs. Profitability

Discount_Range	Accessories	Electronics	Fashion	Gadgets	Home Appliances
0-5%	8,505.34	8,867.63	9,147.38	9,237.50	9,428...
11-15%	9,267.08	9,326.88	8,304.19	8,607.39	8,208...
16-20%	9,094.51	9,014.52	8,449.79	8,908.77	9,239...
21-30%	17,227.47	18,582.81	18,505.54	18,211.16	19,792...
6-10%	8,707.92	9,760.88	10,168.67	10,009.10	9,086...
Total	52,802.32	55,552.72	54,575.57	54,973.92	55,755...



Shipping & Delivery Performance Analysis

Average Delivery Days
5.47

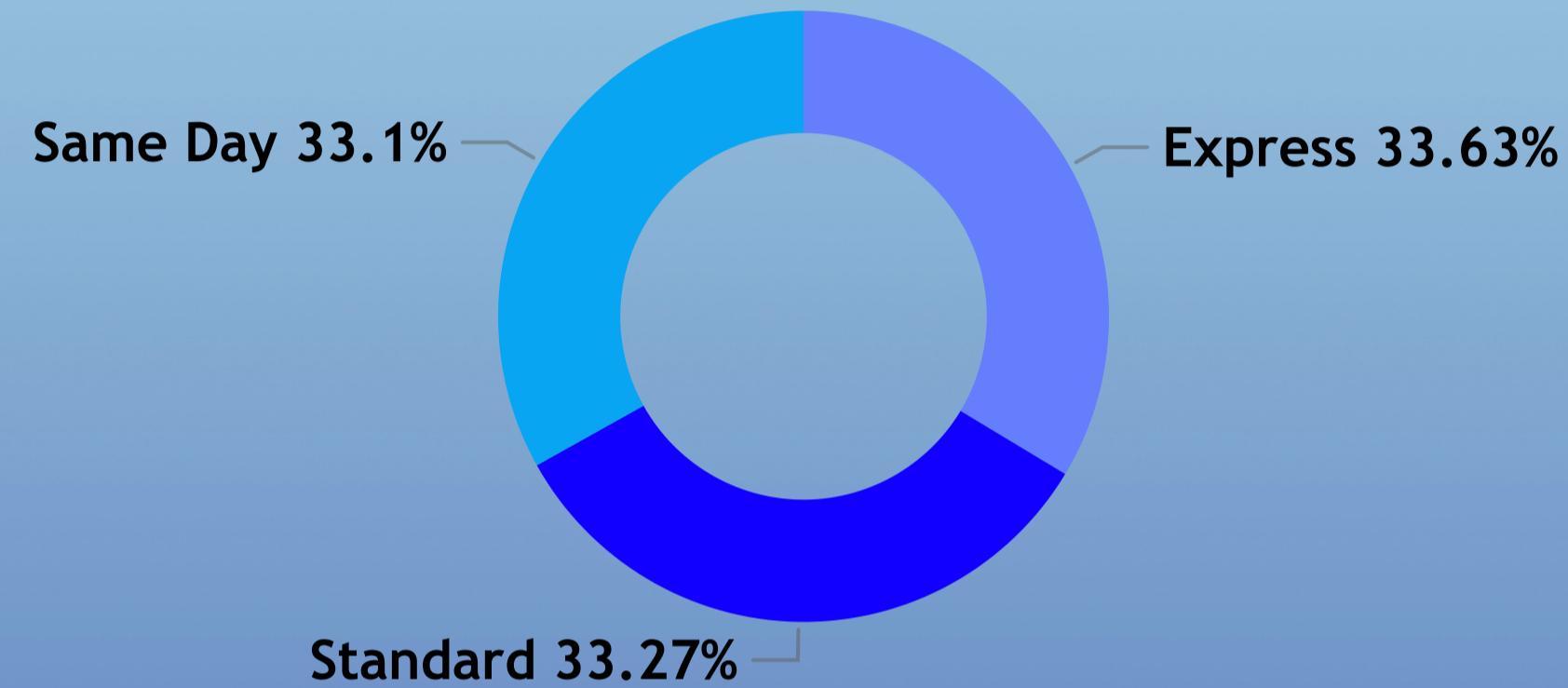
Avg Satisfaction Score
2.75

Late Delivery Percentage
49.38

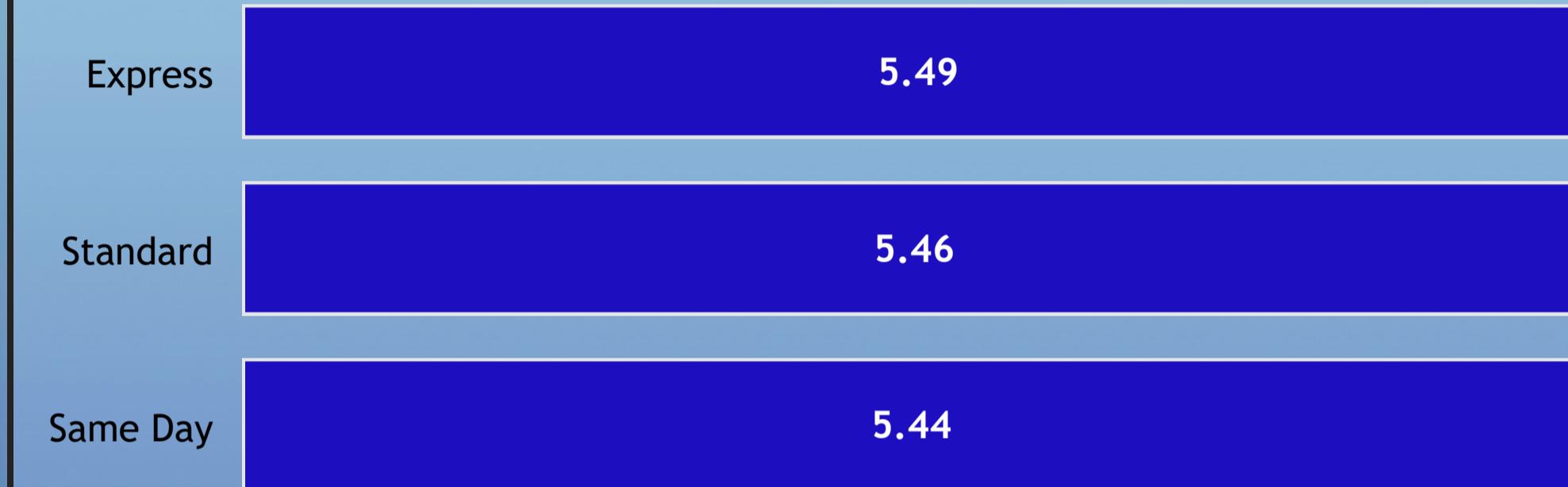
Ship_Mode

All

Late Deliveries % by Shipping Mode



Delivery Time by Shipping Mode



Delivery Speed vs. Customer Satisfaction

