

# Superstore Returns Dashboard - Presentation Summary

## Introduction

This analysis investigates why customers are returning products at the Superstore. It explores patterns across geography, time, product categories, and customer behavior. Key metrics include Return Rate (percentage of orders returned), Total Returns (number of returned orders), and Return Volume by product and region.

## Insight Sections

### Where Are the Returns Coming From: Exploring geographic trends in return behavior

This map highlights states with elevated return rates. Hover to explore regional trends in return behavior.

### When Are Returns Peaking

Returns appear to spike during the holidays and in late summer months. This may point to seasonal buying behavior and dissatisfaction with certain giftable items.

### What's Getting Returned

Certain product sub-categories like Chairs, Tables, and Binders are returned more frequently in high-volume states like California and Texas. This suggests regional preferences or possible fulfillment issues.

## Dashboard Demonstration - How to Use It

The dashboard allows users to monitor return behavior across geography, time, and product categories. To customize views, apply filters by state, product category, or time range. Hover over visuals for tooltips that show return rates, order volume, and key performance metrics. This interactive setup helps business leaders identify problem areas and take data-driven action.

## Conclusion & Recommendations

- Improve quality checks and fulfillment accuracy in top return states
- Review return policies and customer expectations for high-return categories
- Launch targeted satisfaction surveys for customers with repeat returns