

Analyzing Return Drivers and Strategies to Reduce Order Returns

What is Causing Returns?

Why are we working with Return Rate?

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Why are we working with Return Rate?

We chose to focus on **Return Rate** rather than **Total Cost of Returns** or **Total Number of Returns** because it provides a clearer view of the proportion of sales affected by returns.

This metric is best for analyzing product quality, customer satisfaction, and identifying trends across categories or regions, allowing us to pinpoint and address specific issues that impact overall sales performance.



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Binders: Most returned subcategory nationwide with 552 returns—likely quality or design issues.

Utah: Highest..

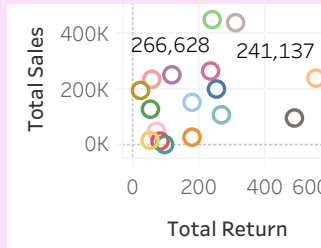
Analyzing Return Drivers and Strategies to Reduce Order Returns

The intention of this dashboard is to identify the causes of returns from multiple perspectives. By analyzing return rates across different customers, categories, regions, and time periods, we aim to uncover patterns and trends that reveal the underlying reasons for returns.

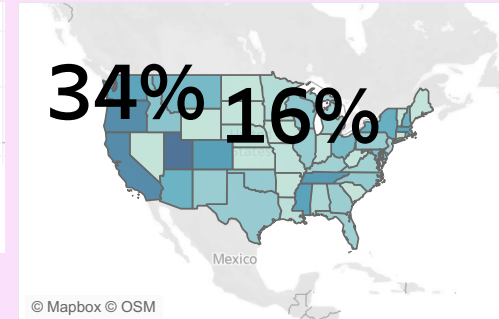


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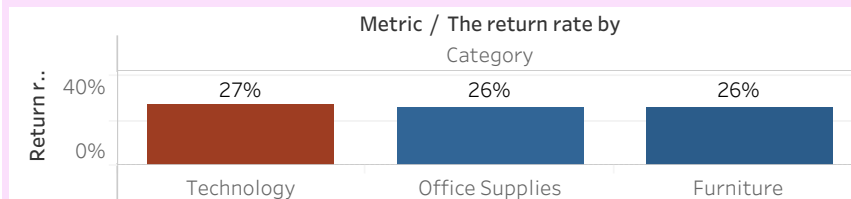
Sub-Cat..
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Scatterplot: Total Sales vs. Total Returns
What it Shows: Relationship between sales and returns.
Interpretation: Spot correlations; high sales may lead to high returns.



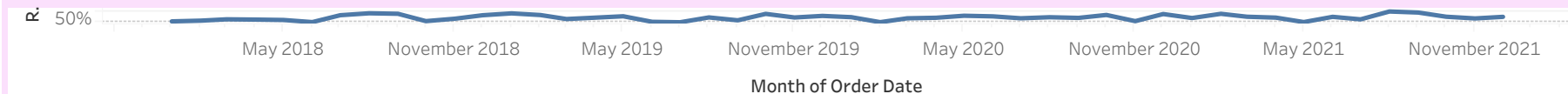
Map: Return Rate by State
What it Shows: Return rates across states.
Interpretation: Identify regions with high return rates.



Bar Chart: Return Rate by Customer and Category

What it Shows: Return rates by customer and category, with selectable metrics.

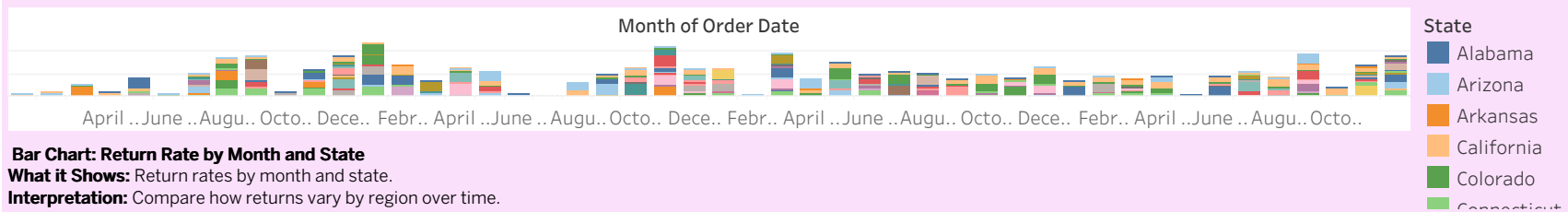
Interpretation: Identify which customers and categories have the highest return rates.



Line Chart: Return Rate by Month (Overall)

What it Shows: Monthly return rate trends.

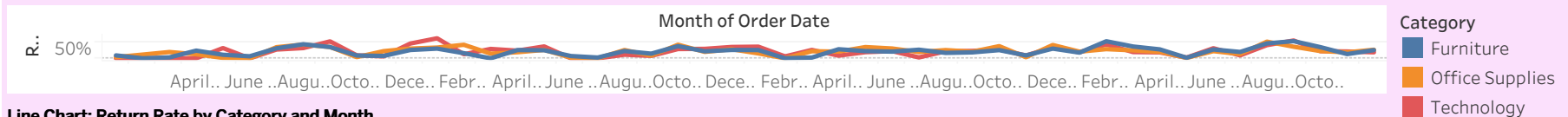
Interpretation: Detect seasonal patterns or spikes in returns.



Bar Chart: Return Rate by Month and State

What it Shows: Return rates by month and state.

Interpretation: Compare how returns vary by region over time.



Line Chart: Return Rate by Category and Month

What it Shows: Monthly return rates by category.

Interpretation: Identify trends in returns within categories over time.

Analyzing Return Drivers and Strategies to Reduce Order Returns

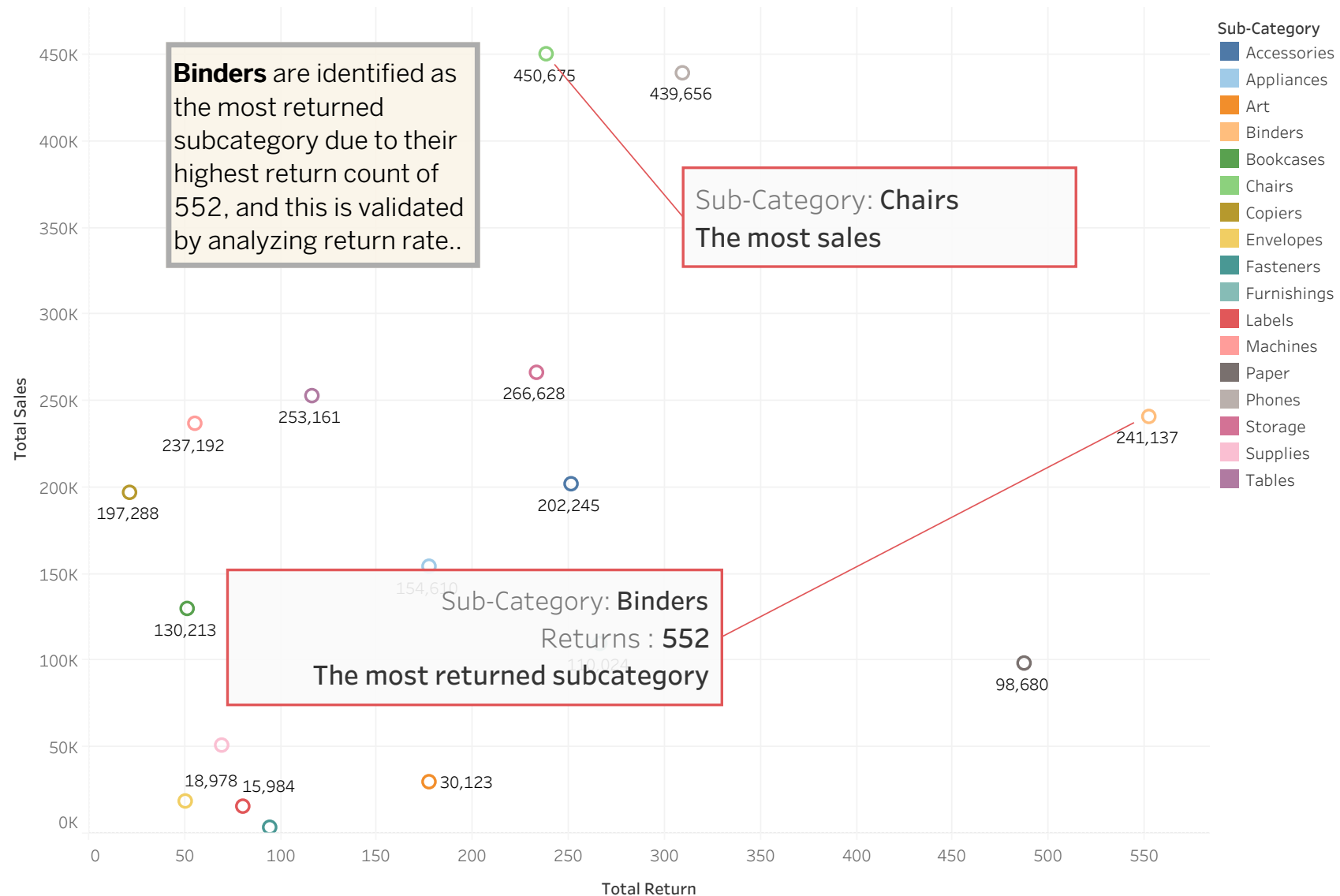
Why are ..

Analyzing Return Drivers and Strategies to Reduce Order Returns

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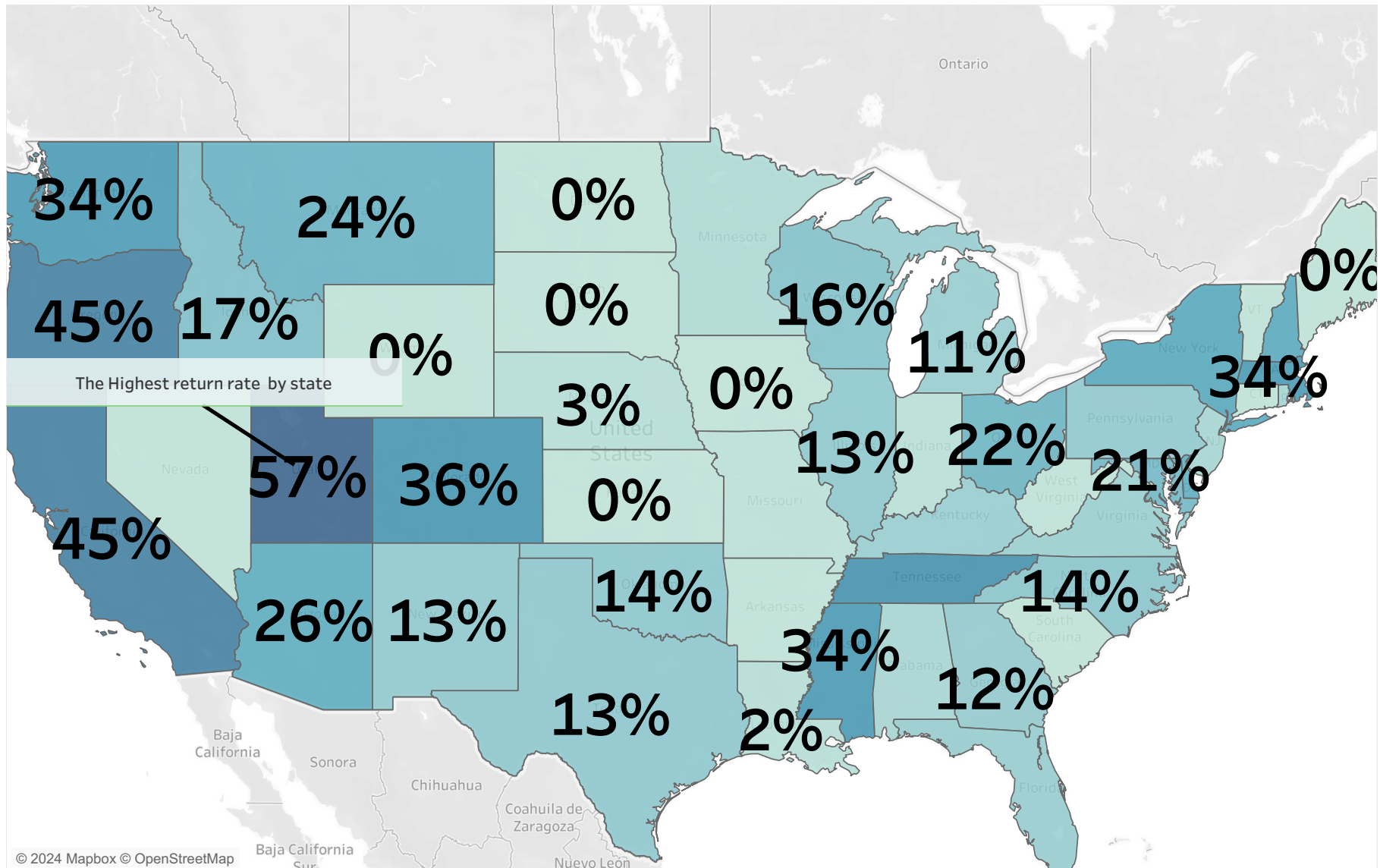
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Analyzing Return Drivers and Strategies to Reduce Order Returns

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Analyzing Return Drivers and Strategies to Reduce Order Returns

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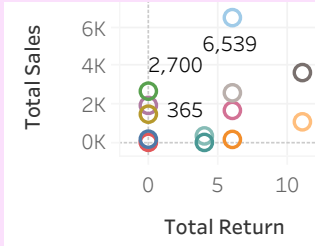
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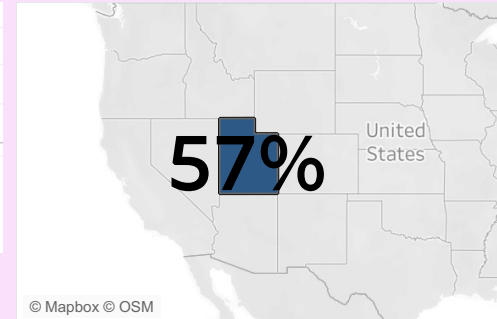


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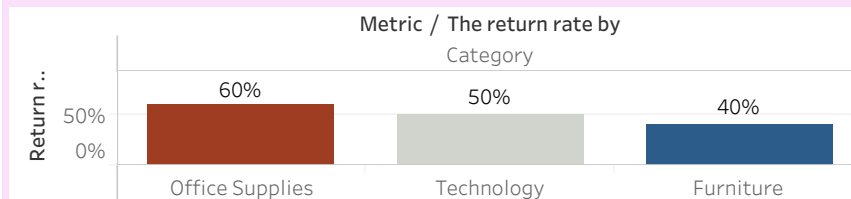
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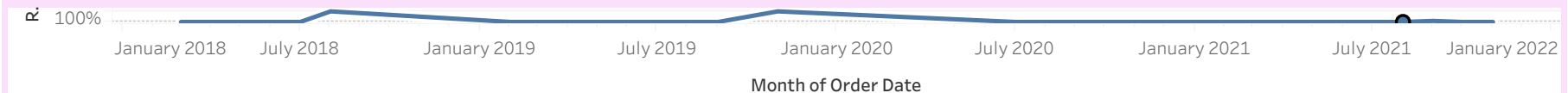
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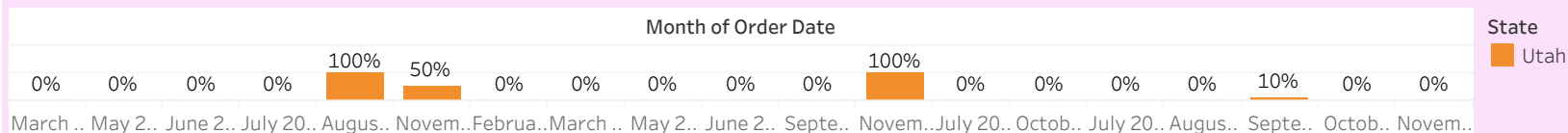
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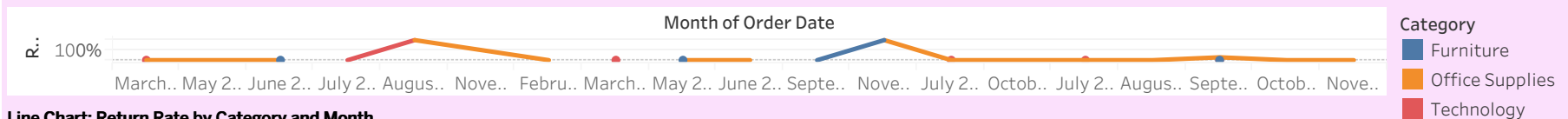
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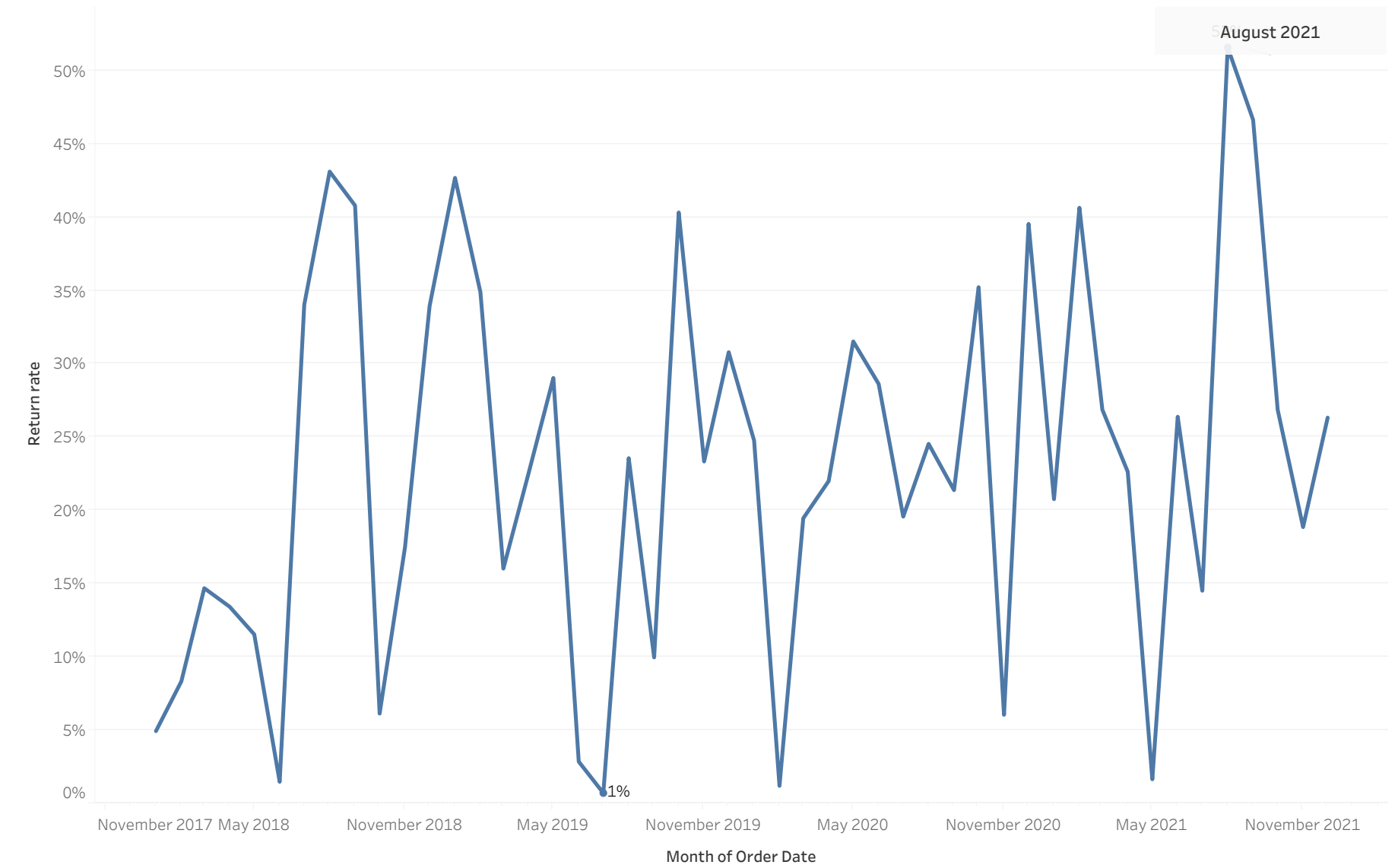
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Analyzing Return Drivers and Strategies to Reduce Order Returns

Utah: High..	Utah: Highest return rate at 57%, with "Office Supplies" at 60% (Aug 2018, Nov 2019 at 100%)—po..	Highest return rate by Date : August 2021	In August 2021, California had an overall return rate of 86%	In August ..
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In August 2021, California categories

January 2019: ..

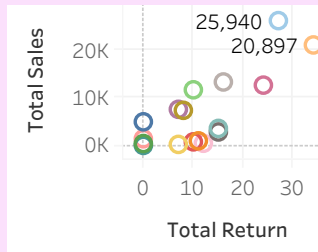
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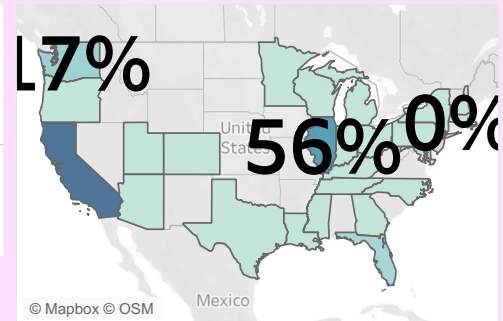


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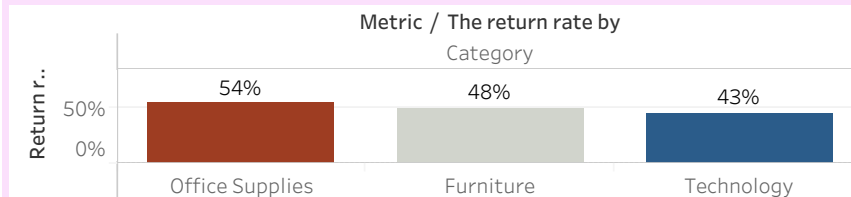
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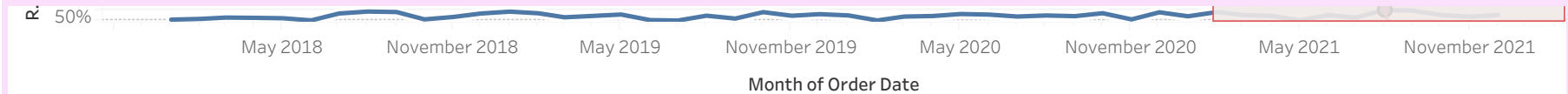
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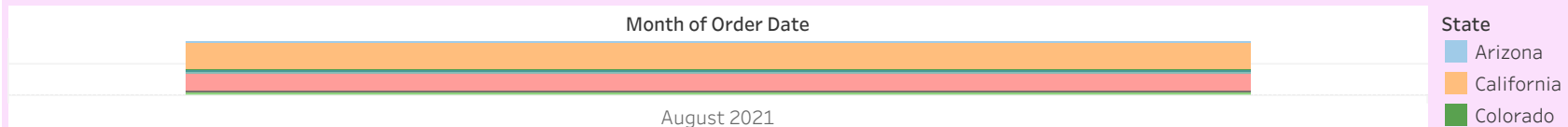
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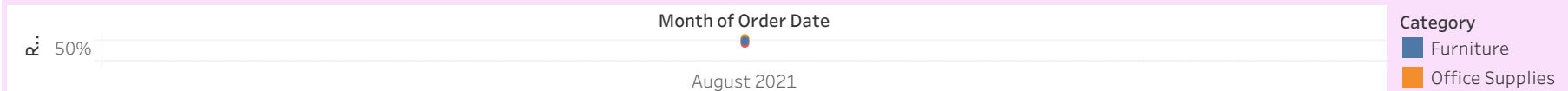
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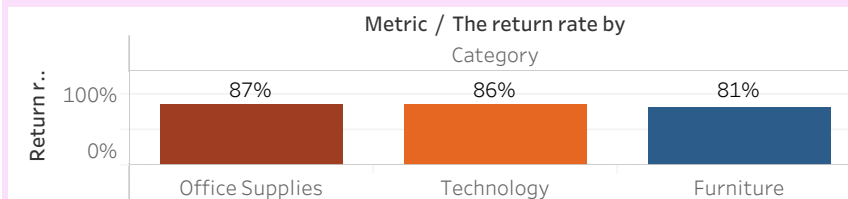
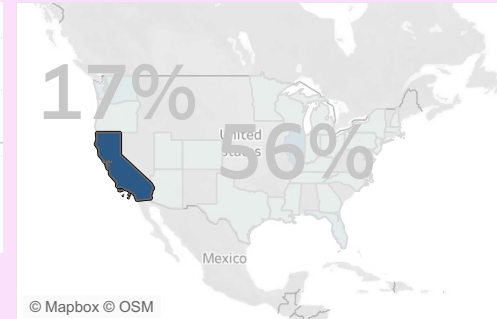
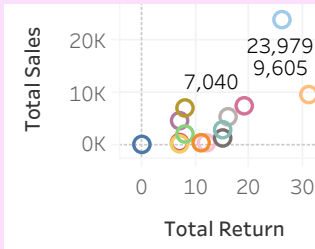
Analyzing Return Drivers and Strategies to Reduce Order Returns

In August 2021, California had an overall return rate of **86%**, with specific categories contributing to this spike: Office Supplies at 87%, Technology at 86%, and Furniture at 81%. This indicates potential issues with product quality or customer satisfaction, leading to a high volume of returns...



Metric
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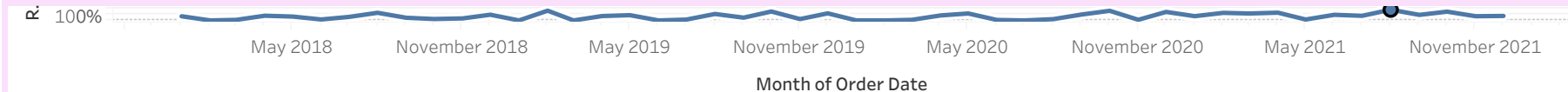
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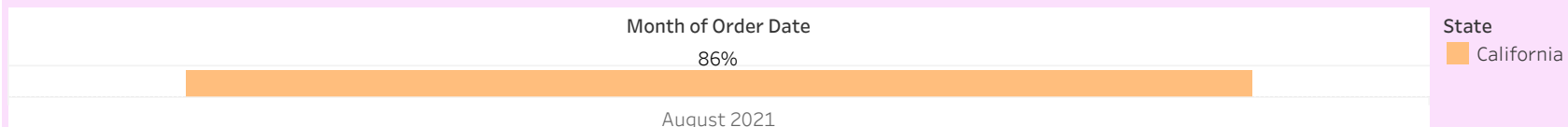
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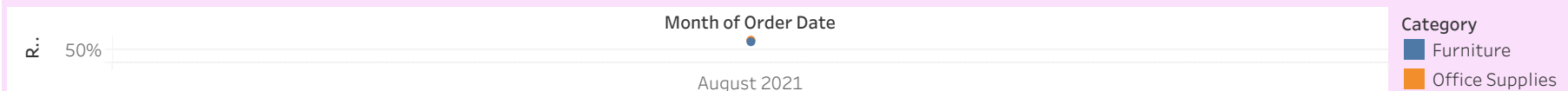
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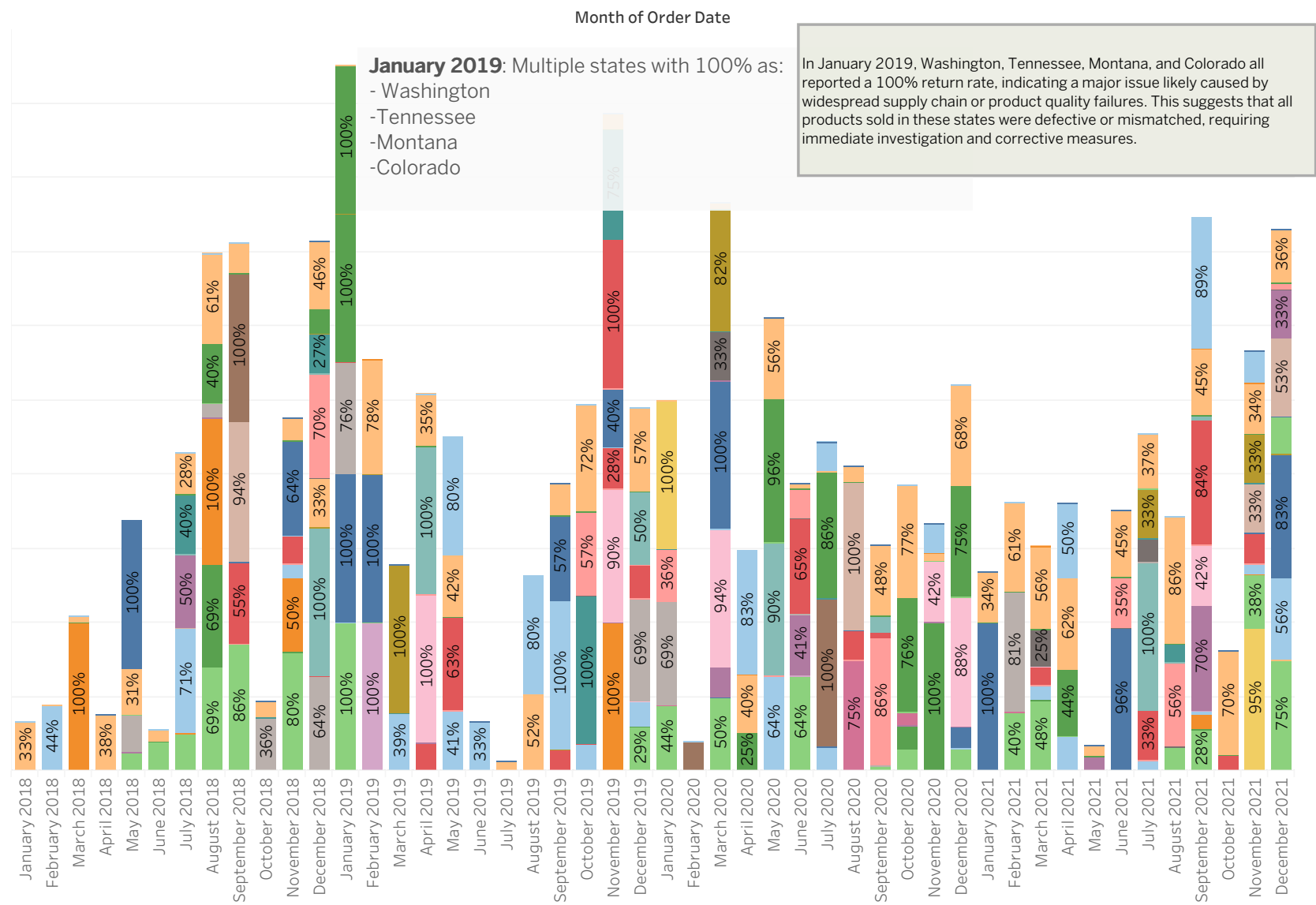
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In August 2021, California categories

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What is Causing Returns?

This summary effectively highlights the key root causes of returns:

Binders: The most returned product nationwide, with 552 returns, likely due to quality or design issues.

Utah: The highest return rate at 57%, especially in "Office Supplies" at 60% (with peaks of 100% in Aug 2018 and Nov 2019), possibly due to seasonal demand issues or product mismatches.

California (August 2021): High return rates in Office Supplies (87%), Technology (86%), and Furniture (81%), suggesting potential problems with product quality or customer satisfaction.

January 2019: Multiple states experienced a 100% return rate, likely indicating widespread supply chain or product quality failures.

Conclusion: To reduce return rates, focus on improving product quality, better matching customer expectations, and addressing supply chain issues.

