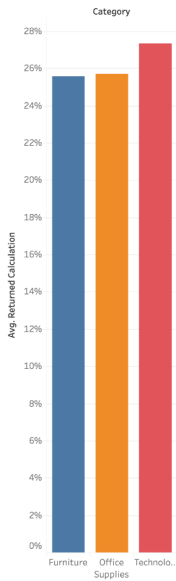


Conor Burns

Analysis of Superstore Returns

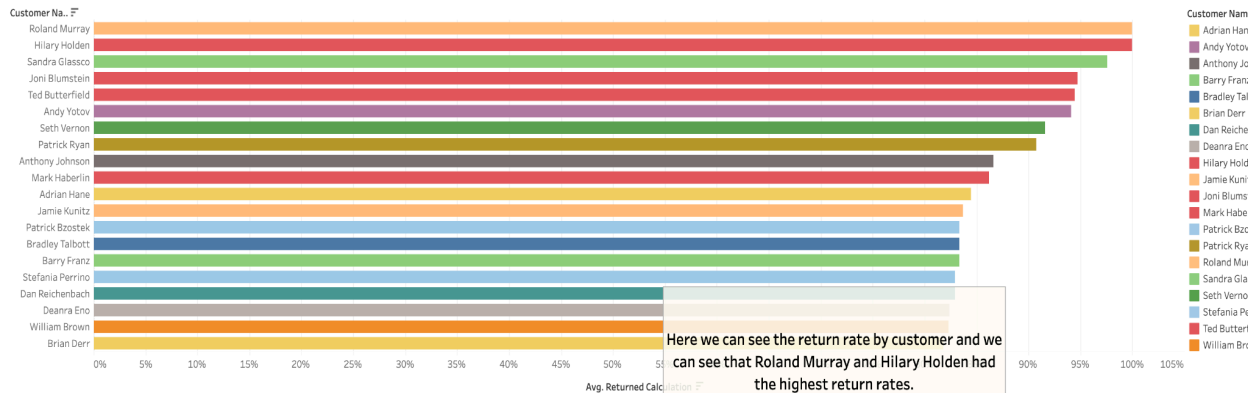
Our goal is to determine the causes for Superstores high return rates. We used different parameters to show the return rates by state, customer, product subcategory and month.





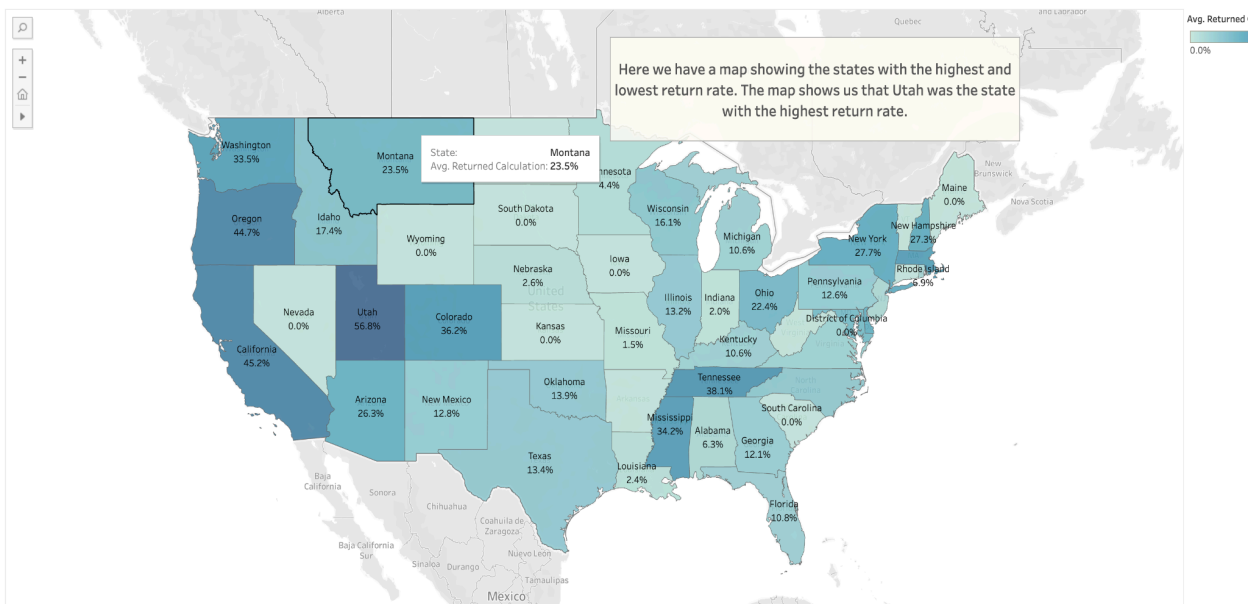
Here we used a bar chart to show the return rate and we can see that the technology category had the highest returned rate.

Category
Furniture
Office Supp
Technology



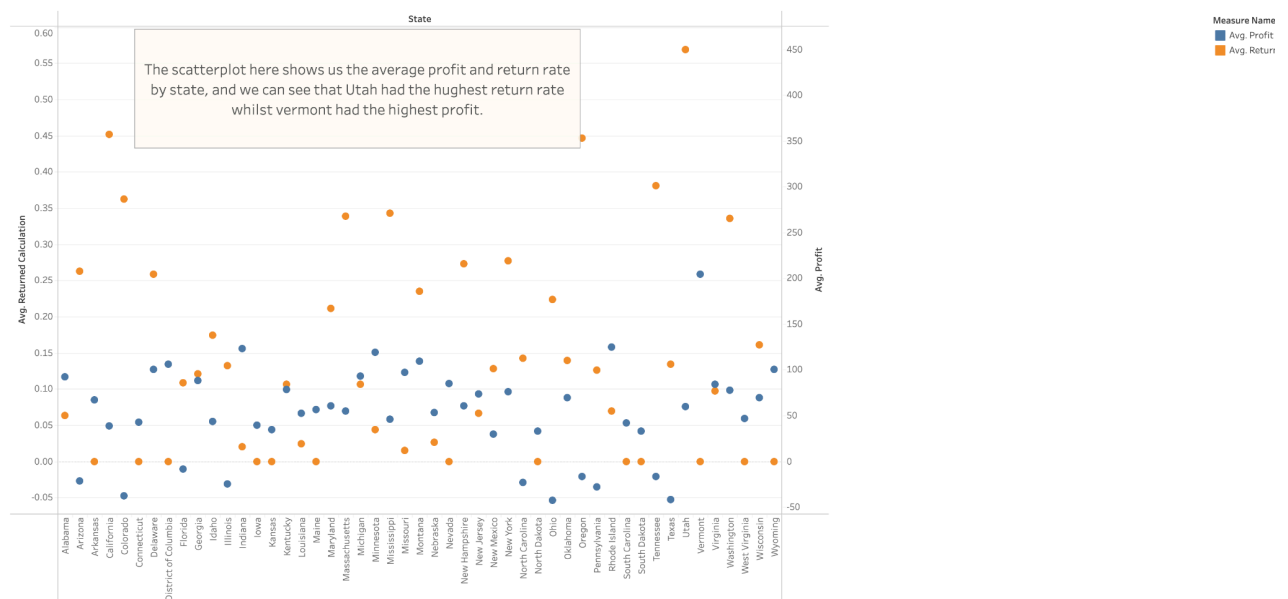
Here we can see the return rate by customer and we can see that Roland Murray and Hilary Holden had the highest return rates.

Customer Name
Adrian Han
Andy Yotov
Anthony Jo
Barry Fran
Bradley Tal
Brian Derr
Dan Reiche
Deanna Eric
Hilary Hold
Jamie Kuni
Joni Blums
Mark Habe
Patrick Bzc
Patrick Ryz
Roland Mui
Sandra Gla
Seth Verno
Stefania Pe
Ted Butte
William Br



Here we have a map showing the states with the highest and lowest return rate. The map shows us that Utah was the state with the highest return rate.

Avg. Returned
0.0%



In conclusion we evaluated the return rate for each parameter. We found no single root caused for higher return rates, it appears to be a multifaceted issue.

Reccomendations:

- Contact customers with a return rate above 75% to see what is causing the high returns.
- We also can see that the west coast has much higher return rates than the east coast, look into factors involved in that such as shipping mode or product availability.
- We also can see that august had the highest return rates and we could counter this by changing return policies.