

SP_01: INTRO

SP_01: INTRO
Avg. RR - Sum RR
Goal | Flow | Conclusion

SP_02: CALCULATED
FIELD Return Rate by:
Customer | Sub-

SP_03: INTERACTIVE
Return Rates by: State |
Category | Sub-

SP_04: SCATERPLOTS
Sales Vs. Returns &
Correlations

SP_05: TIME
MEASURES Month |
Week | WeekDay

SP_06: GEO-MAP
Return Rate by:
Category | Region |

SP_07: INTERACTIVE
Return Rate by:
Category | State

SP_08: COMPOSITE
CHART RR by: Sub-
Category Vs. Sum

SP_09: COMPOSITE
CHART RR Vs. Profit by
Sub-Cat & Region

The Goal:
Understanding the root causes of Returns in our SuperStore.

Story Flow:
We begin by analyzing Return Rates (RR), considering factors such as time trends, customer segments, product categories, and profitability metrics. As we advance through the Story Points (SP), we compare RR with profitability metrics, such as total Profit and average Profit, to uncover correlations and trends. Notably, RR are significantly higher in the West Region, indicating potential product issues in this area.

Conclusions:
The data does not provide a clear explanation for RR. Further analysis is needed, focusing on product Categories and specific products.

Recommendations:
Given the higher RRs in the West region, it is recommended to:
- Conduct work sessions and quarterly meetings with regional managers to address this and other regional discrepancies.
- Additional data should be incorporated to gain further insights into these issues.
- It is also advisable to conduct customer satisfaction surveys for products, with a particular focus on Tables and Machines.

In the upper right graph, there is a noticeable correlation between the average Return Rate (Avg RR) and the total Return Rate (Sum RR). Particularly high values are observed in August, September, and December. Upon comparing this data with the lower graph depicting profits (Sum Profit) during those months, it is evident that a more thorough examination is required for these periods to minimize returns and maximize profits.

(Avg)Return Rate / (Sum)Return Rate / Profit - By Time

Order Date

Month	Avg. Return Rate (%)	Sum Return Rate	Sum Profit (K)
January	23%	100	5K
February	27%	100	12K
March	21%	200	45K
April	21%	200	10K
May	20%	200	28K
June	19%	200	25K
July	18%	200	0K
August	40%	500	42K
September	35%	600	78K
October	30%	200	35K
November	18%	200	38K
December	33%	600	48K

Map_RR-by-Region/State

SP_07: Region on Cat. & Sales

1.2.6 RR & (Sum)Profit by S.Cat...

1.2.6 RR & (Avg)Profit by S.Cat...

SP_08: RR by S.Cat & Profit

1.2.6 RR & (Sum)Profit by S.Cat...

1.2.6 RR & (Sum)Profit by S.Cat...

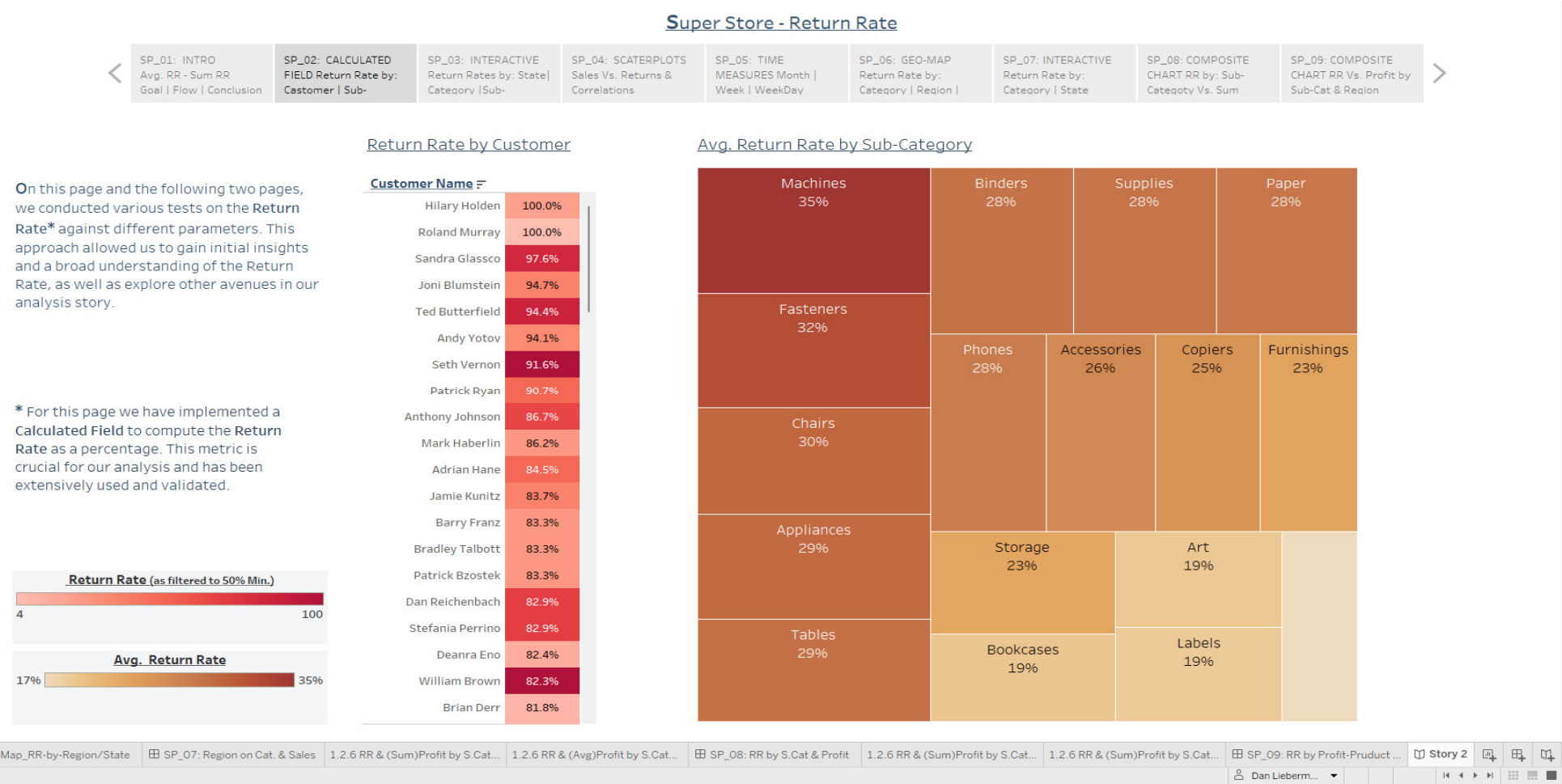
SP_09: RR by Profit-Product ...

Story 2

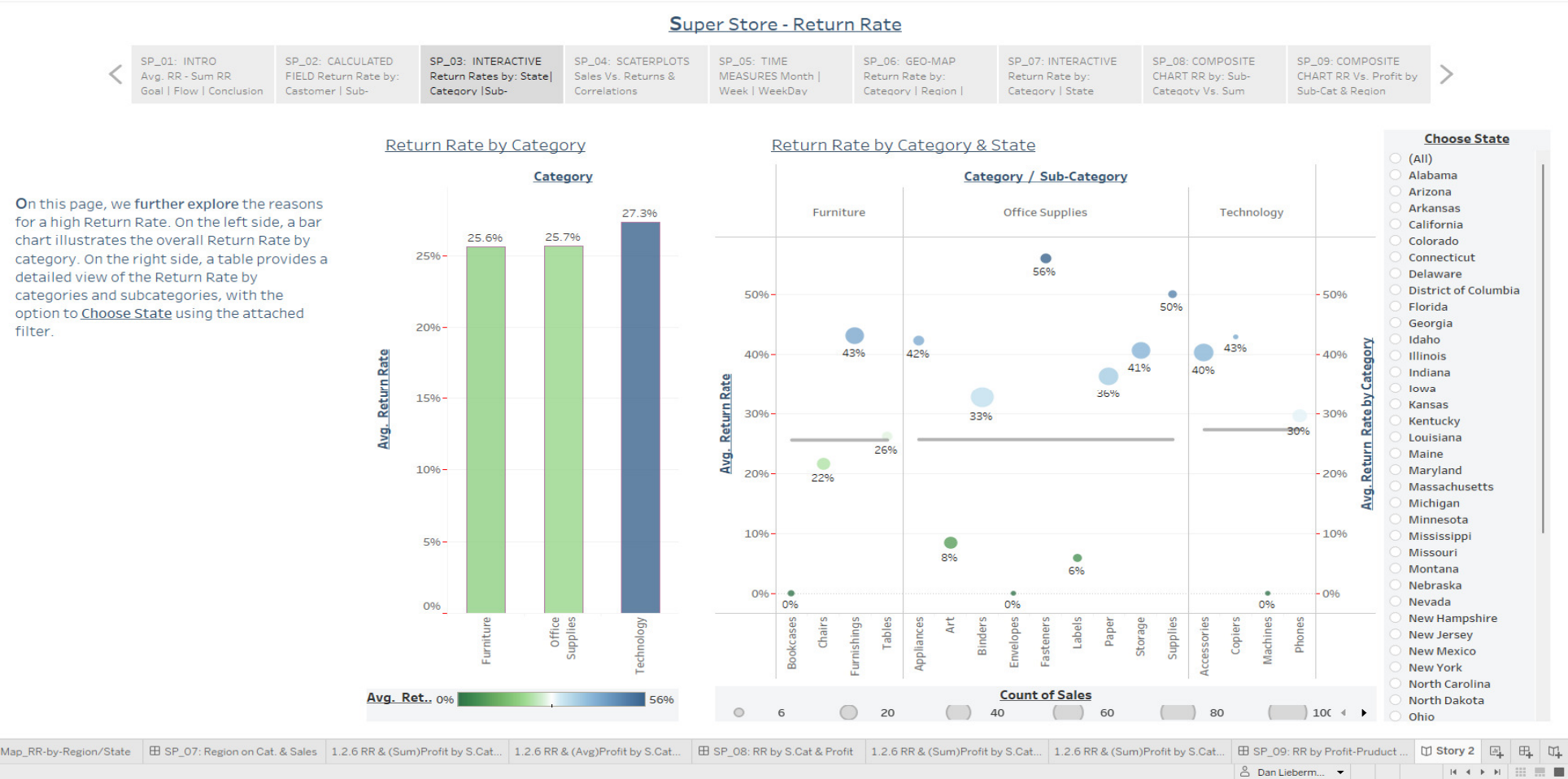
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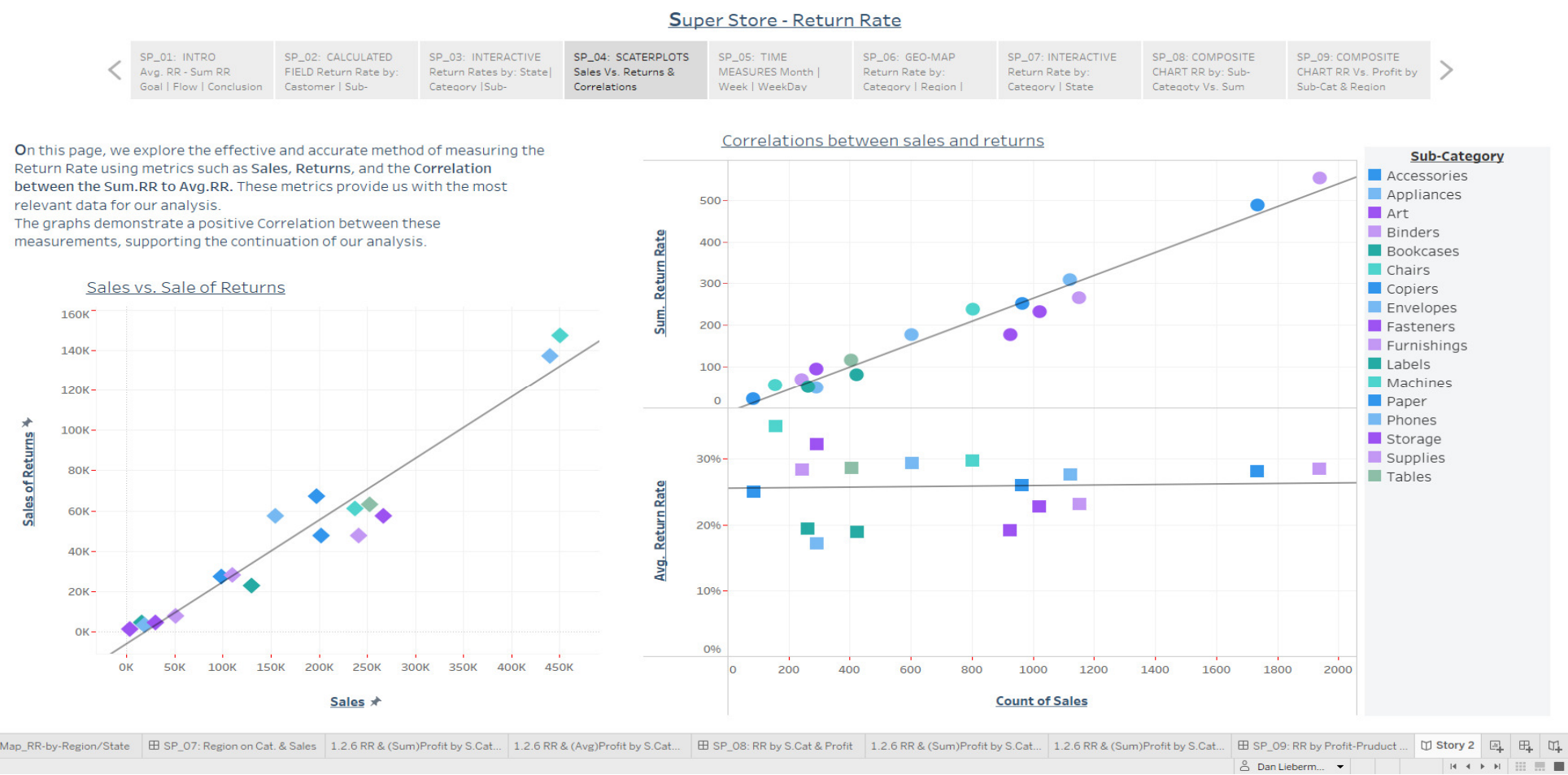
SP_02: CALCULATED FIELD



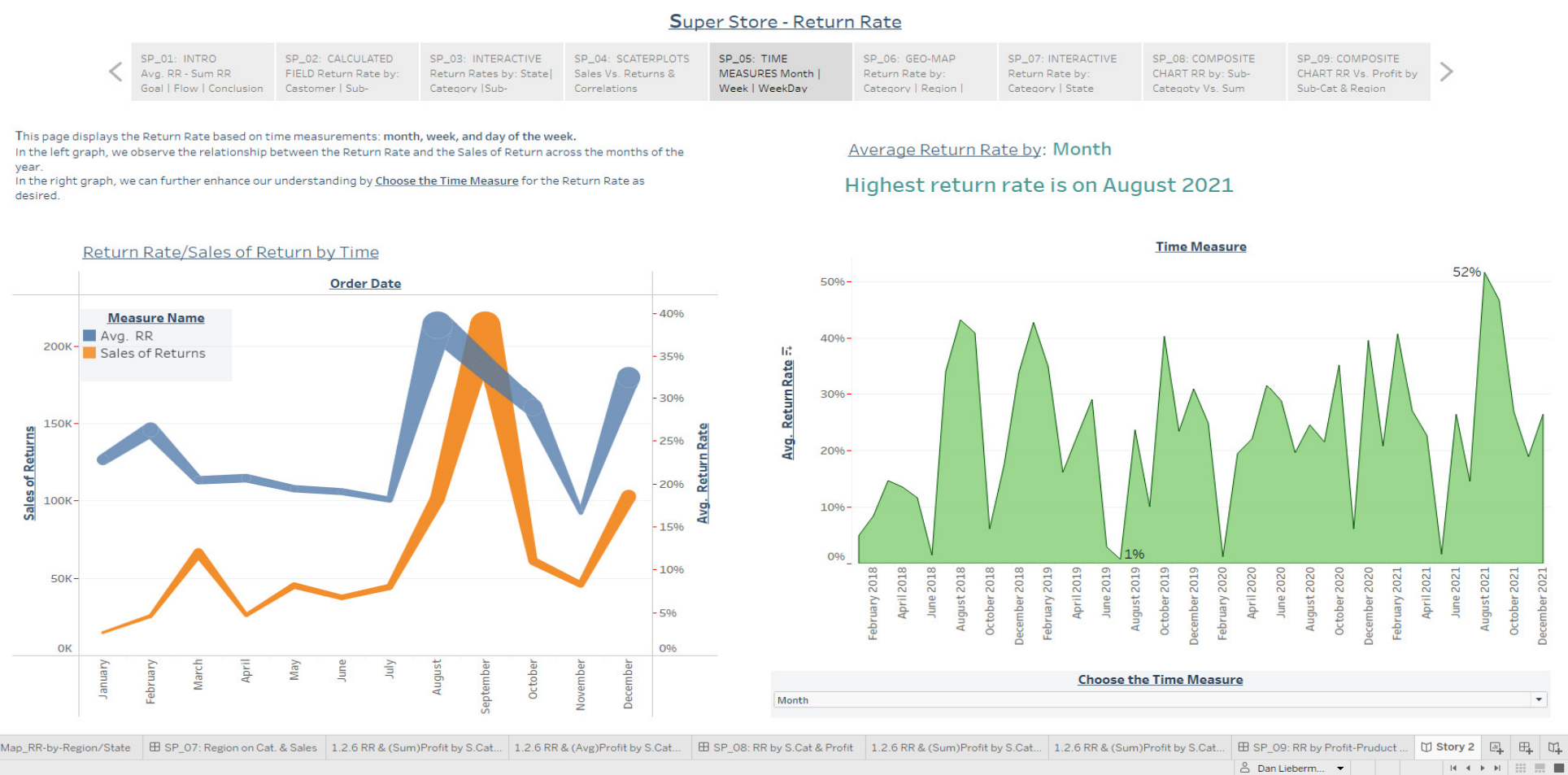
SP_03: INTERACTIVE



SP_04: SCATTER PLOTS



SP_05: TIME MEASURES



SP_06: GEO-MAP

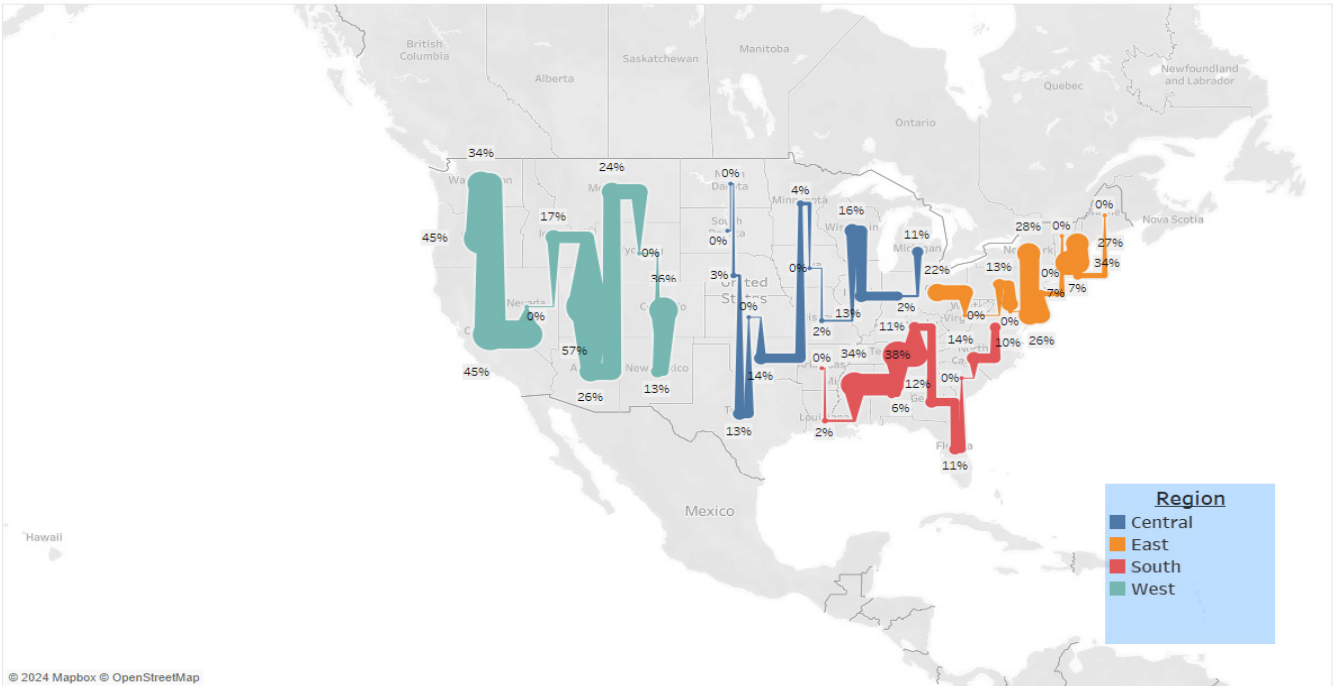
Super Store - Return Rate

SP_01: INTRO Avg. RR - Sum RR Goal Flow Conclusion	SP_02: CALCULATED FIELD Return Rate by: Customer Sub-	SP_03: INTERACTIVE Return Rates by: State Category Sub-	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month Week WeekDay	SP_06: GEO-MAP Return Rate by: Category Region	SP_07: INTERACTIVE Return Rate by: Category State	SP_08: COMPOSITE CHART RR by: Sub- Cateqoty Vs. Sum	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region
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In the geographic context of our map visualization, it's clear that states in the western region demonstrate the **Highest Return Rate**, as shown by the line thickness*. This highlights the importance of implementing strategic measures to address Return Rate challenges and enhance profitability, especially in the **West Region**.

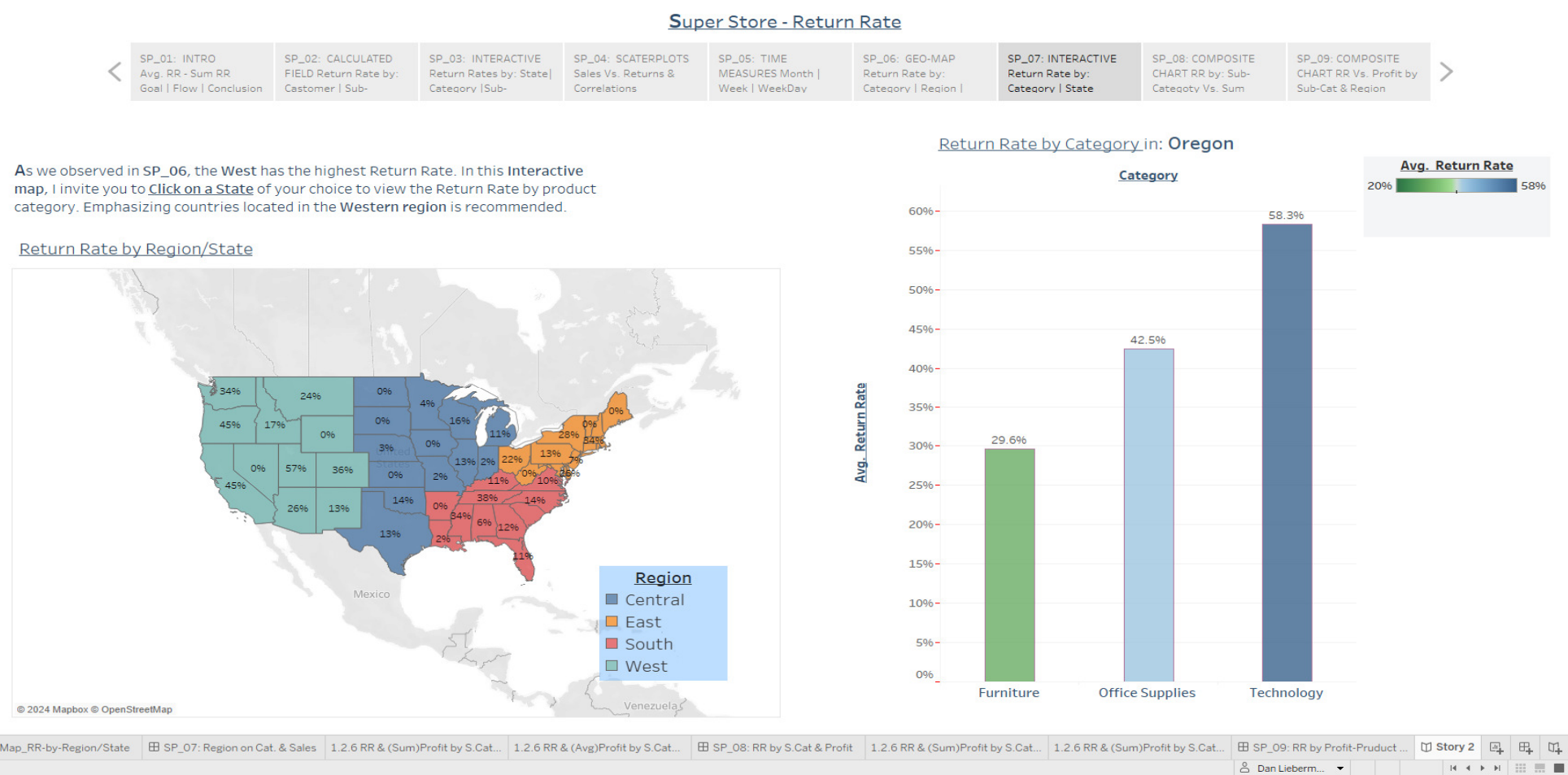
* In this map, a direct correlation exists between line thickness and Return Rate, with thicker lines representing higher Return Rates.

Return Rate by Region & State



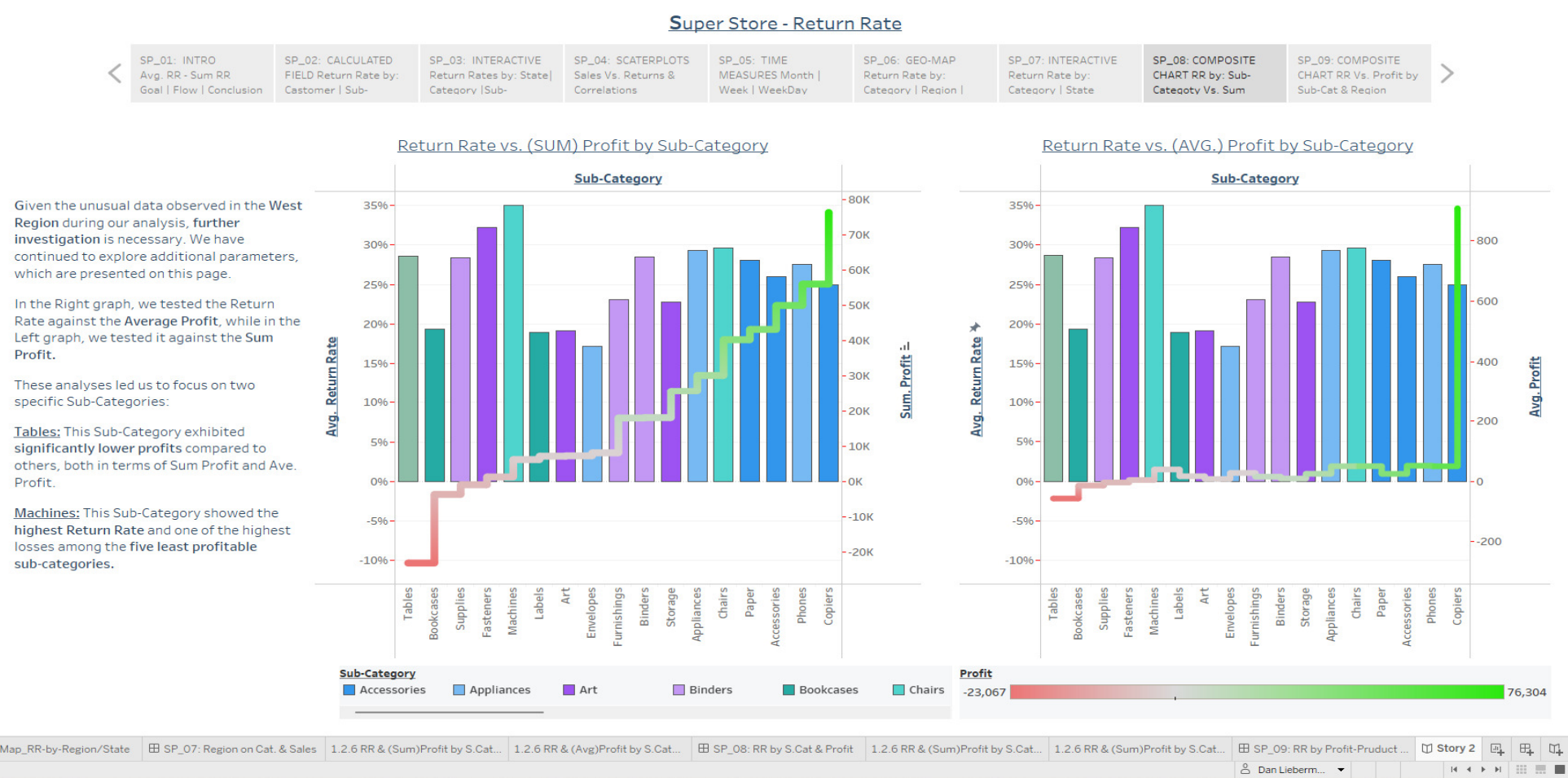
Map_RR-by-Region/State	SP_07: Region on Cat. & Sales	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Avg)Profit by S.Cat...	SP_08: RR by S.Cat & Profit	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Sum)Profit by S.Cat...	SP_09: RR by Profit-Product ...	Story 2			
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SP_07: INTERACTIVE



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SP_08: COMPOSITE CHARTS



SP_09: COMPOSITE CHARTS

