

Return Rate Presentation

I want to identify the main subcategories that are causing the most returns. In my first slide, I noticed that the top three were machines, fasteners, and chairs. Then I wanted to highlight the states and months that we are seeing the highest rate of returns. I noticed that August and the Western states had the highest returns. This led me to layering these dimensions with product category. In the next two slides, you'll notice that the Western regions by far had the most returns, with California, Utah, and Oregon leading the pack. This gave me the idea of identifying which subcategories had the highest return rates for these states and recommending that we begin a customer survey for those who buy these products. Also, recommending that we assess the quality of these products that are being sold in these regions. Lastly, I also recommend we look at the profit margins and consider pulling back on inventory for these products if they are leading to decreases in revenue. In conclusion, I highlighted that the Western Region and the subcategories fasteners, appliances, and machines were the areas of most concern when looking at high return rates and possibly decrease in profits.