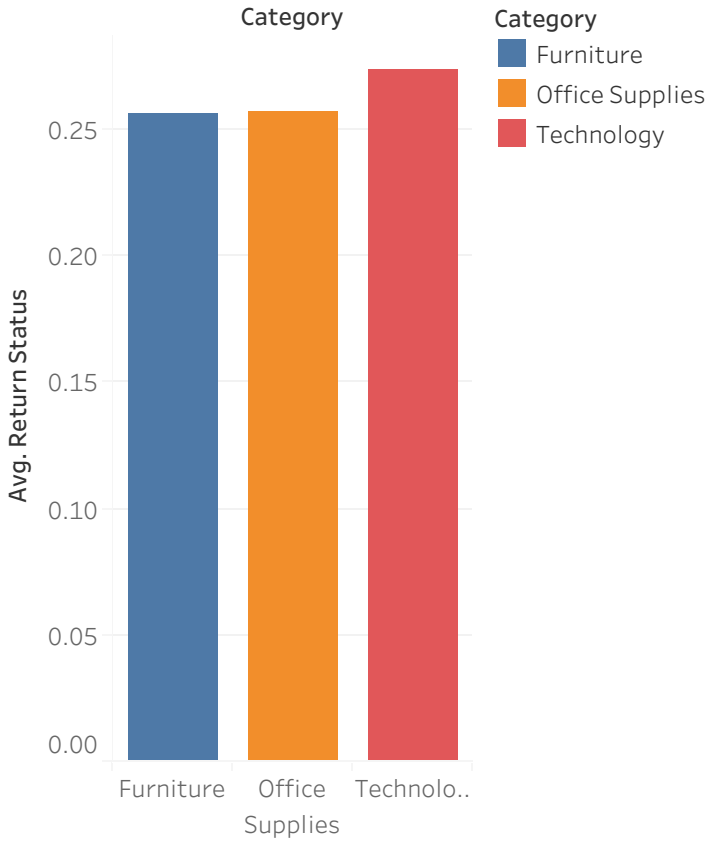
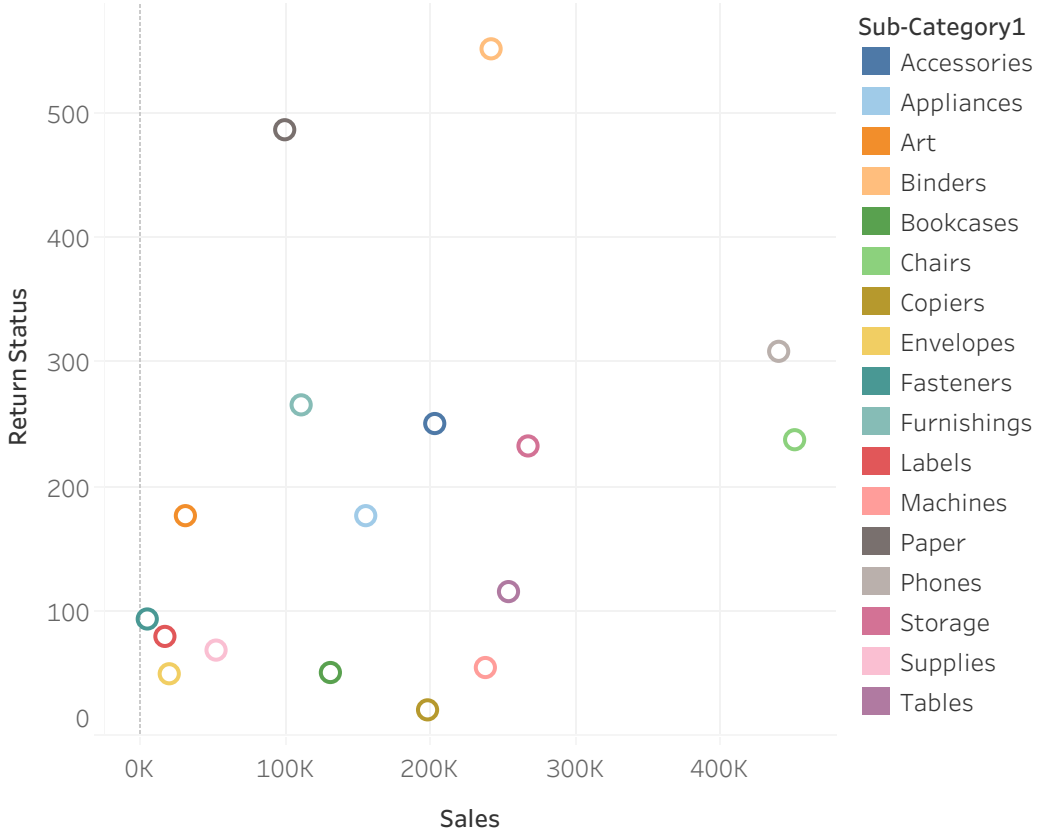
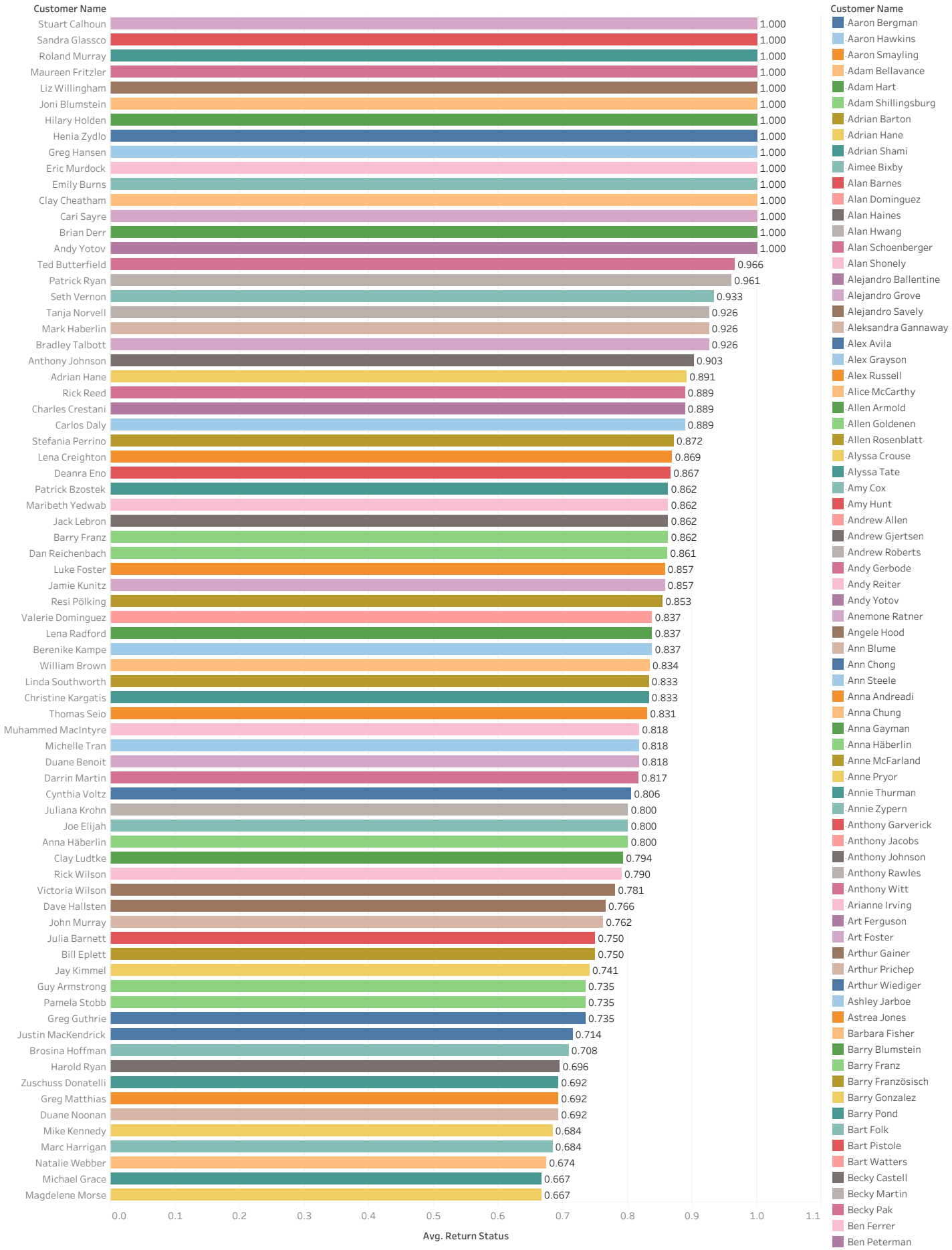
Category Return Rate



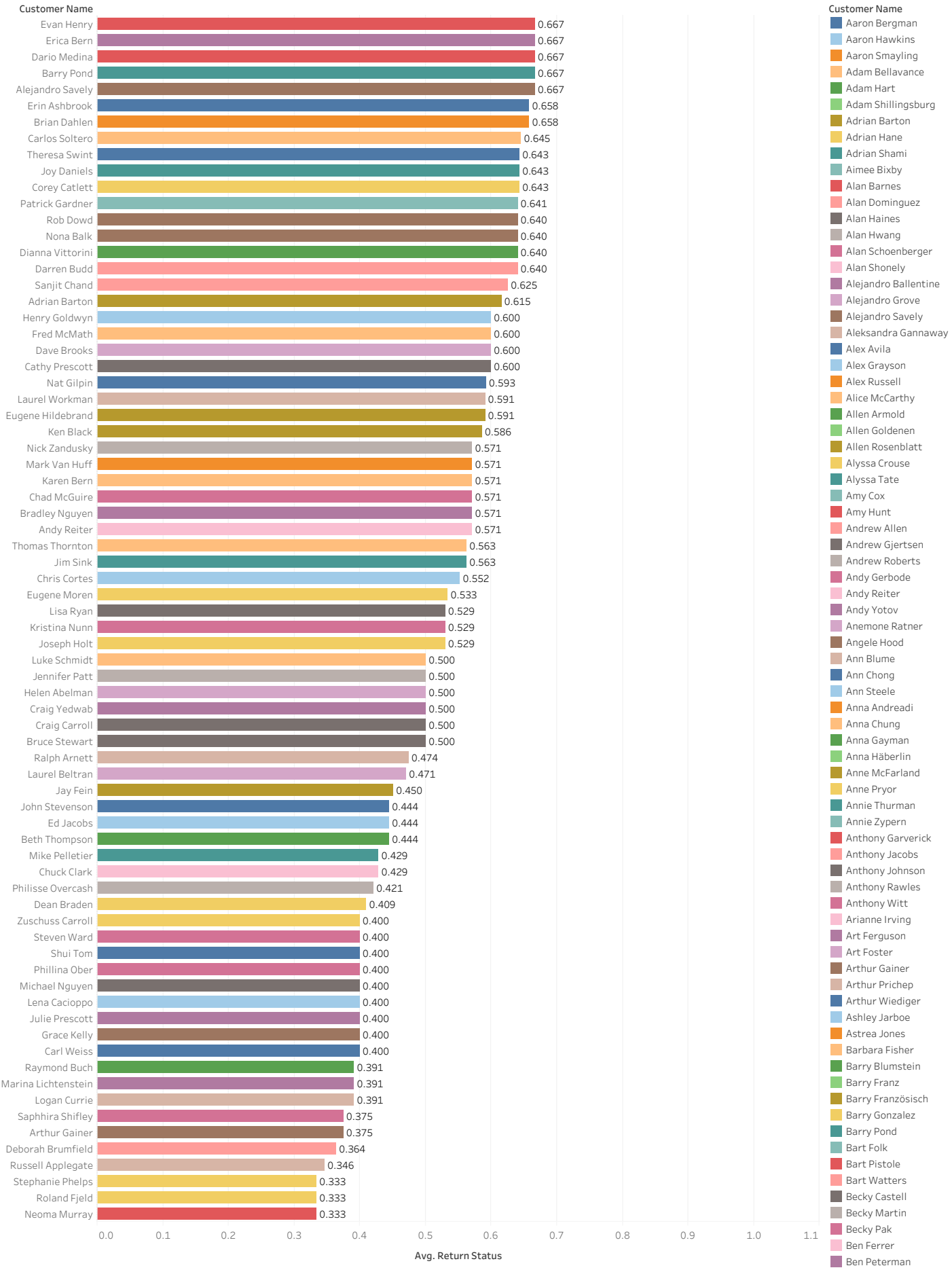
Return Amount By Sales



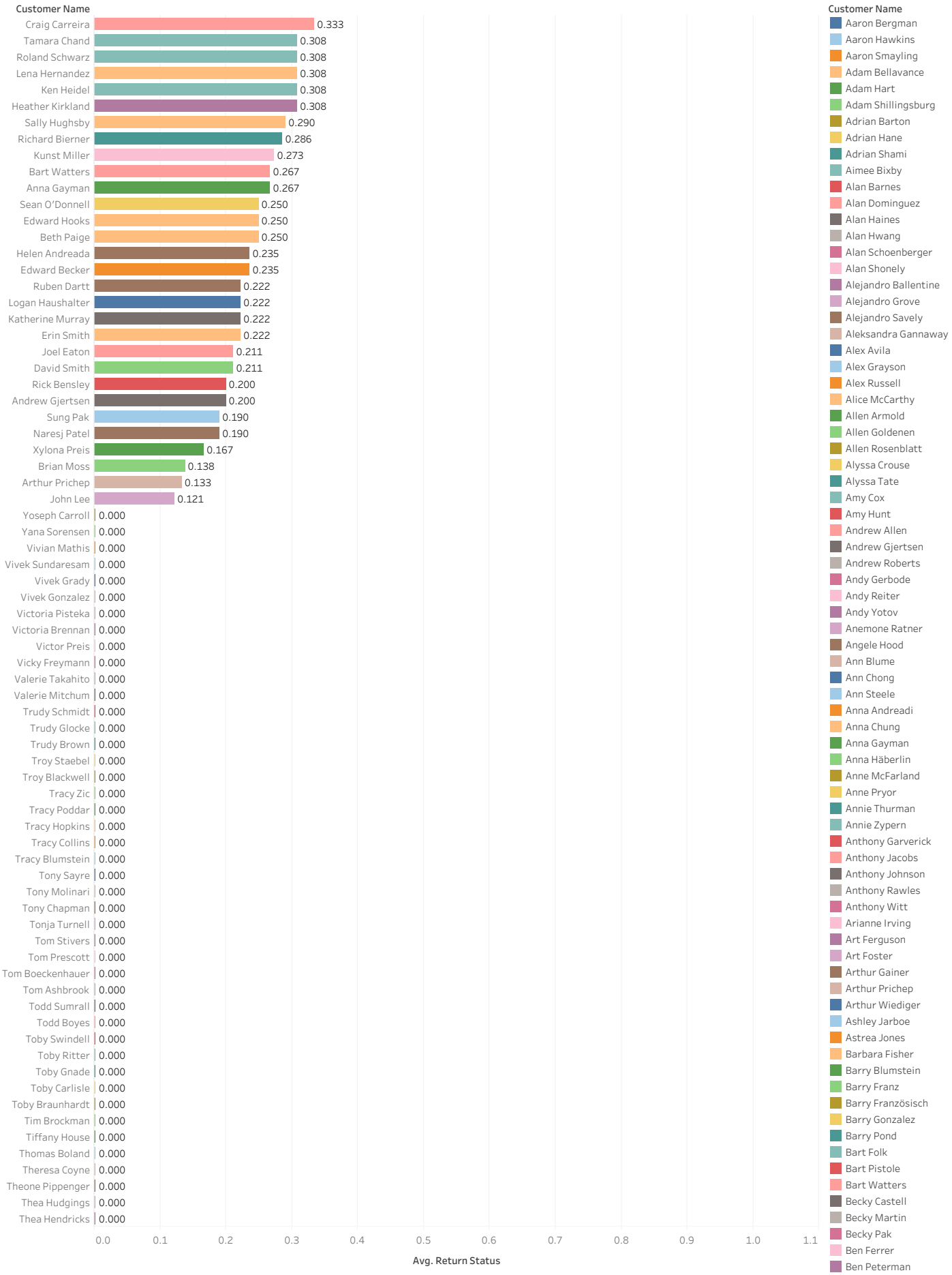
Customer Return Rate



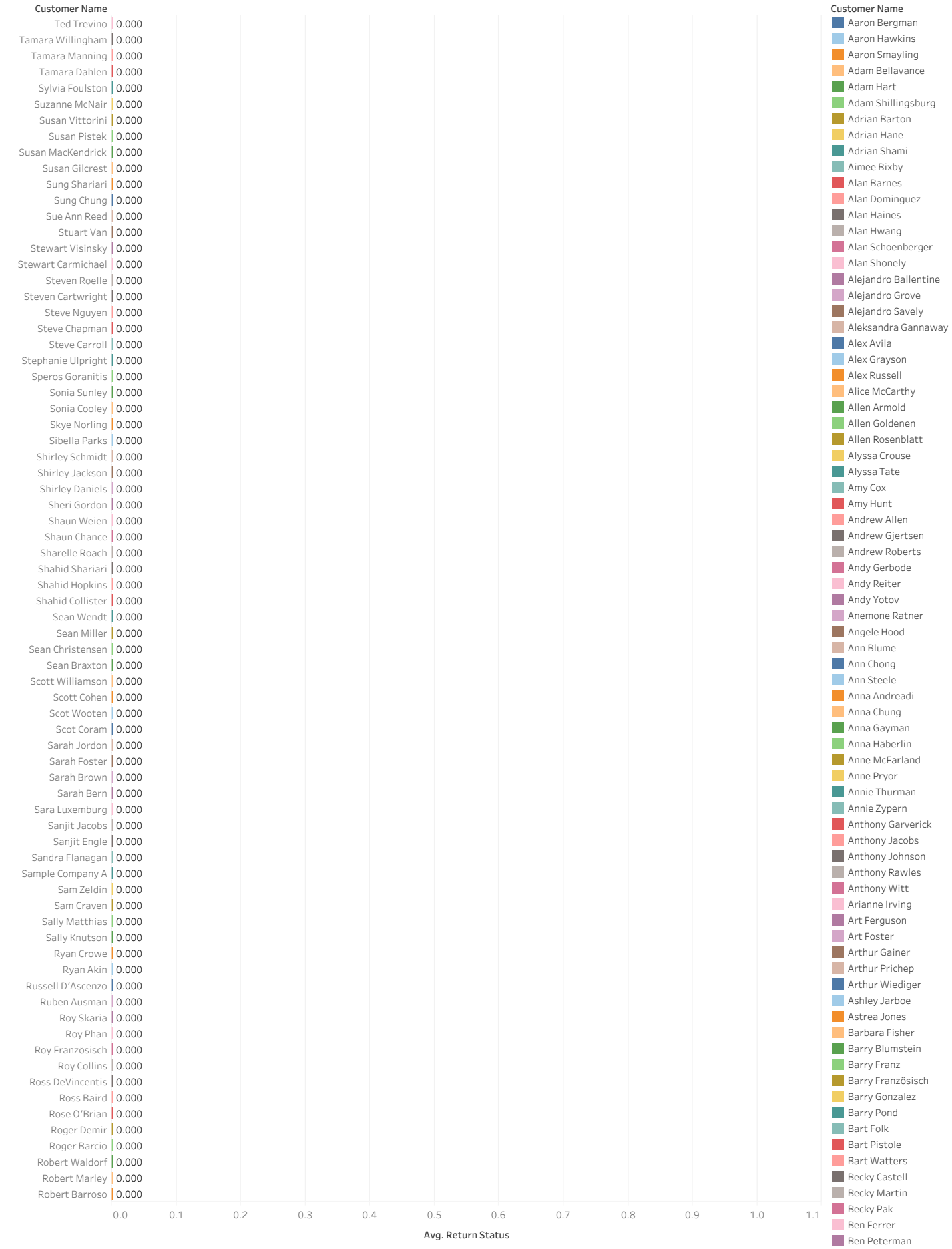
Customer Return Rate



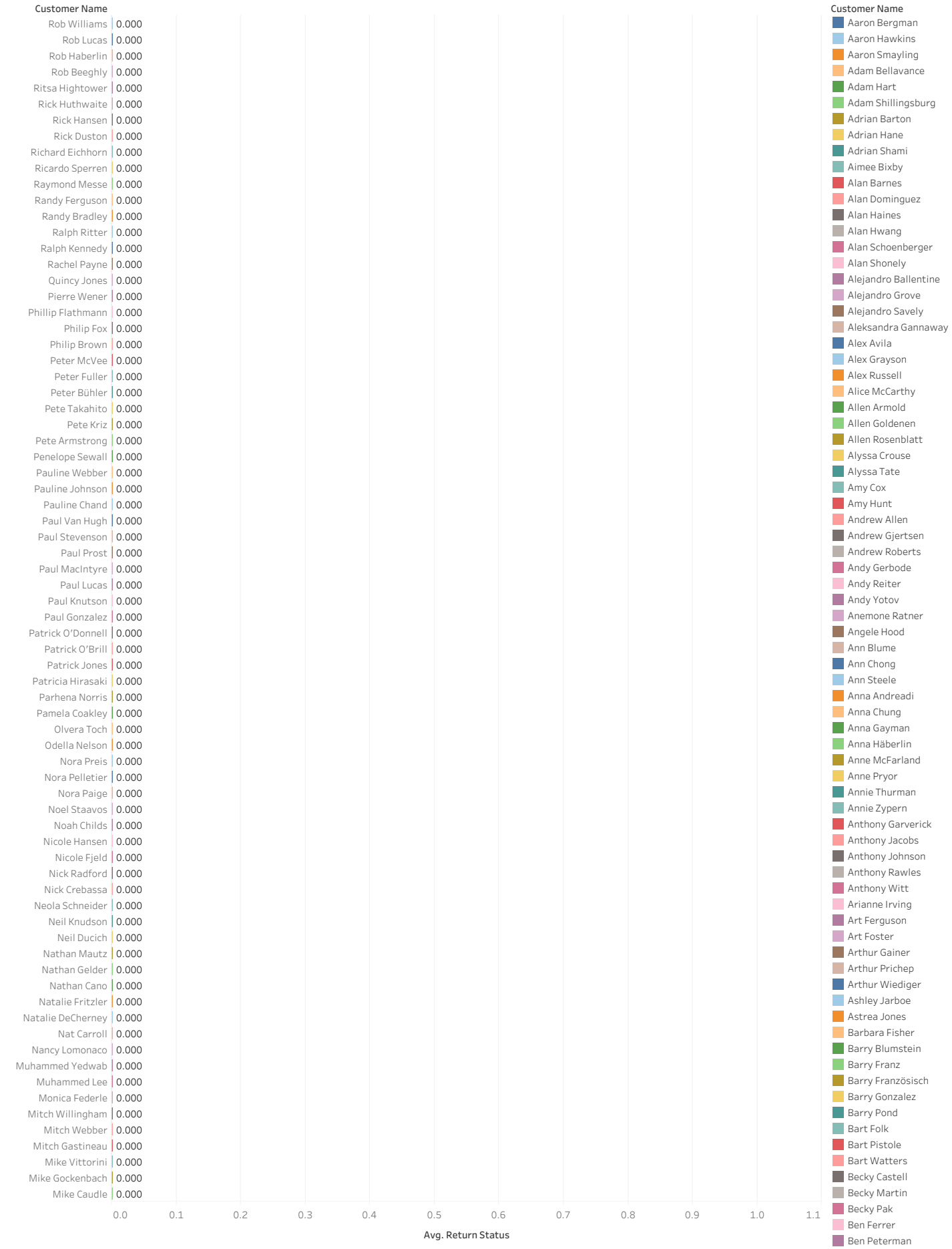
Customer Return Rate



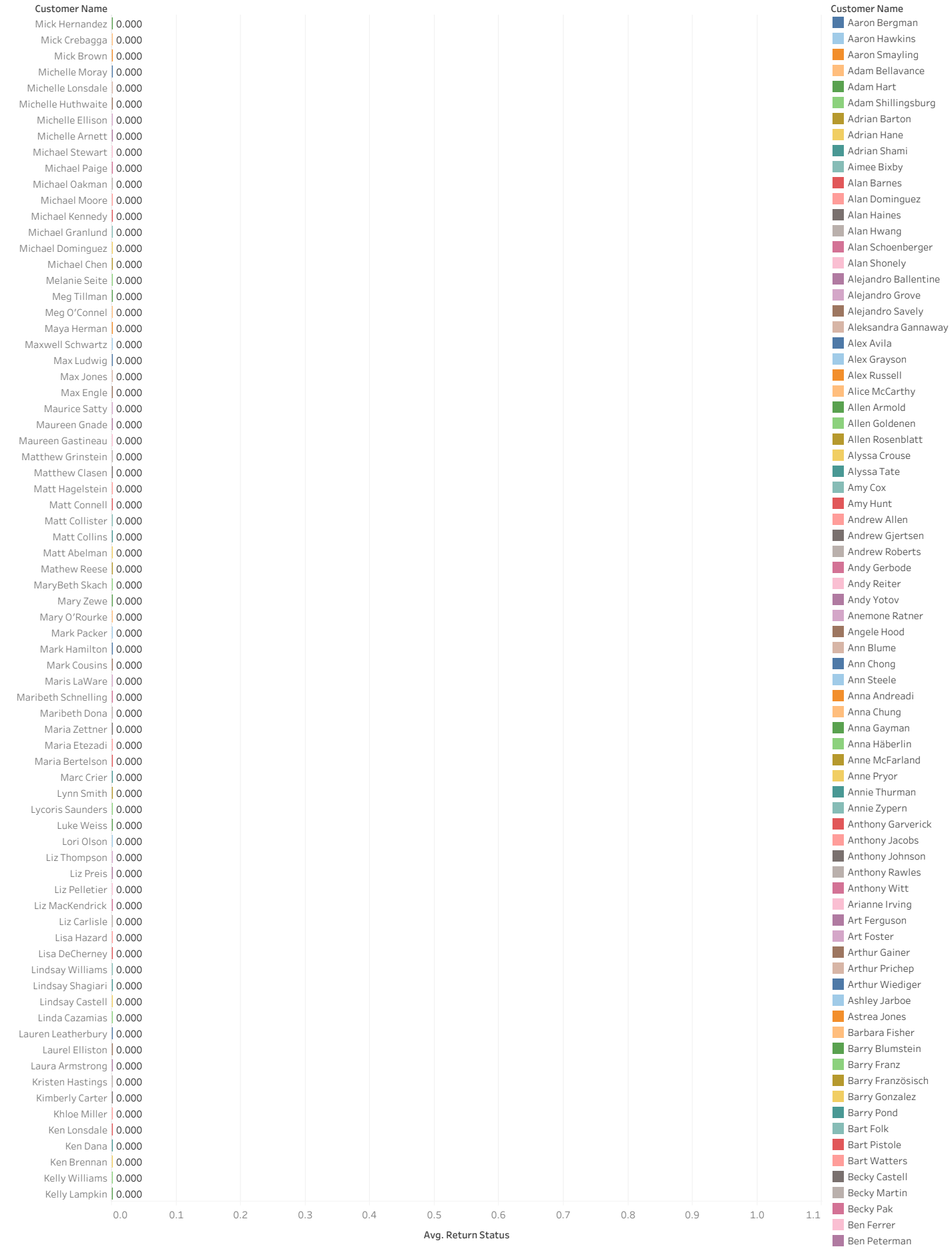
Customer Return Rate



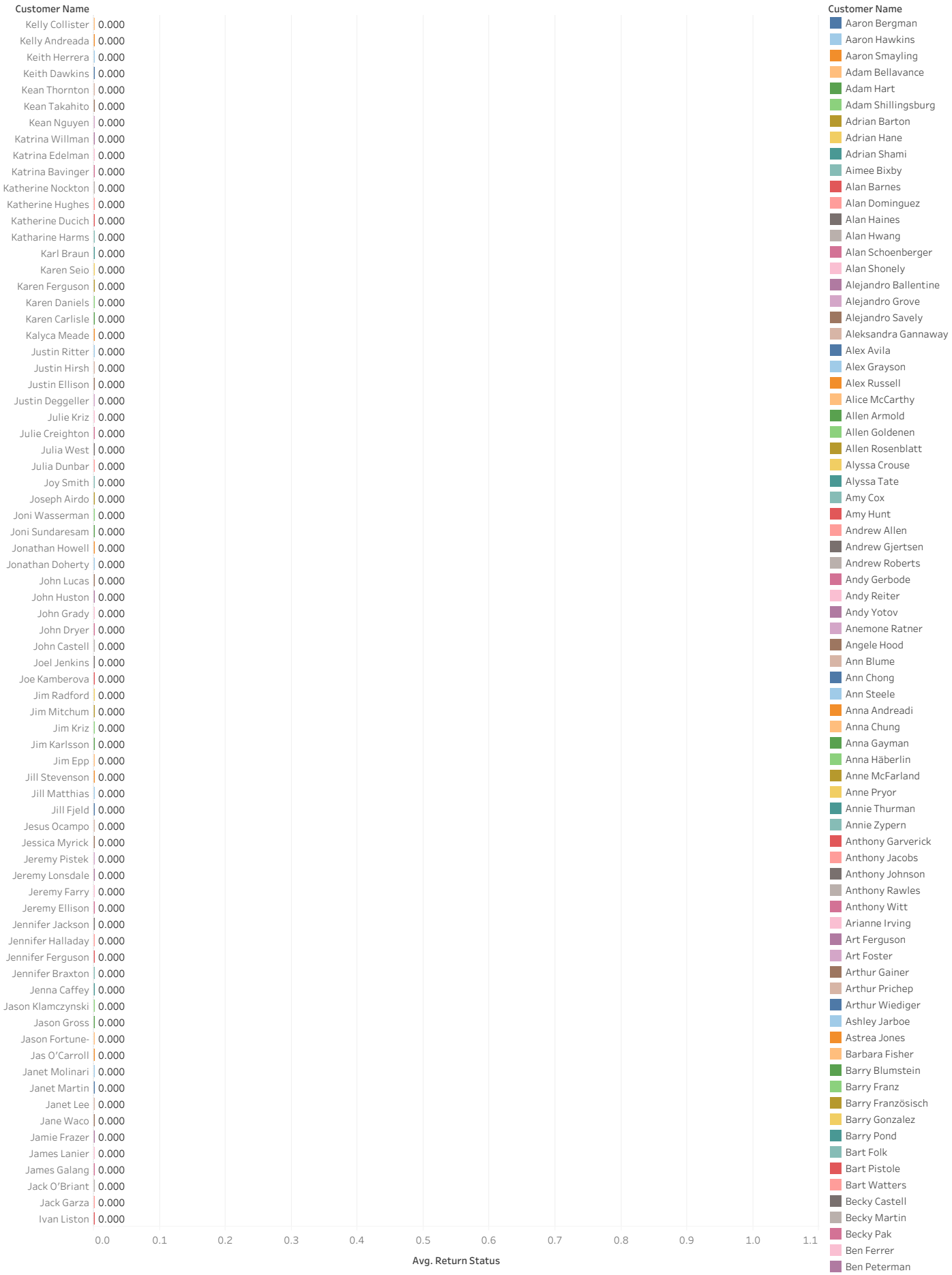
Customer Return Rate



Customer Return Rate



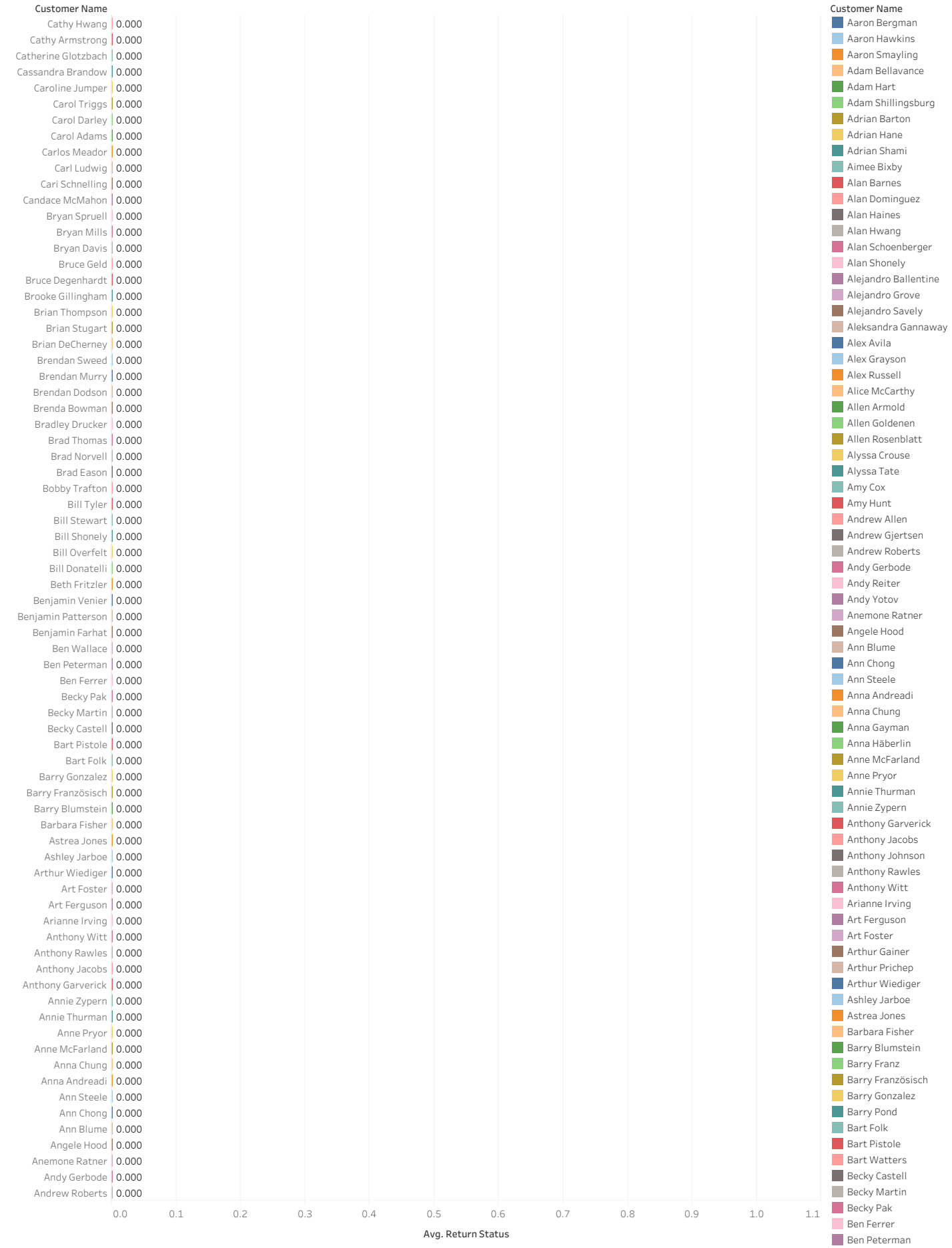
Customer Return Rate



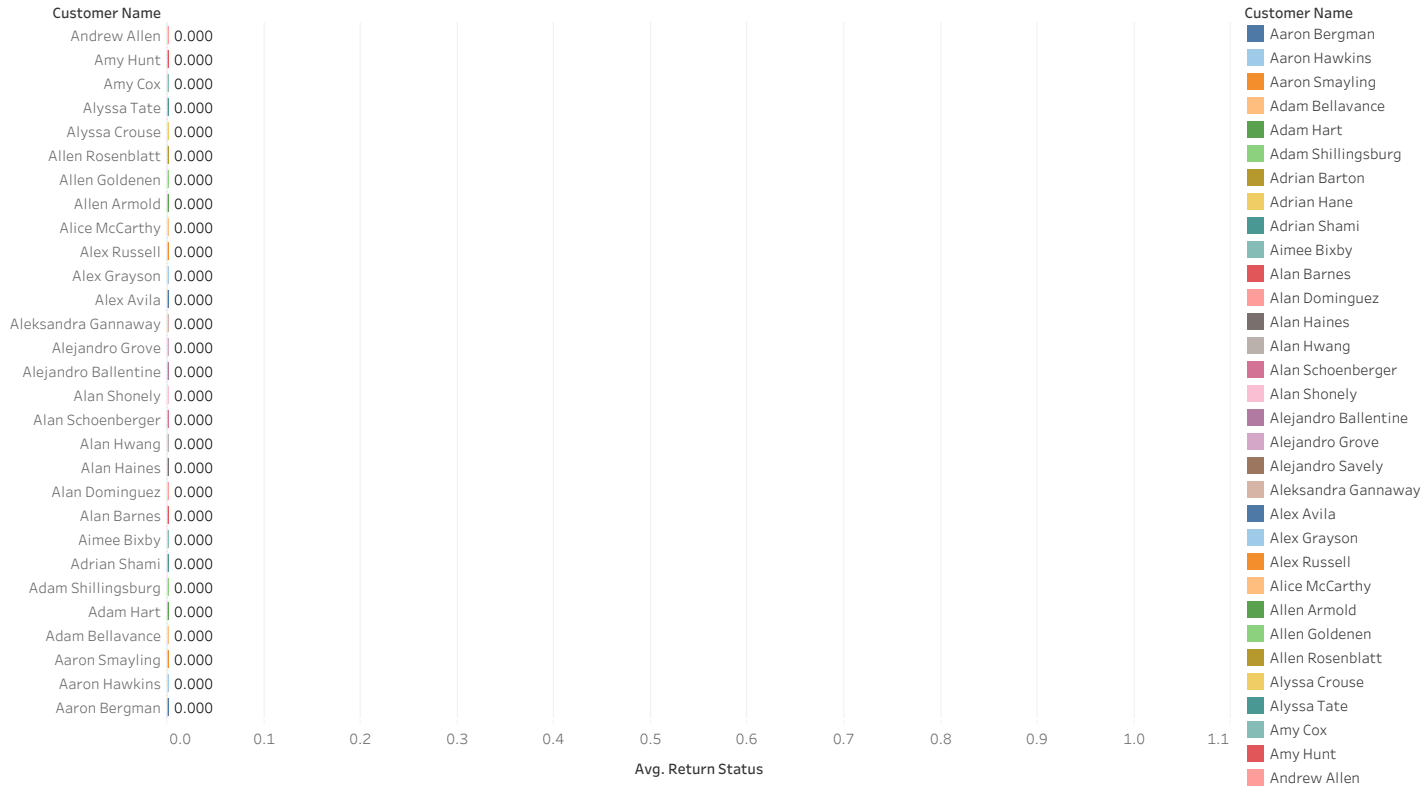
Customer Return Rate

Customer Return Rate

Customer Return Rate

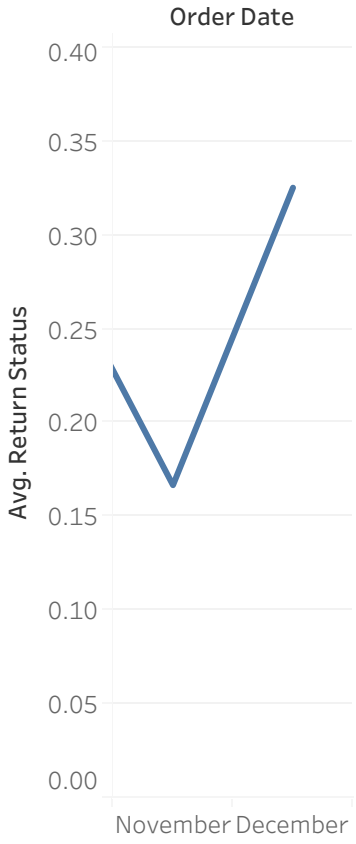


Customer Return Rate

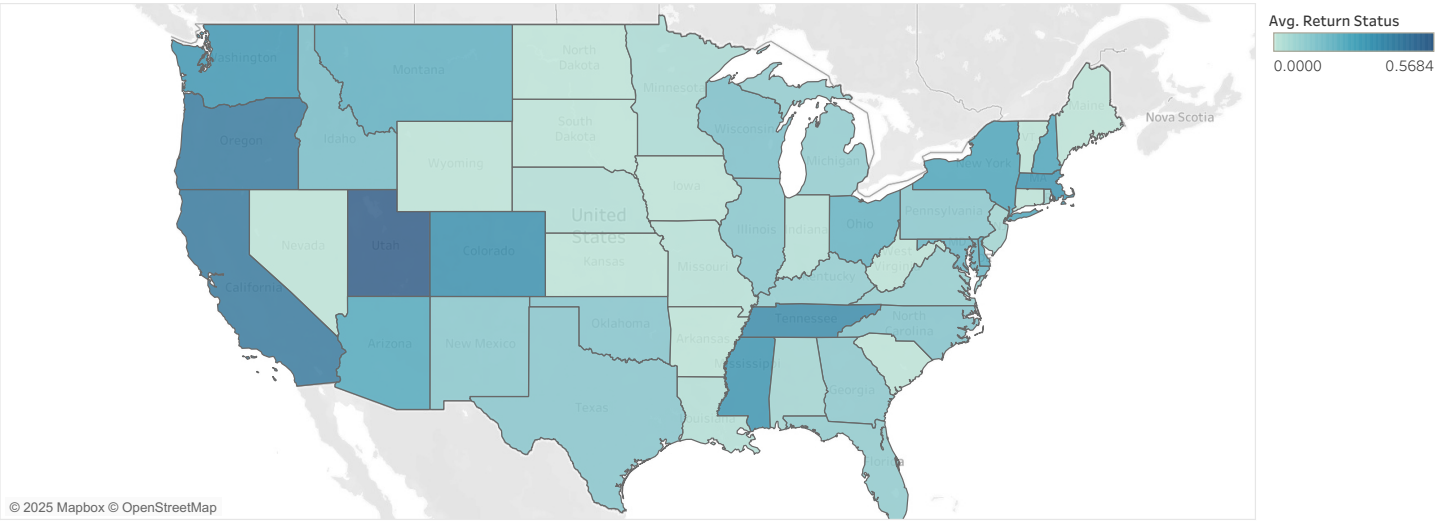


Return Rate Over Months

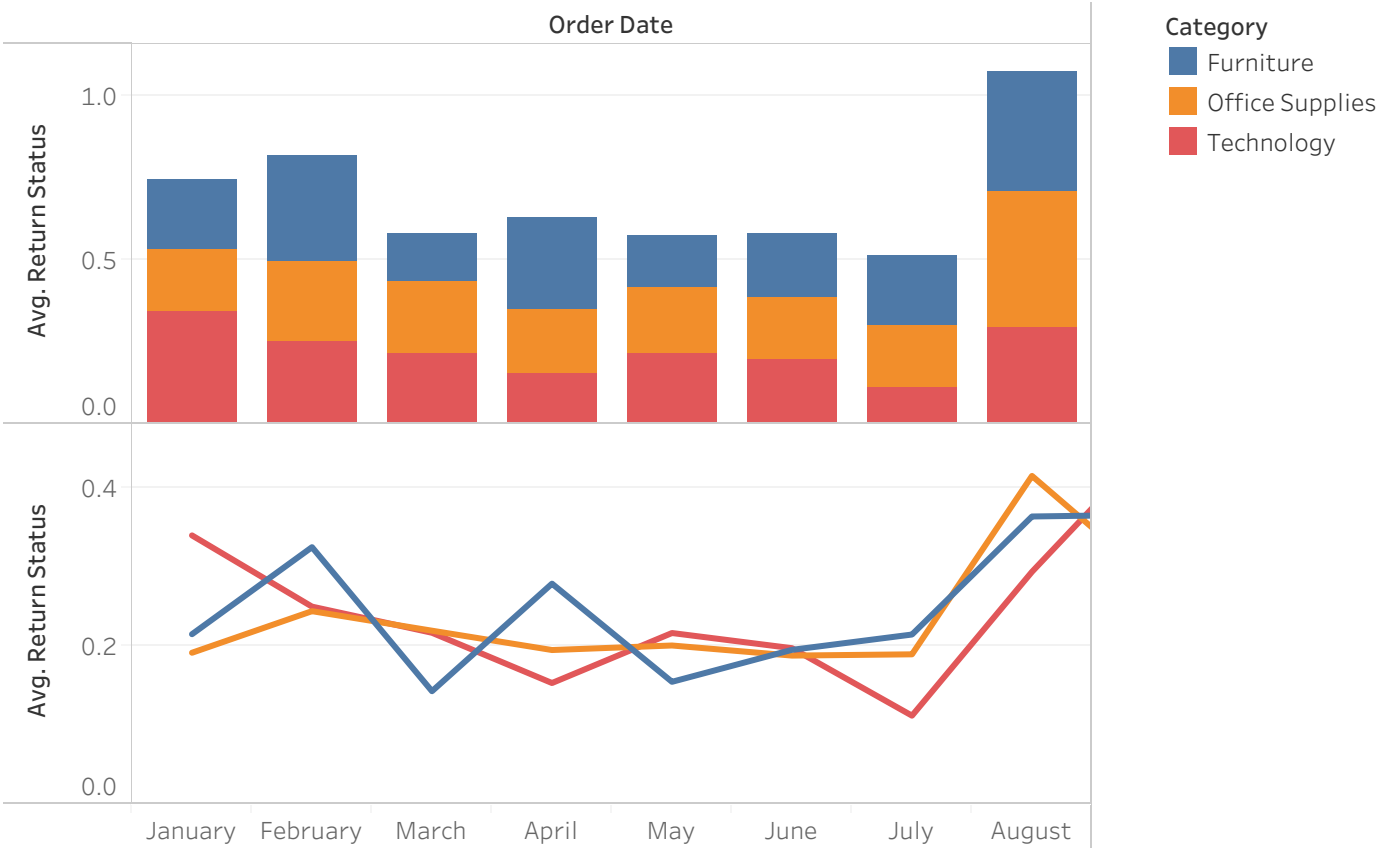
Return Rate Over Months



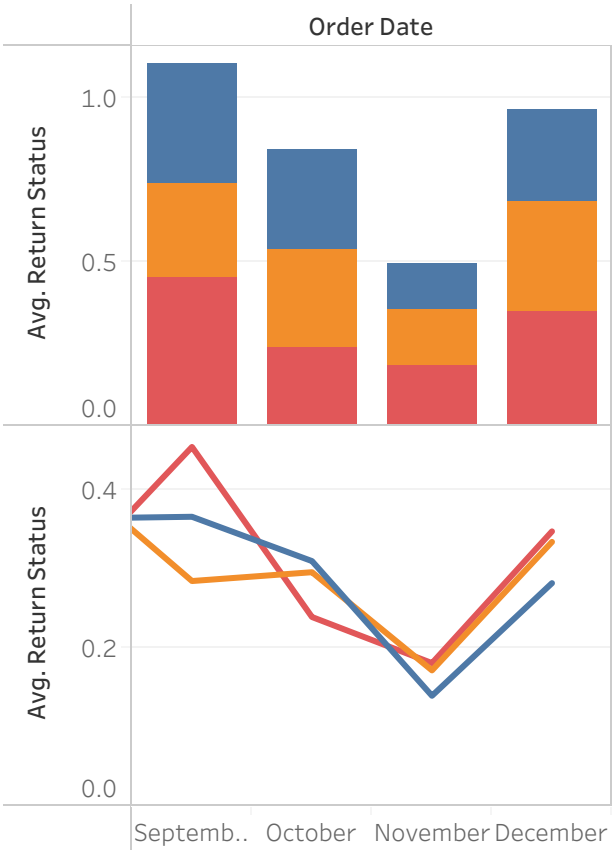
Return Rate By State



Composite Charts

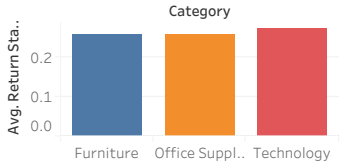


Composite Charts

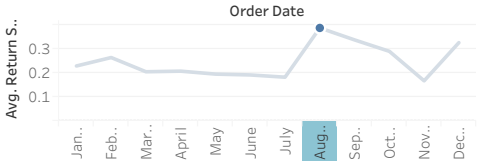


Returns Analysis

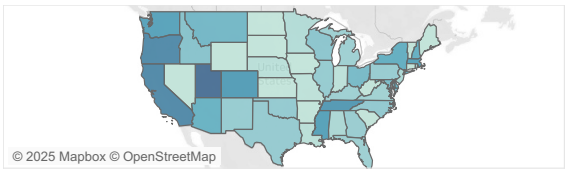
Category Return Rate



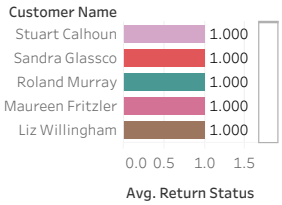
Return Rate Over Months



Return Rate By State

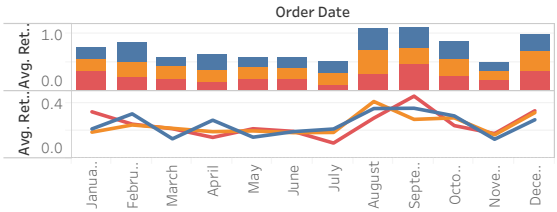


Customer Return Rate

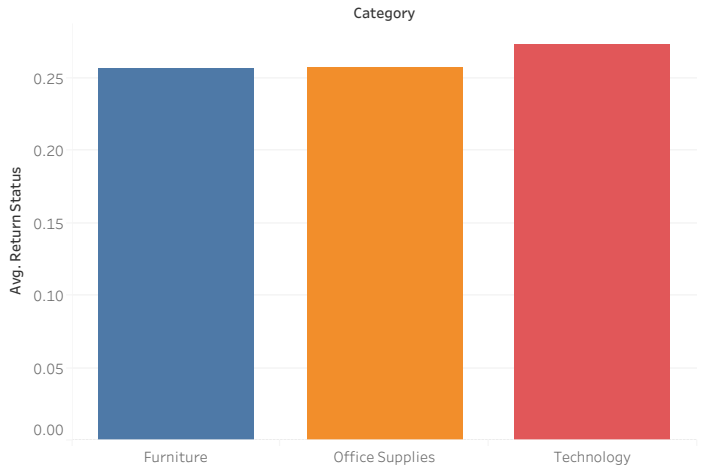


The Category Return Rate chart consists of a bar chart that measures the return rate per category. The return rates are about even. The Customer Return Rate chart is a bar chart listing customers by their return rate in descending order. From this chart we can see that some customers returned all their purchases and that all these customers had more than one order. The Return Rate By State chart is a map that gives the return rate by state. There doesn't to be any pattern with the return rate by state. The Return Rate Over Months chart is a line chart that shows the return rate per month. It is clear that there is a spike in returns in August and December, corresponding with the back to school and holiday season. The Composite Charts are a bar chart showing the return rate for each category every month and a line chart showing the same thing. Office supply and furniture returns spike in August and technology returns peak in September. All three spike in December.

Composite Charts



Category Return Rate

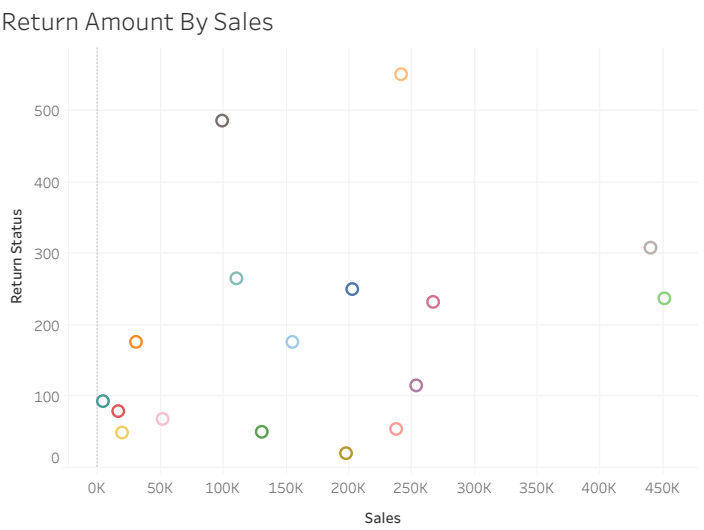


Category
- Furniture
- Office Supplies
- Technology

Category
- [x] Furniture
- [x] Office Supplies
- [x] Technology

From this bar graph it is clear that there is not much variation in return rates amoung the different categories of products.

Return Amount By Sales



Sub-Category1

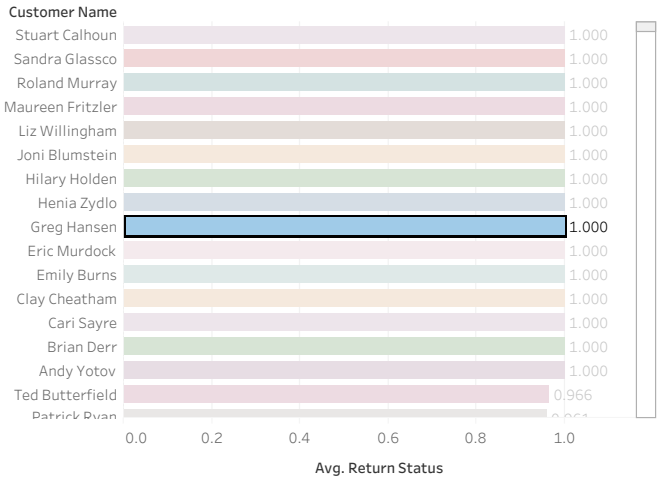
- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Category

- [x] Furniture
- [x] Office Supplies
- [x] Technology

From the scatterplot it is clear that there is no correlation between the amount of returns and number of sales.

Customer Return Rate



Order ID

Condition
COUNT([Order ID]) > 1

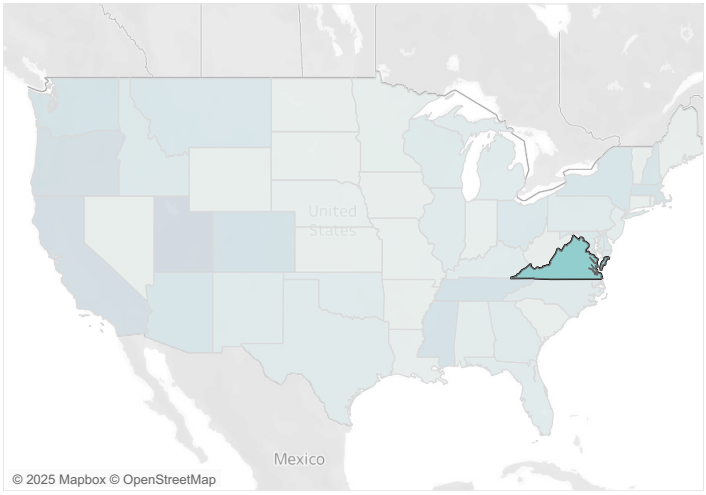
Category
- Furniture
- Office Supplies
- Technology

Customer Name
- Aaron Bergman
- Aaron Hawkins
- Aaron Smayling
- Adam Bellavance
- Adam Hart
- Adam Shillingsburg
- Adrian Barton

Customer Name
Aaron Bergman, Aaron Hawkins, Aaron Smayling, Adam Bellavance, Adam Hart, Adam Shillingsb.., Adrian Barton, Adrian Hane, Adrian Shami, Aimee Bixby, Alan Barnes, Alan Dominguez, Alan Haines, Alan Hwang, Alan Schoenber.., Alan Shonely, Alejandro Balle.., Alejandro Grove, Alejandro Savely, Aleksandra Gan.., Alex Avila, Alex G, Alex R, Alice M, Allen A, Allen C, Allen F, Alyssa

This bar graph shows which customers have the highest return rate.

Return Rate By State



Avg. Return Status

0.0000 0.5684

Category

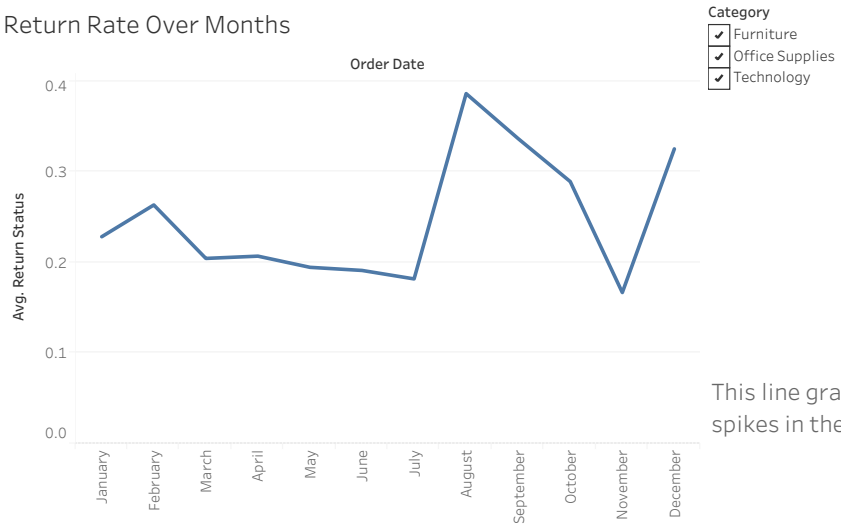
- [x] Furniture
- [x] Office Supplies
- [x] Technology

Region1

- [x] Central
- [x] East
- [x] South
- [x] West

This map gives the return rate for each state.

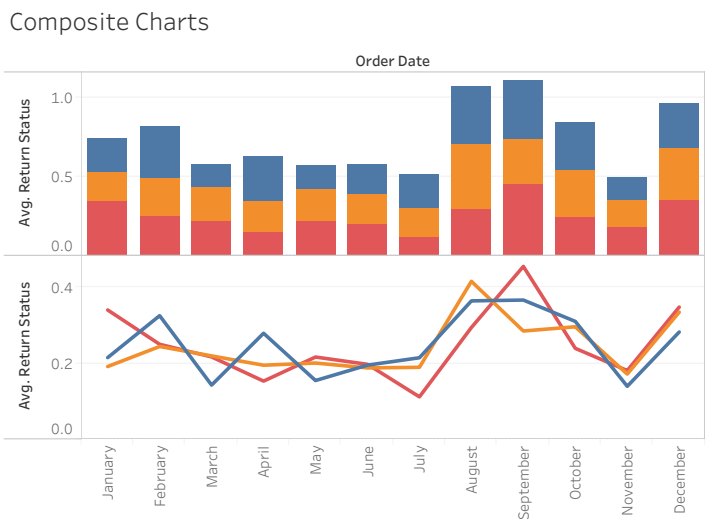
Return Rate Over Months



Category
- [x] Furniture
- [x] Office Supplies
- [x] Technology

This line graph shows the return rate per month. There are a few spikes in the chart.

Composite Charts



Category
- Furniture
- Office Supplies
- Technology

Category
- [x] Furniture
- [x] Office Supplies
- [x] Technology

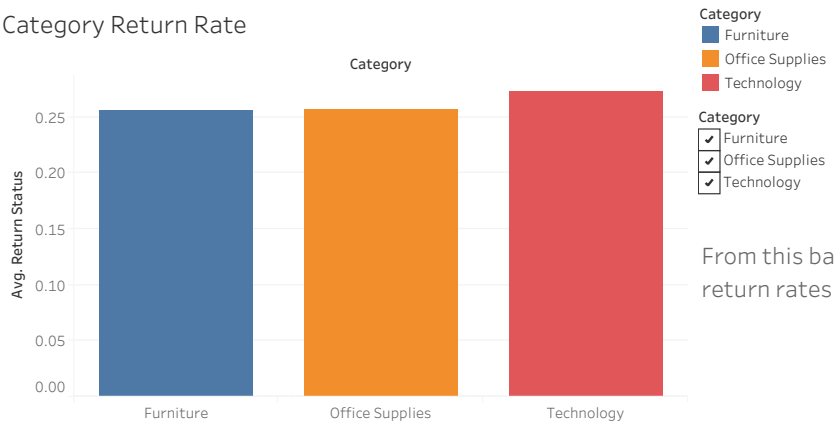
These composite charts show the return rate for each category of products for each month. The top chart is a bar graph and the bottom one is a line graph.

Return Analysis
11/6/24
Eric Chen

Introduction

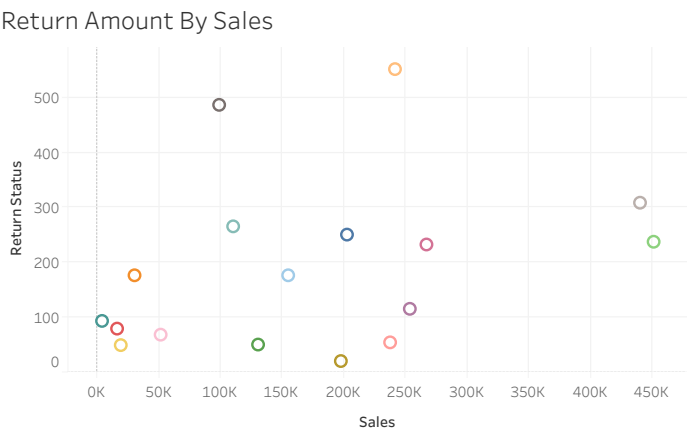
This Tableau story will analyze the return activity of the business. It will focus mostly on return rates. It will use a variety of charts to show return behaviour for a variety of different measurements.

Category Return Rate



From this bar graph it is clear that there is not much variation in return rates amoung the different categories of products.

Return Amount By Sales



Sub-Category1

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
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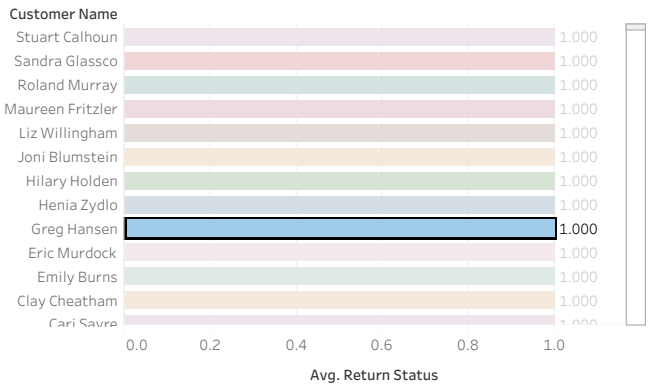
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Category

- [x] Furniture
- [x] Office Supplies
- [x] Technology

From the scatterplot it is clear that there is no correlation between the amount of returns and number of sales.

Customer Return Rate



Order ID

Condition
COUNT([Order ID]) > 1

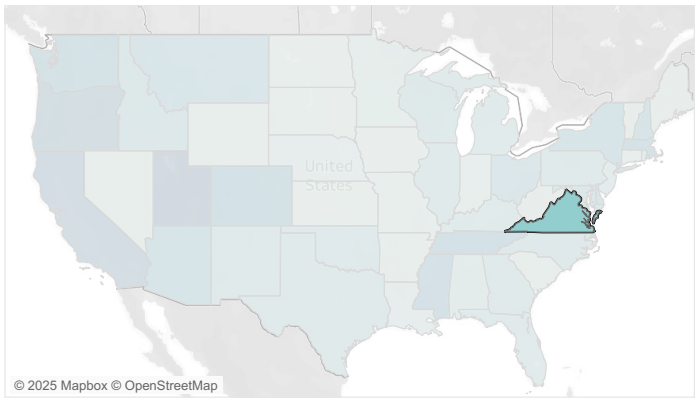
Category
- [x] Furniture
- [x] Office Supplies

Customer Name
- [x] Aaron Bergman
- [x] Aaron Hawkins
- [x] Aaron Smayling
- [x] Adam Bellavance
- [x] Adam Hart
- [x] Adam Shillingsburg
- [x] Adrian Barton

Customer Name
Aaron Bergman, Aaron Hawkins, Aaron Smayling, Adam Bellavance, Adam Hart, Adam Shillingsb.., Adrian Barton, Adrian Hane, Adrian Shami, Aimee Bixby, Alan Barnes, Alan Dominguez, Alan Haines, Alan Hwang, Alan Schoenber.., Alan, Aleja, Aleja, Aleja, Alek

This bar graph shows which customers have the highest return..

Return Rate By State



Avg. Return Status

0.0000 0.5684

Category

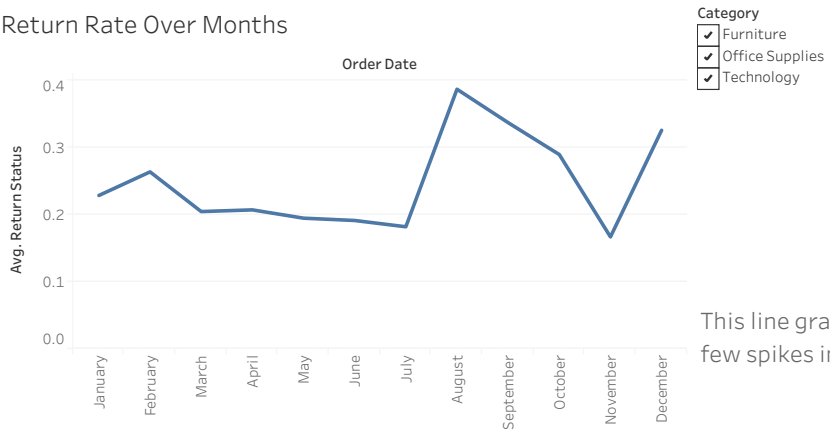
- [x] Furniture
- [x] Office Supplies
- [x] Technology

Region1

- [x] Central
- [x] East
- [x] South
- [x] West

This map gives the return rate for each state.

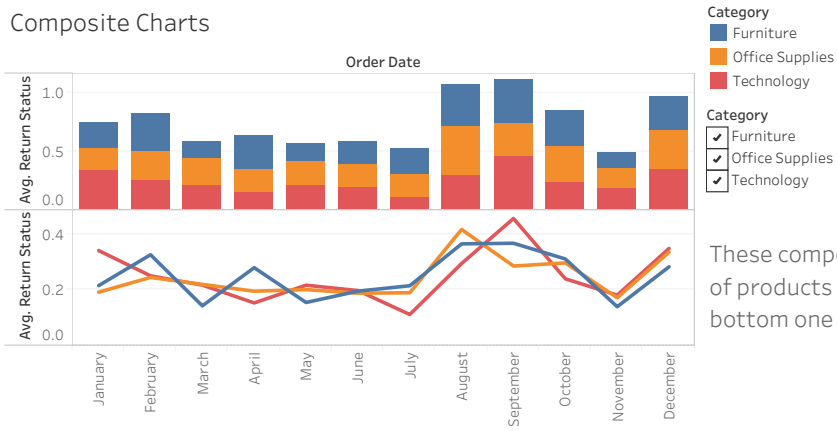
Return Rate Over Months



Category
- ✔ Furniture
- ✔ Office Supplies
- ✔ Technology

This line graph shows the return rate per month. There are a few spikes in the chart.

Composite Charts



Category
- Furniture
- Office Supplies
- Technology

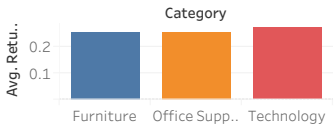
Category
- [x] Furniture
- [x] Office Supplies
- [x] Technology

These composite charts show the return rate for each category of products for each month. The top chart is a bar graph and the bottom one is a line graph.

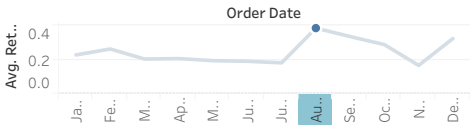
Returns should be measured in as many ways as possible since the more data you have the better. If you can only choose one then the total cost of returns would be the best measure since you want find out what area is costing the business the most profit. The total cost of returns would always be the best measure since the goal of the business is to maximize profit. There's a huge spike in returns in August. The business should investigate why August sees so many returns. There's also a spike in returns in December. The business should review its performance during the holiday season. There are spikes in the returns of office supplies and furniture during August. Technology returns also peak in September. It seems the business should review it's performance during the back to school season.

Returns Analysis

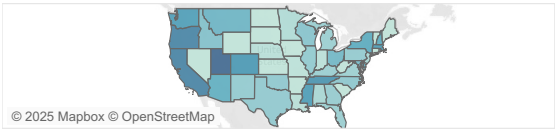
Category Return Rate



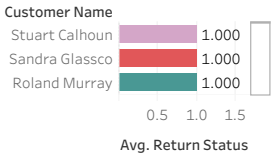
Return Rate Over Months



Return Rate By State

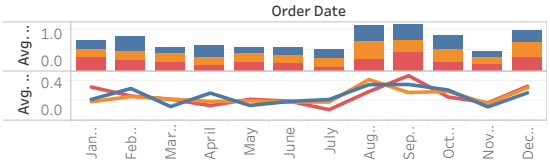


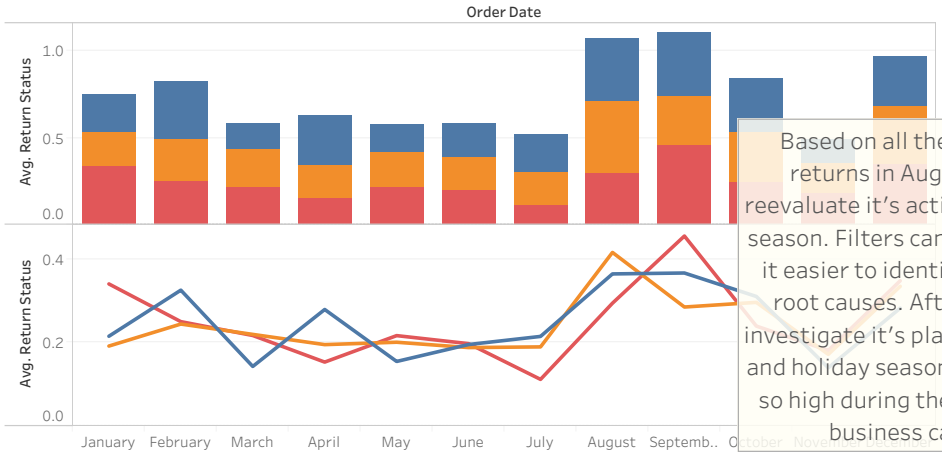
Customer Return Rate



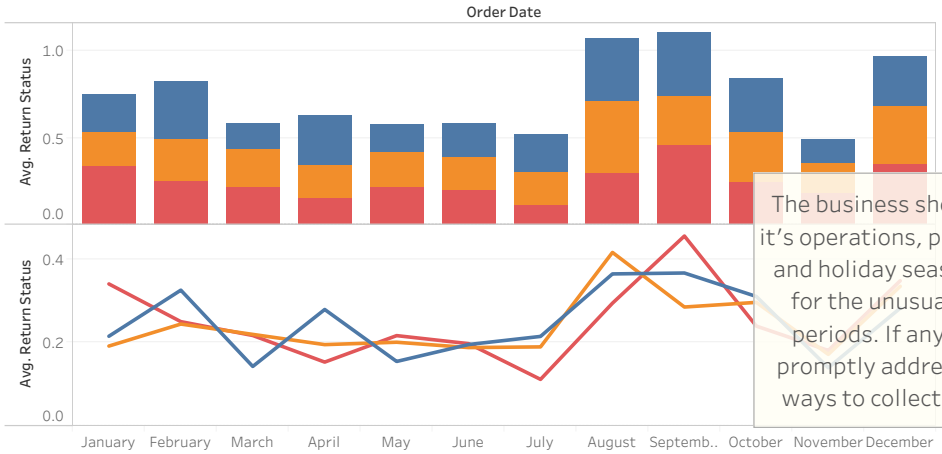
The Category Return Rate chart consists of a bar chart that measures the return rate per category. The return rates are about even. The Customer Return Rate chart is a bar chart listing customers by their return rate in descending order. From this chart we can see that some customers returned all their purchases and that all these customers had more than one order. The Return Rate By State chart is a map that gives the return rate by state. There doesn't to be any pattern with the return rate by state. The Return Rate Over Months chart is a line chart that shows the return rate per month. It is clear that there is a spike in returns in August and December, corresponding with the back to school and holiday season. The Composite Charts are a bar chart showing the return rate fo..

Composite Charts





Based on all the charts it is clear that there is a surge in returns in August and December. The business should reevaluate it's activities during the back to school and holiday season. Filters can be used to remove irrevelant data, making it easier to identify patterns that can be used to determine root causes. After using the dashboard, the business can investigate it's plans and operations during the back to school and holiday seasons. This might shed light on why returns are so high during these periods. If problems are identified, the business can then take steps to address them.



The business should conduct a thorough investigation into it's operations, plans and performance for the back to school and holiday seasons. The business should find the reasons for the unusually high rates of returns duing these two periods. If any problems are found the business should promptly address them. The business should also look for ways to collect more data so more insights can be found.