

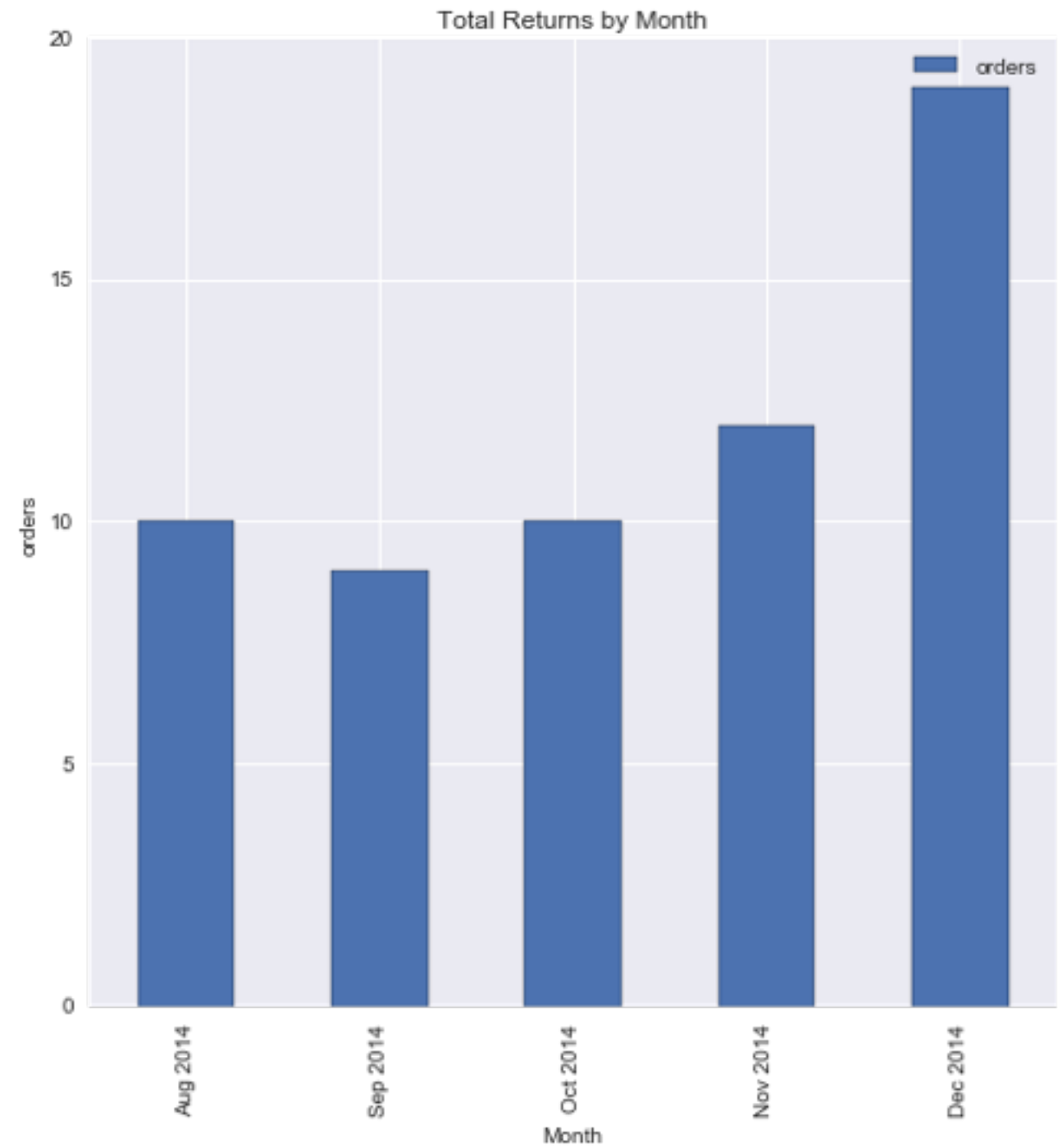
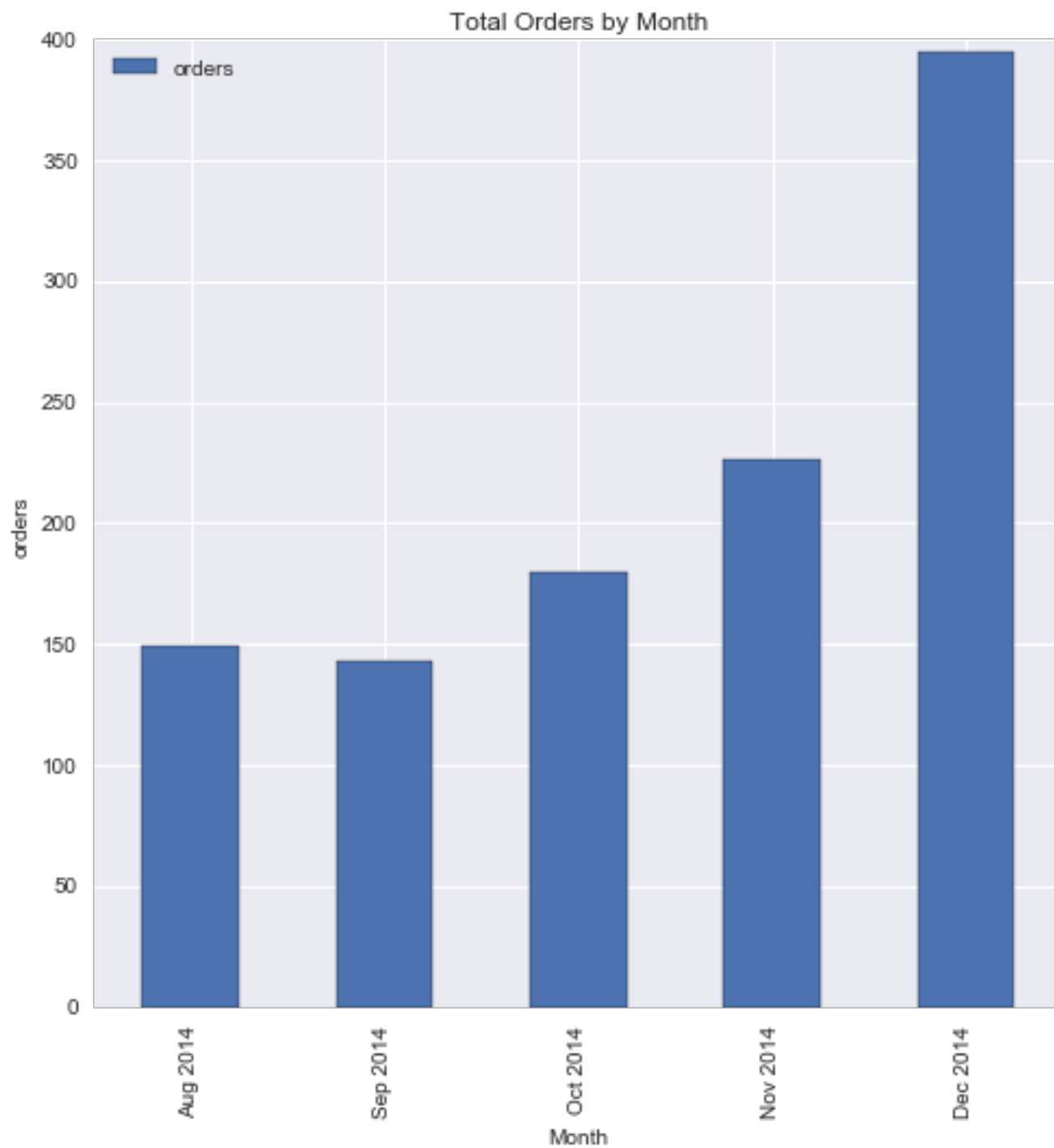
# Casper BI

Author: Wanda Wang

# Key Takeaways

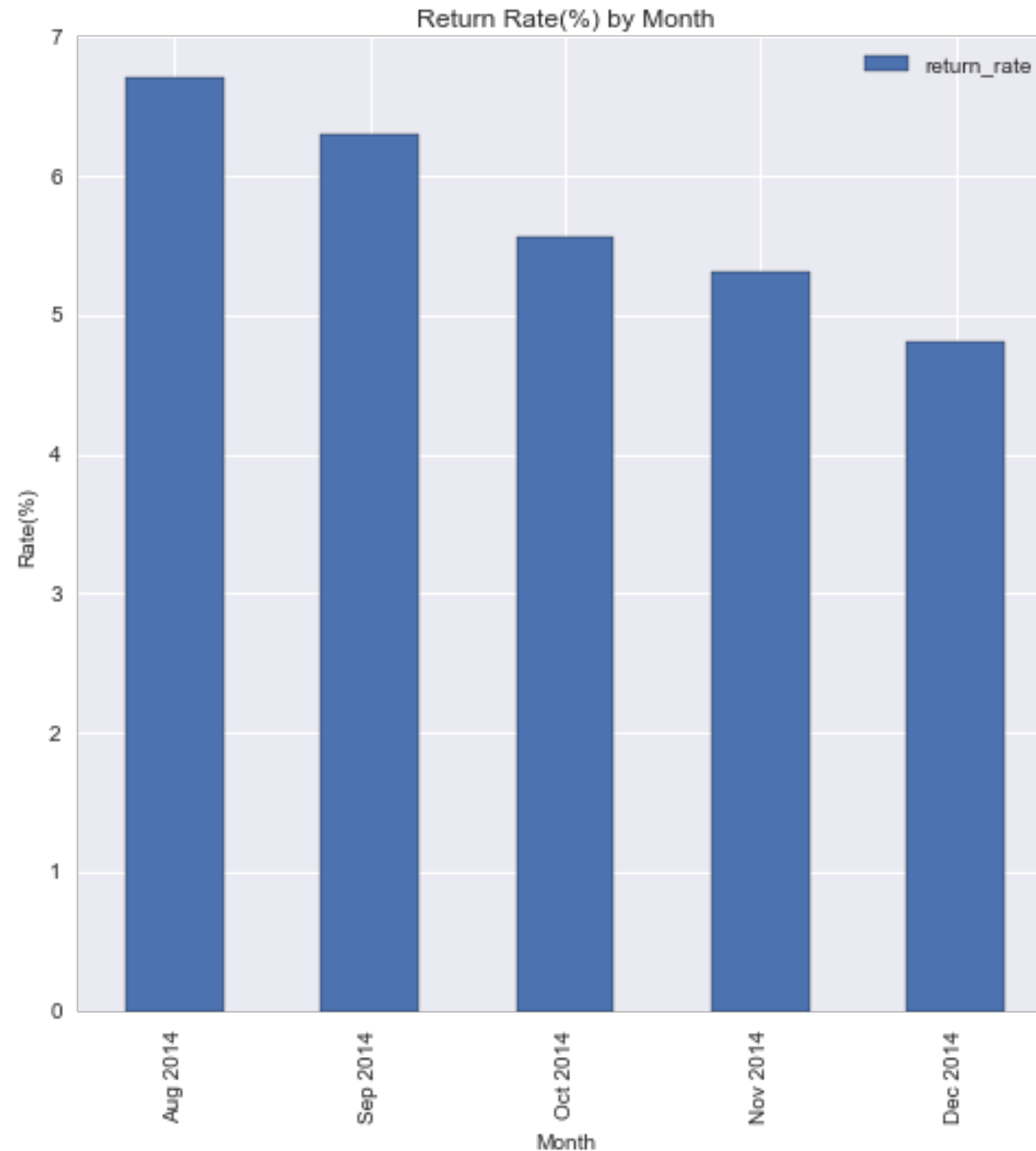
- Benchmarking return rates on date of purchase - there is not enough data to conclude a trend upwards or downwards across months provided.
- There is an upward trend for total orders made by Month - December had close to 400 orders, perhaps due to the holiday shopping season. Returns also spiked in December.

# Total Orders & Total Returns, by Month



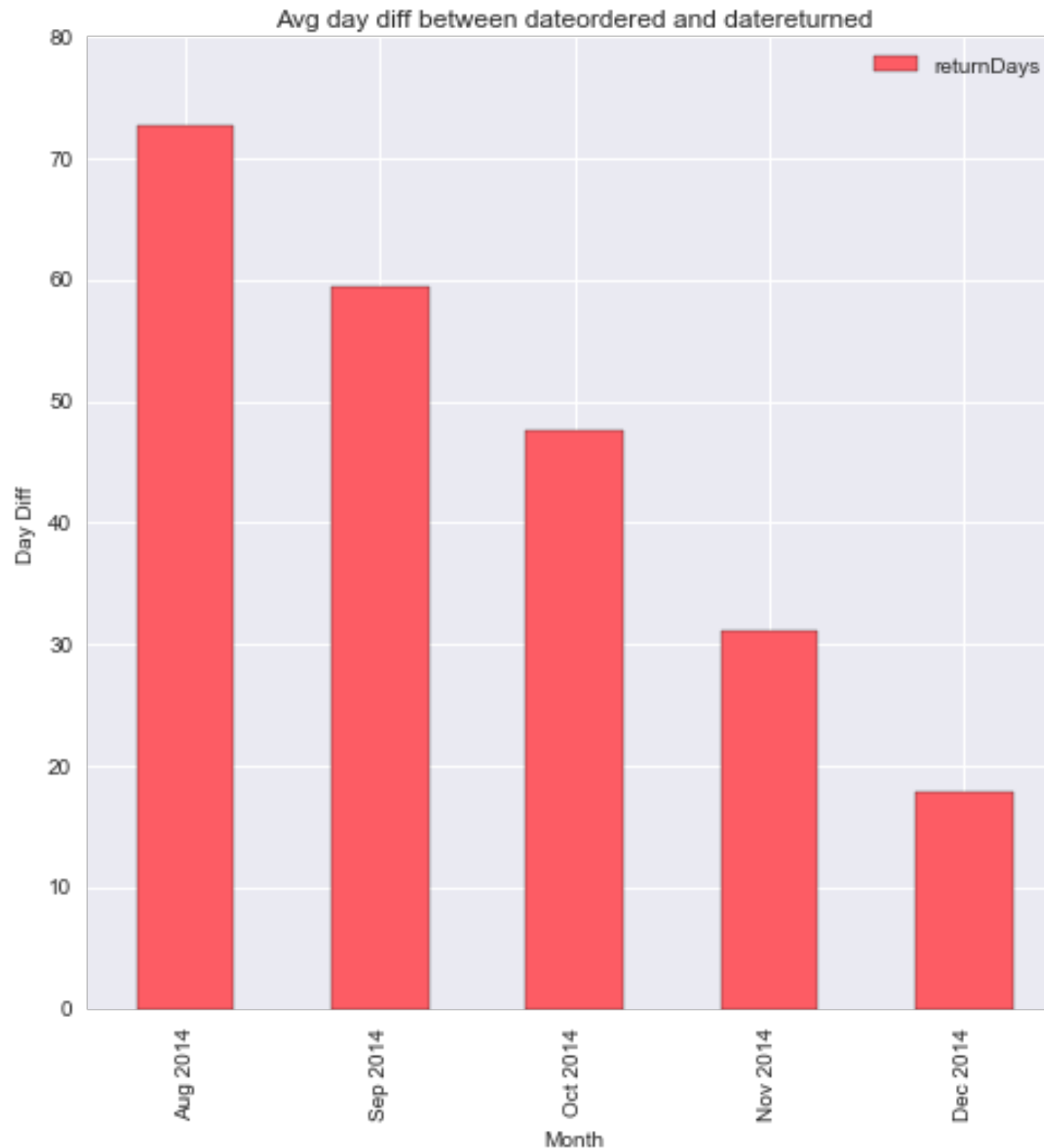
- 60 total returns were made across all months out of 1093 total orders

# Return Rate by Month



- Appears to trend downwards, However this is misleading. \*Please note that given the limited amount of data, earlier months will have a higher return rate due to more time the customer has to complete the return after purchase.
- Just because the Dec 2014 return rate is lower than Aug does not mean customers won't return an item purchased in Dec in later months.

# Mean day diff by Month



- Customers took around 70 days on average for returns of goods purchased in August. In fact one of the purchases made in August was returned after 122 days!
- Thus it would not be best practice to conclude a trend for Sept through December for the return rate.