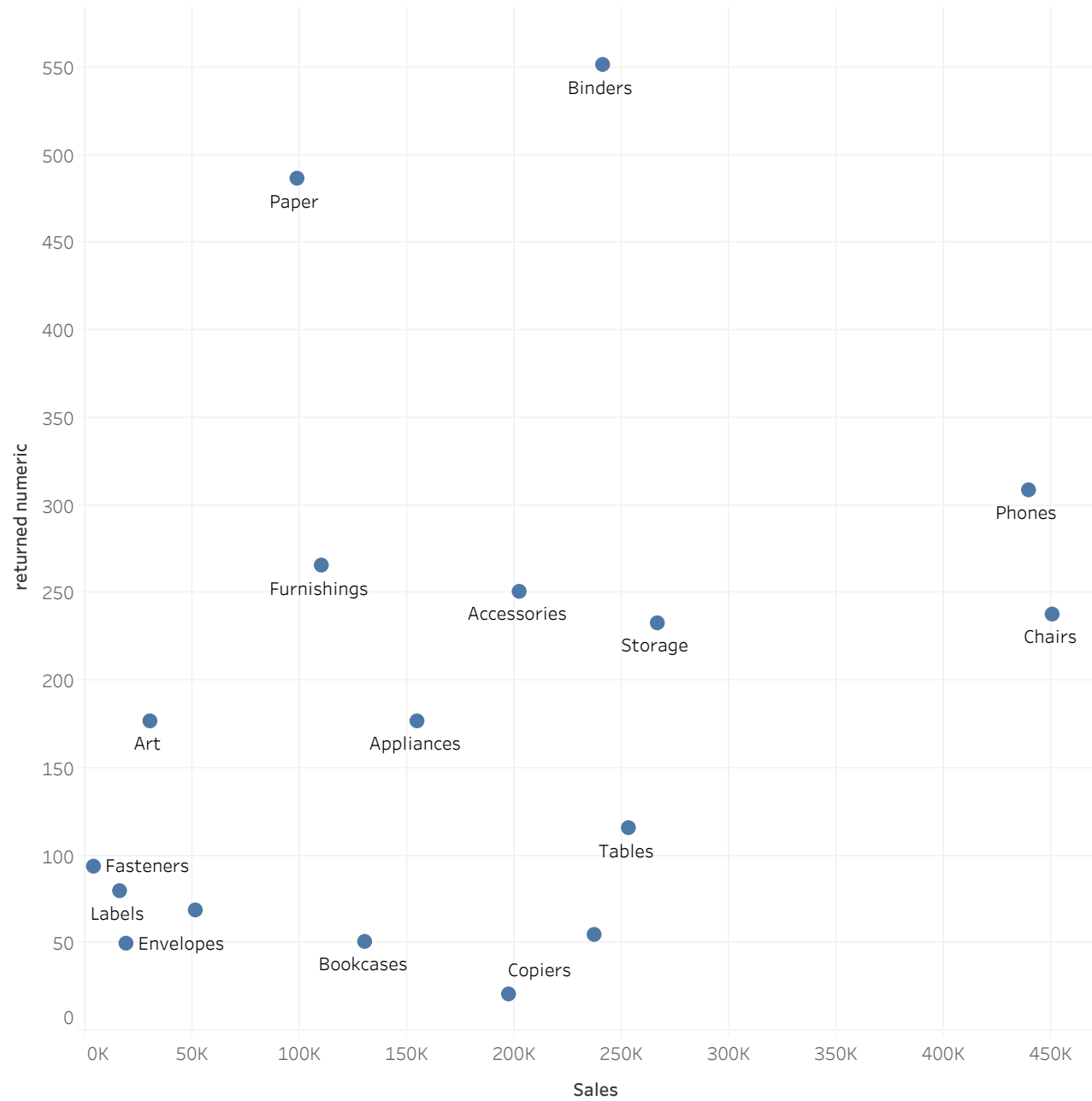
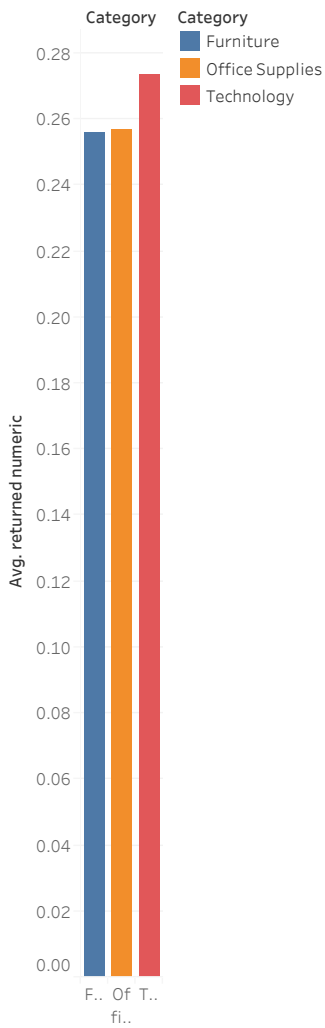


## Total Sales VS Total Returns



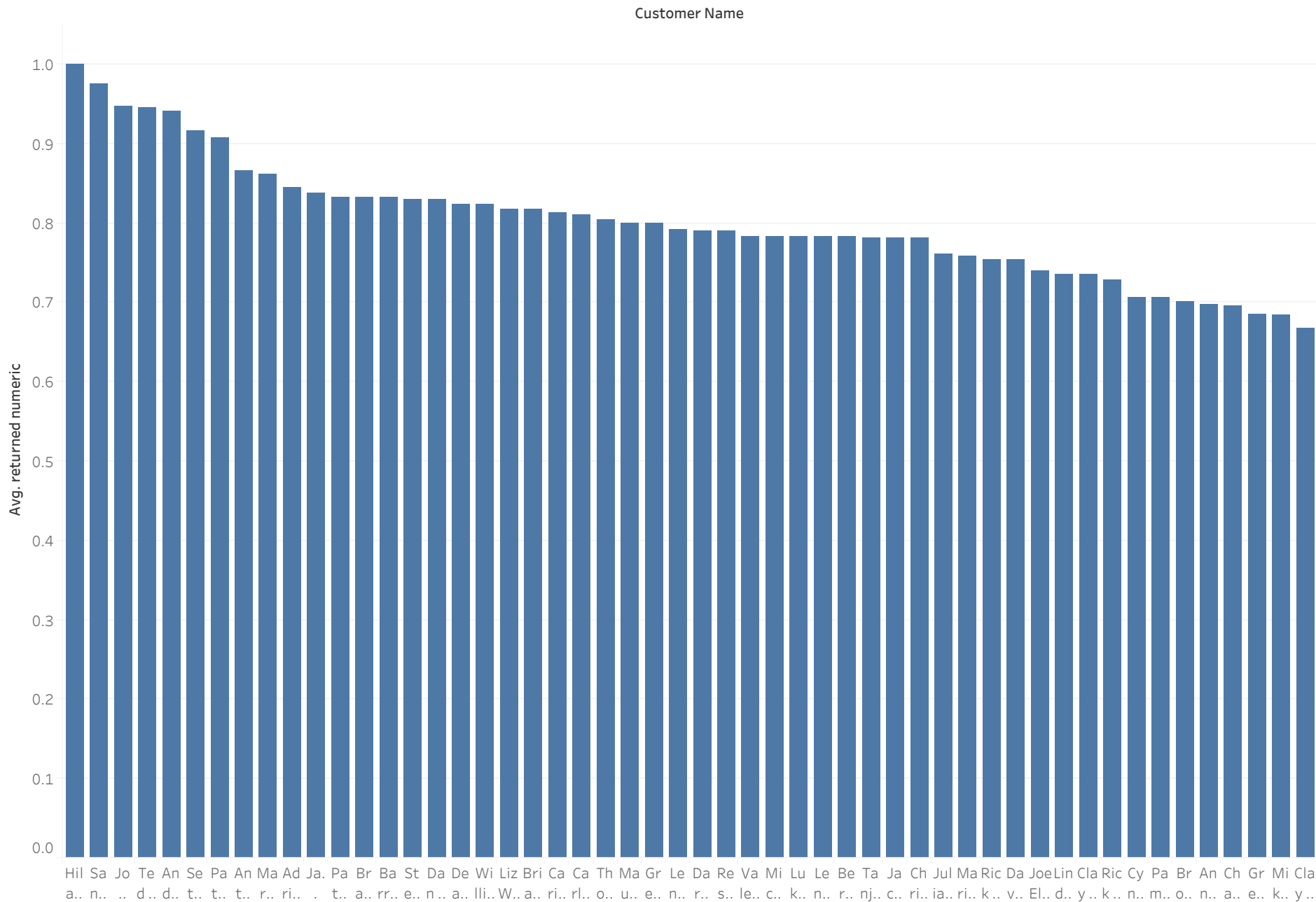
Sum of Sales vs. sum of returned numeric. The marks are labeled by Sub-Category. The data is filtered on Category, which keeps Furniture, Office Supplies and Technology.

# Return Rate by Category



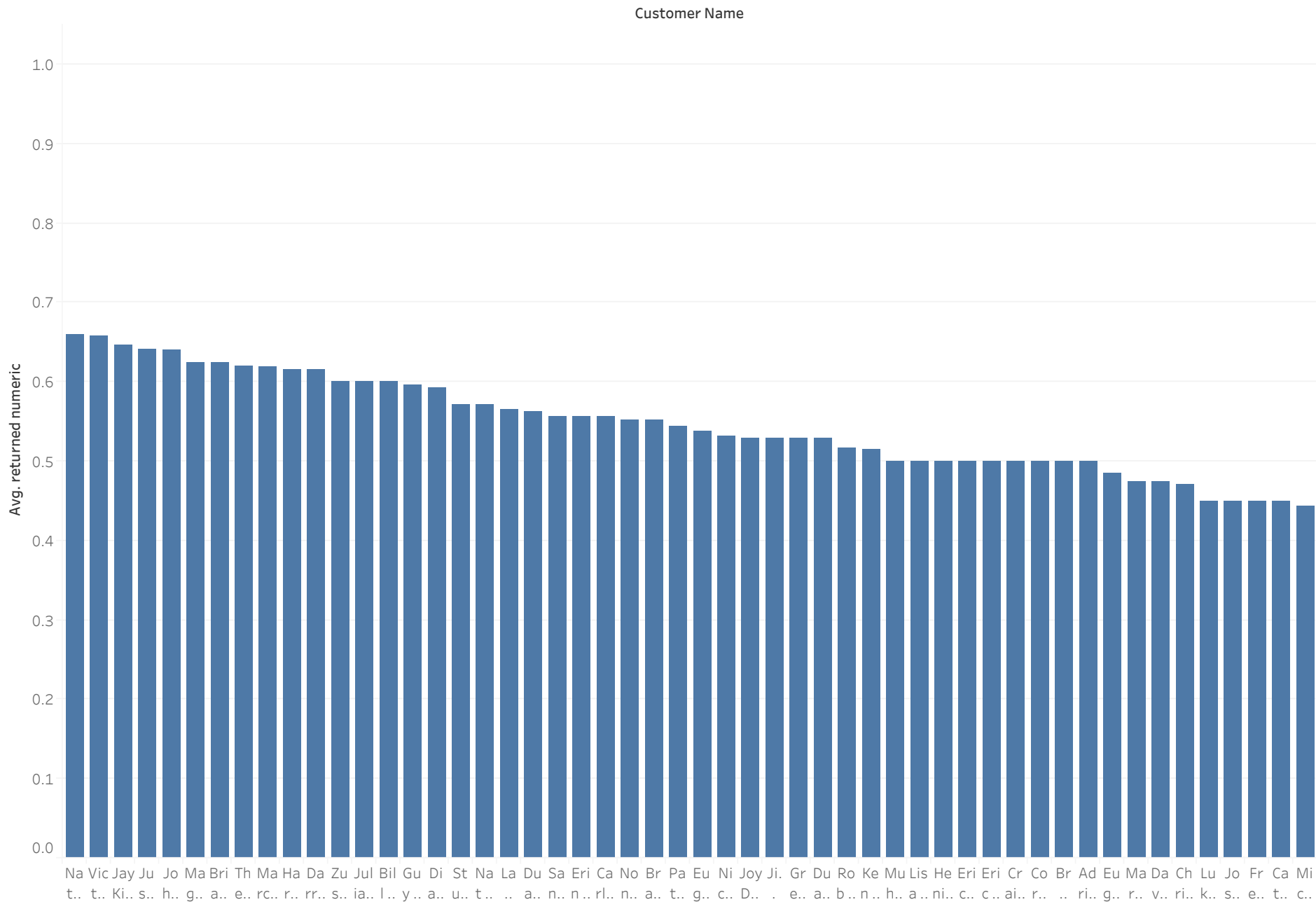
Average of returned numeric for each Category. Color shows details about Category. The data is filtered on Returned, which keeps Null and Yes. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

# Customer Return Rate



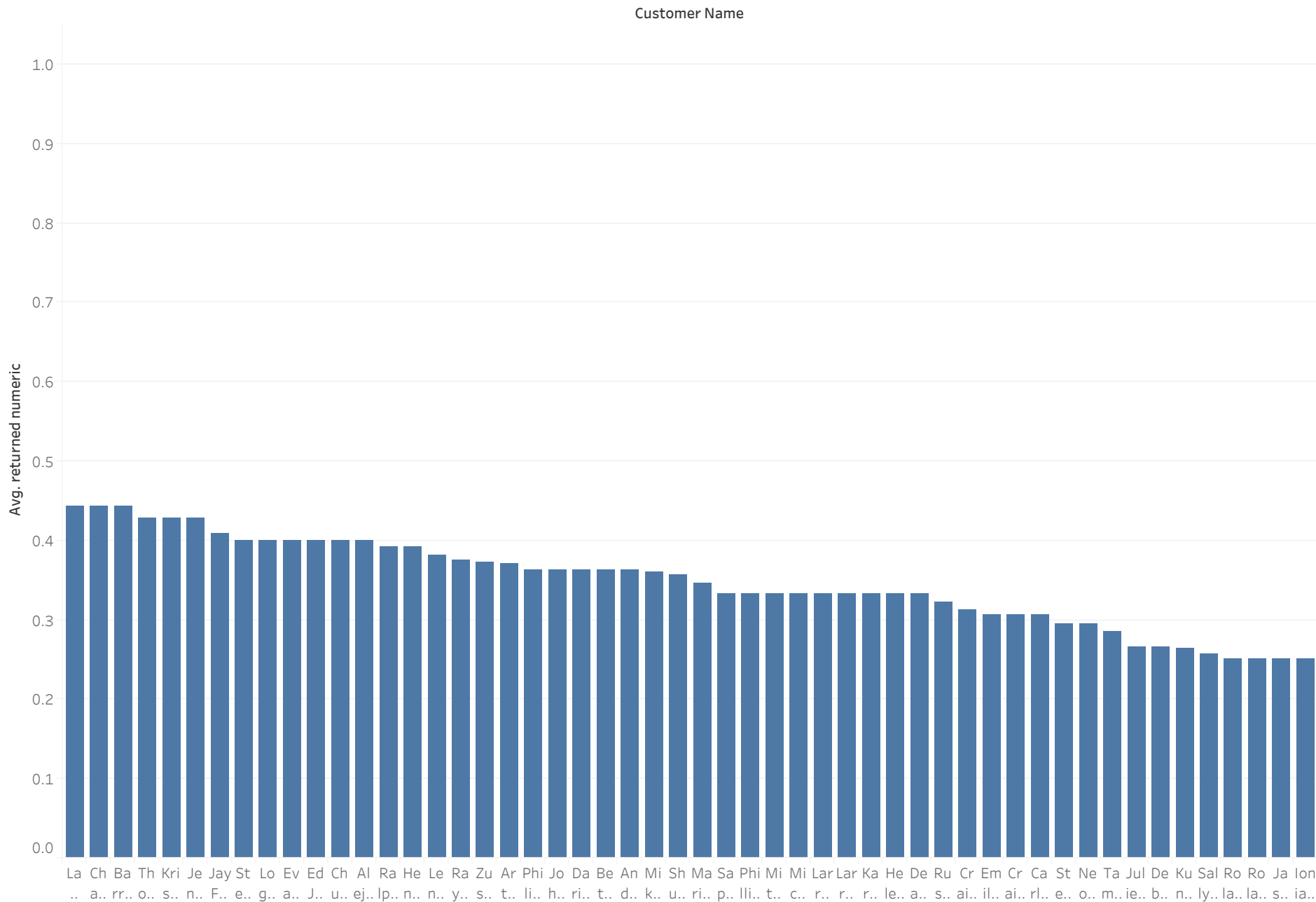
Average of returned numeric for each Customer Name. The data is filtered on count of Order ID and Category. The count of Order ID filter includes values greater than or equal to 2. The Category filter keeps Furniture, Office Supplies and Technology. The view is filtered on Customer Name, which keeps 781 of 793 members.

# Customer Return Rate



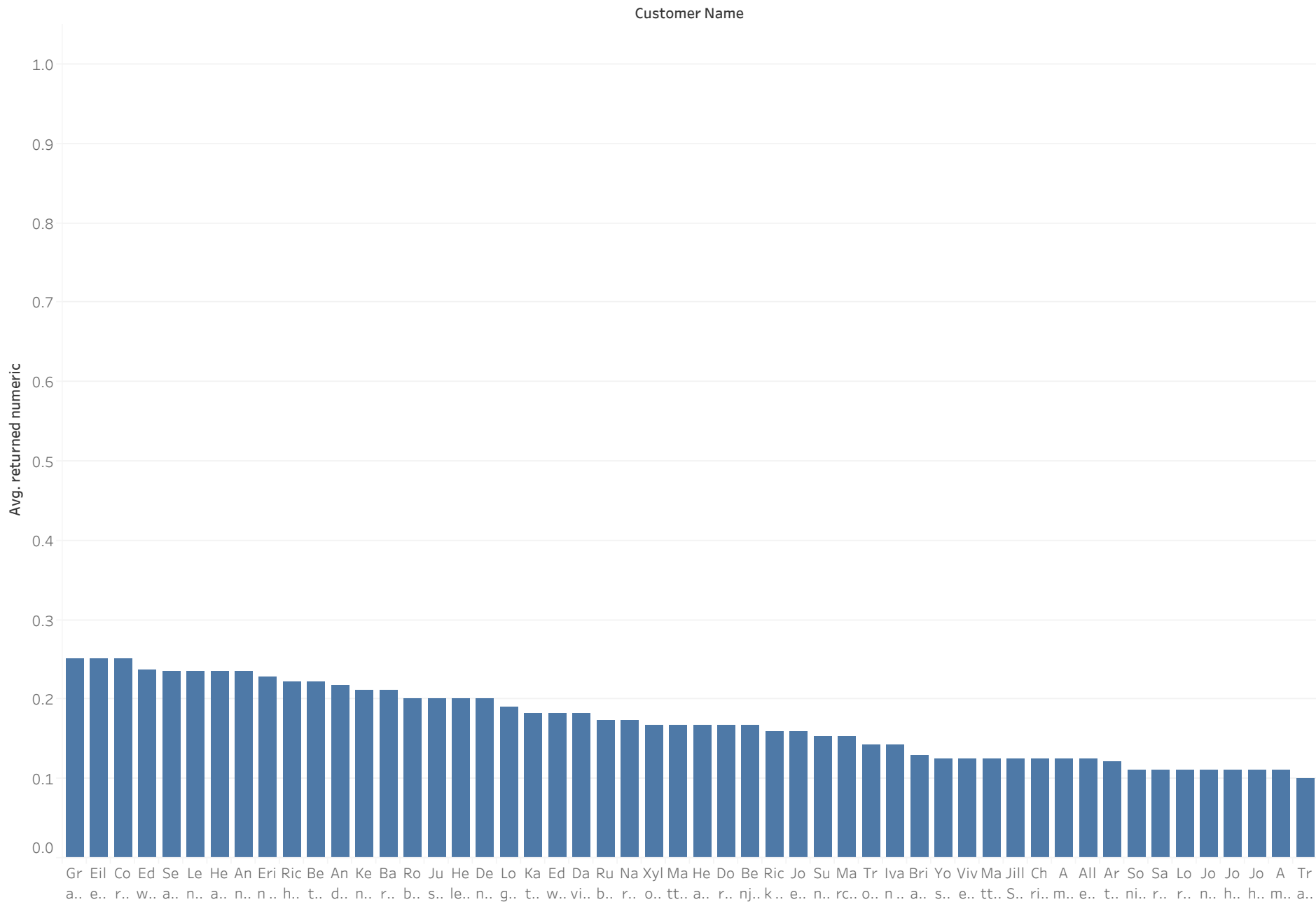
Average of returned numeric for each Customer Name. The data is filtered on count of Order ID and Category. The count of Order ID filter includes values greater than or equal to 2. The Category filter keeps Furniture, Office Supplies and Technology. The view is filtered on Customer Name, which keeps 781 of 793 members.

# Customer Return Rate



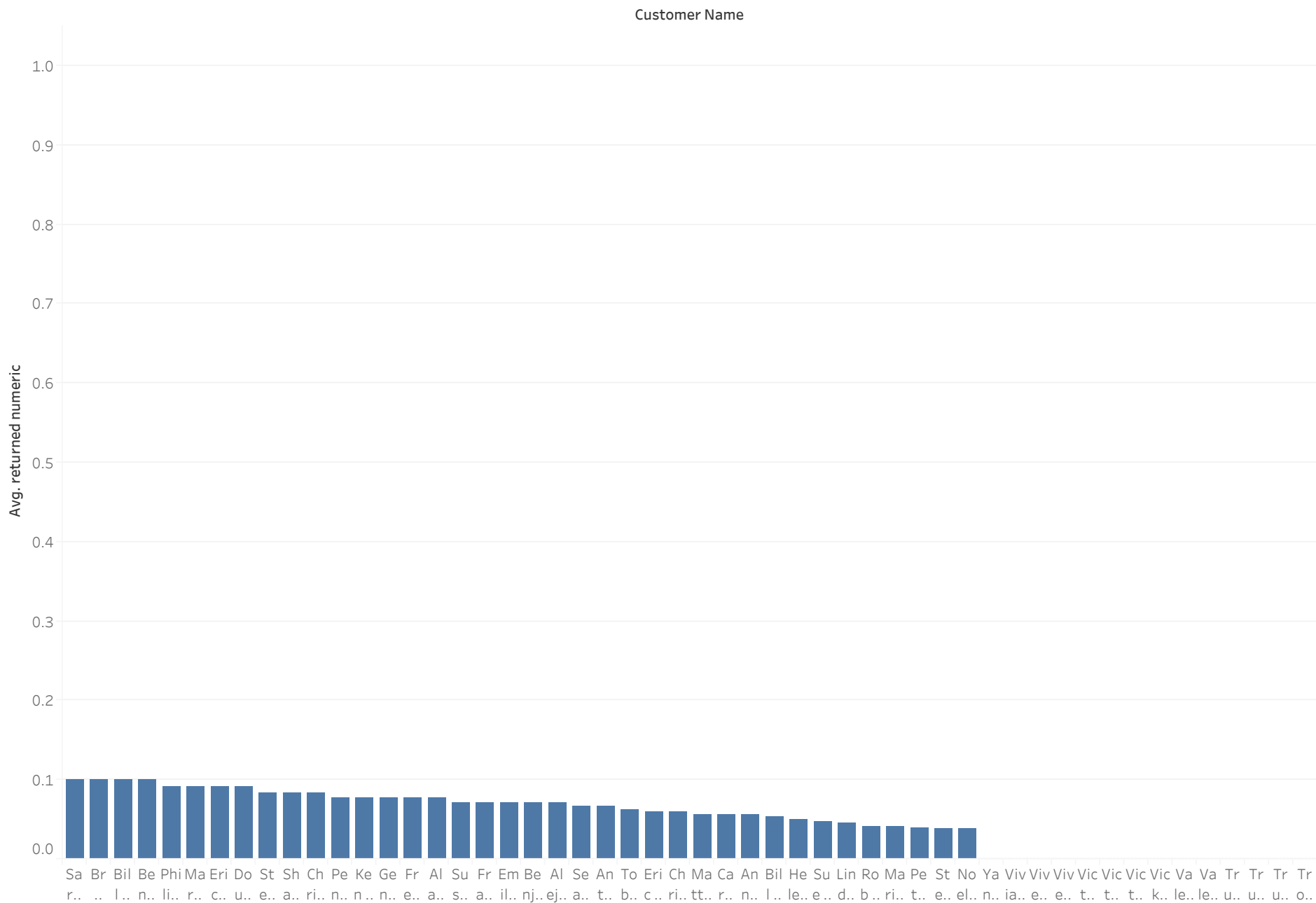
Average of returned numeric for each Customer Name. The data is filtered on count of Order ID and Category. The count of Order ID filter includes values greater than or equal to 2. The Category filter keeps Furniture, Office Supplies and Technology. The view is filtered on Customer Name, which keeps 781 of 793 members.

# Customer Return Rate



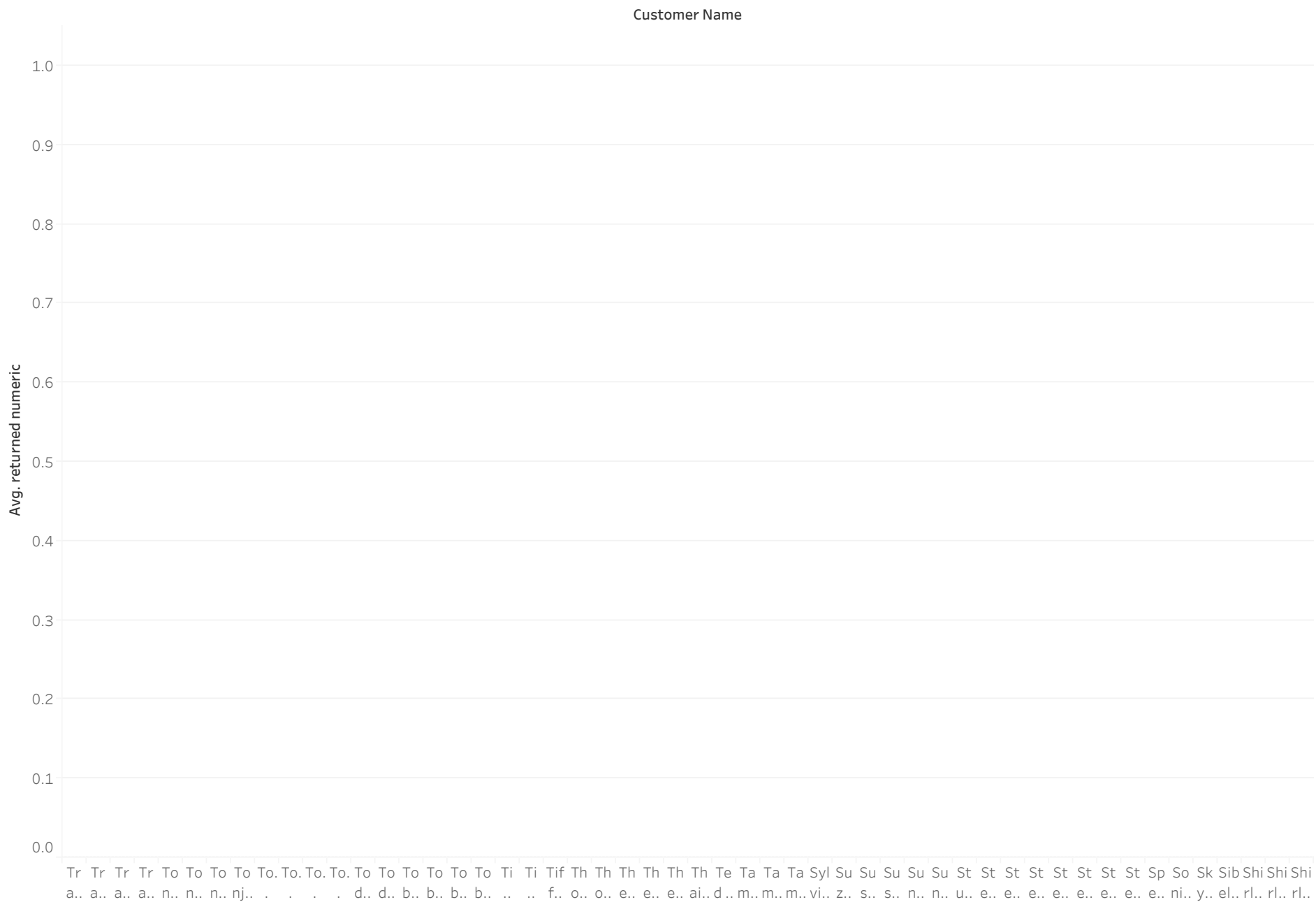
Average of returned numeric for each Customer Name. The data is filtered on count of Order ID and Category. The count of Order ID filter includes values greater than or equal to 2. The Category filter keeps Furniture, Office Supplies and Technology. The view is filtered on Customer Name, which keeps 781 of 793 members.

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# Customer Return Rate

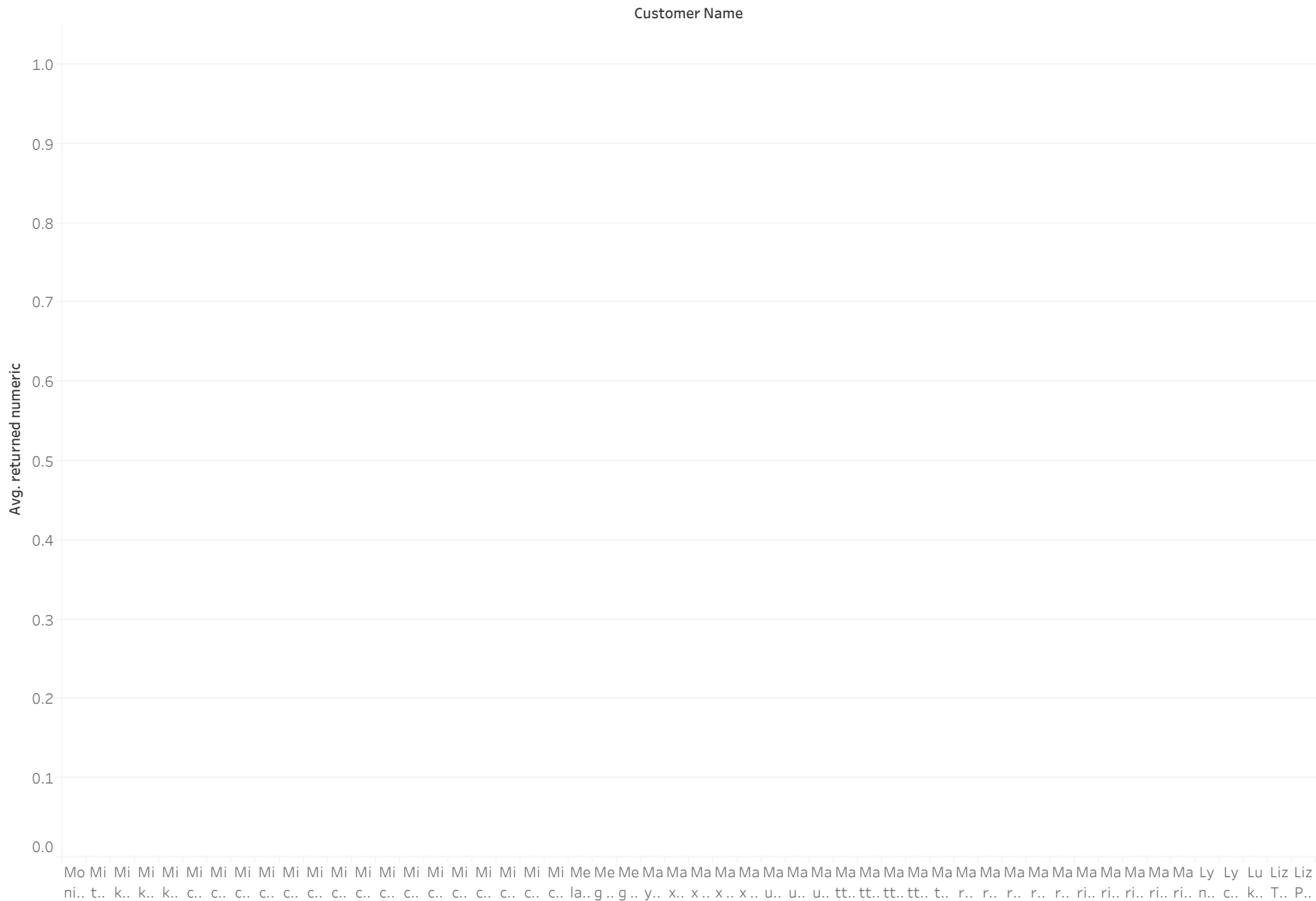


Average of returned numeric for each Customer Name. The data is filtered on count of Order ID and Category. The count of Order ID filter includes values greater than or equal to 2. The Category filter keeps Furniture, Office Supplies and Technology. The view is filtered on Customer Name, which keeps 781 of 793 members.

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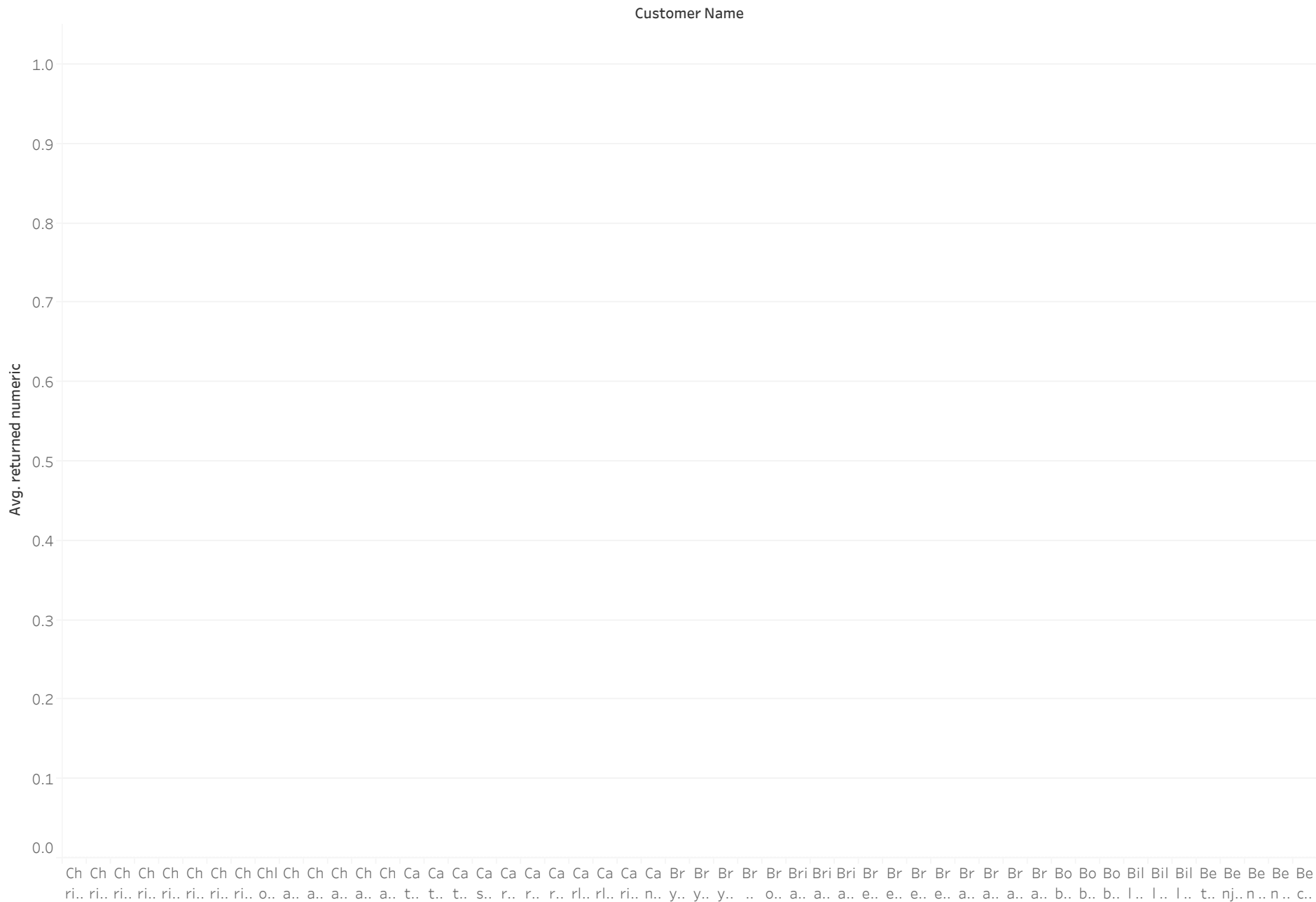
## Customer Return Rate

Average of returned numeric for each Customer Name. The data is filtered on count of Order ID and Category. The count of Order ID filter includes values greater than or equal to 2. The Category filter keeps Furniture, Office Supplies and Technology. The view is filtered on Customer Name, which keeps 781 of 793 members.

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## Customer Return Rate

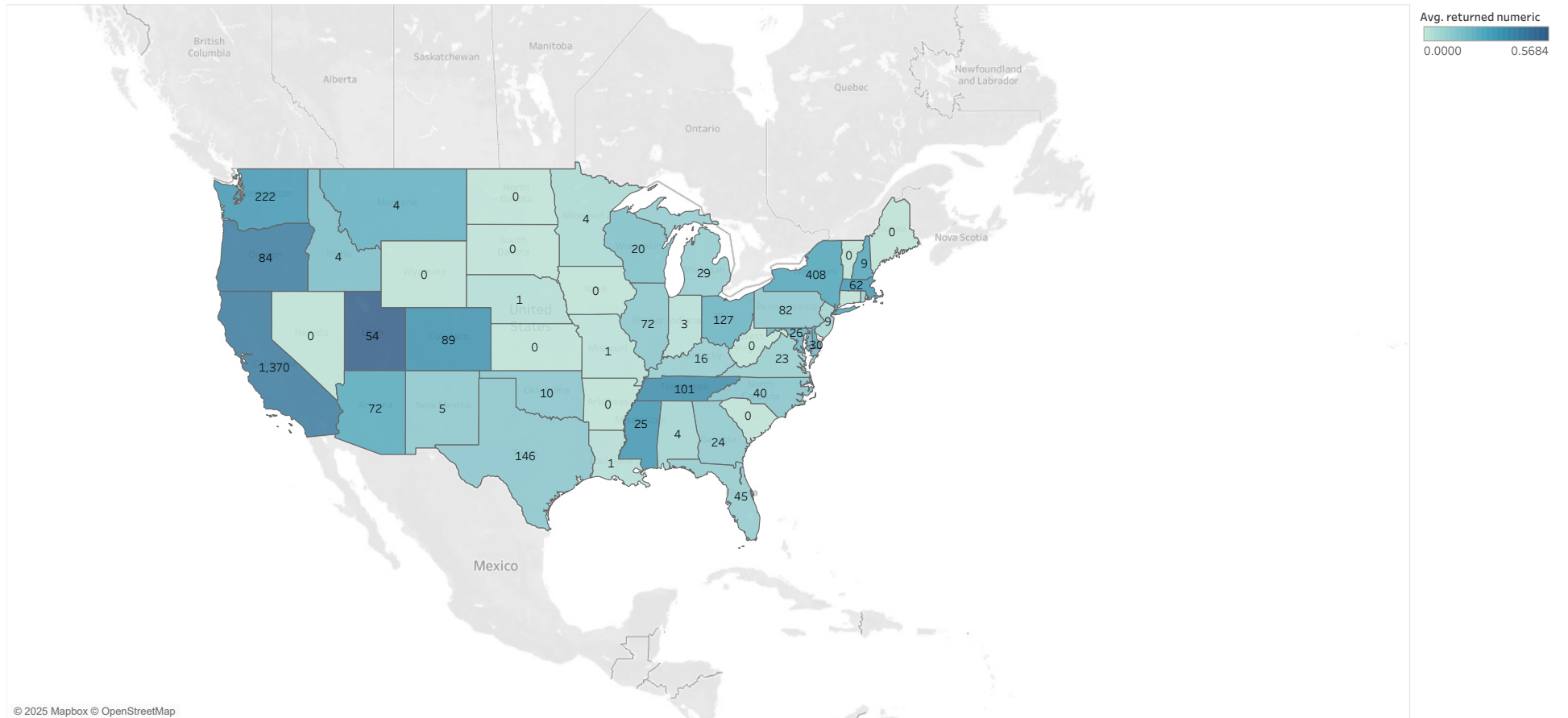
Average of returned numeric for each Customer Name. The data is filtered on count of Order ID and Category. The count of Order ID filter includes values greater than or equal to 2. The Category filter keeps Furniture, Office Supplies and Technology. The view is filtered on Customer Name, which keeps 781 of 793 members.

# Customer Return Rate



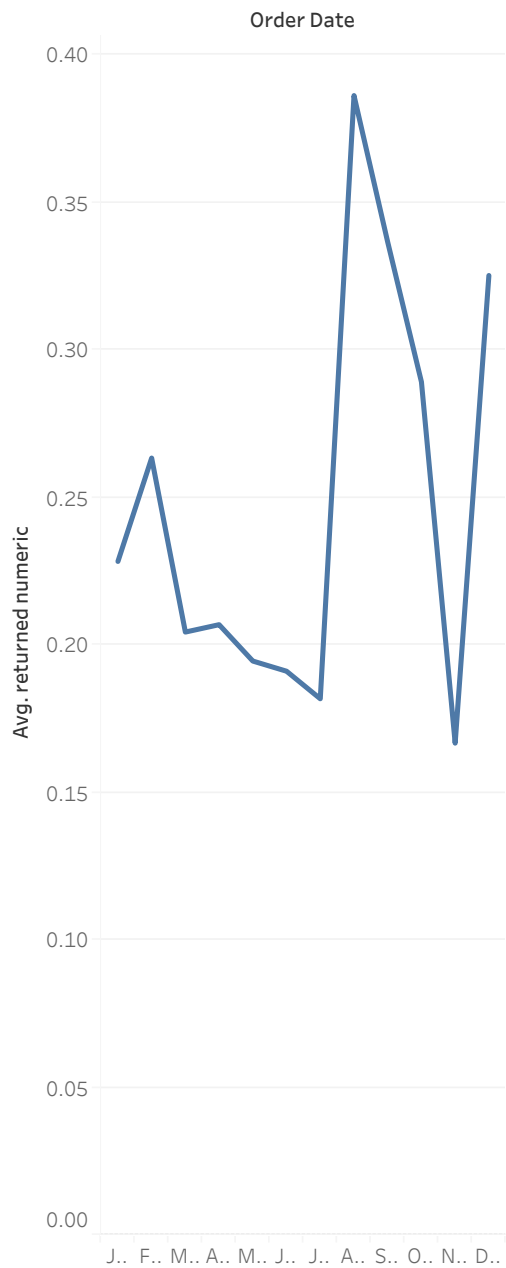
Average of returned numeric for each Customer Name. The data is filtered on count of Order ID and Category. The count of Order ID filter includes values greater than or equal to 2. The Category filter keeps Furniture, Office Supplies and Technology. The view is filtered on Customer Name, which keeps 781 of 793 members.

## Return Rate by State



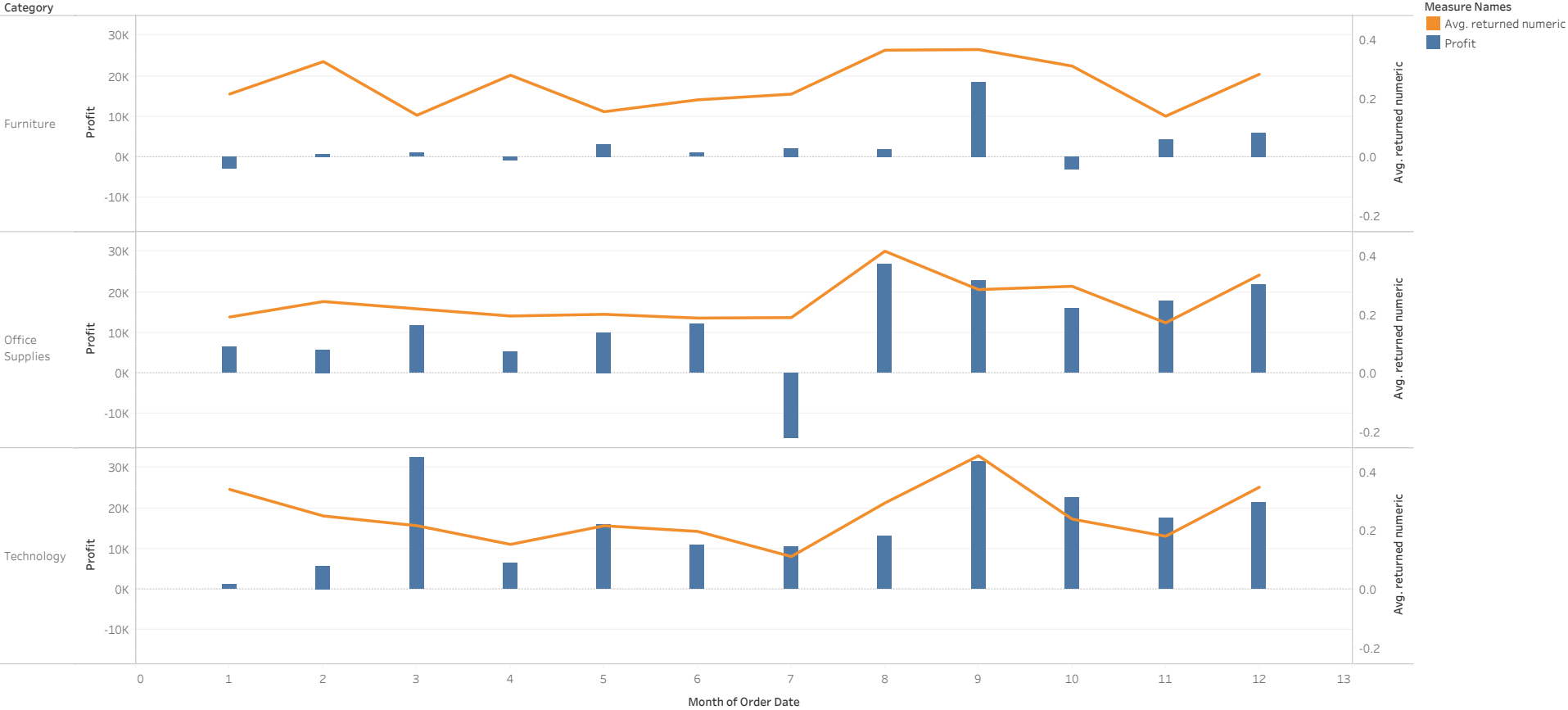
Map based on Longitude (generated) and Latitude (generated). Color shows average of returned numeric. The marks are labeled by sum of returned numeric. Details are shown for State. The data is filtered on Category, which keeps Furniture, Office Supplies and Technology.

# Return Rate by Month



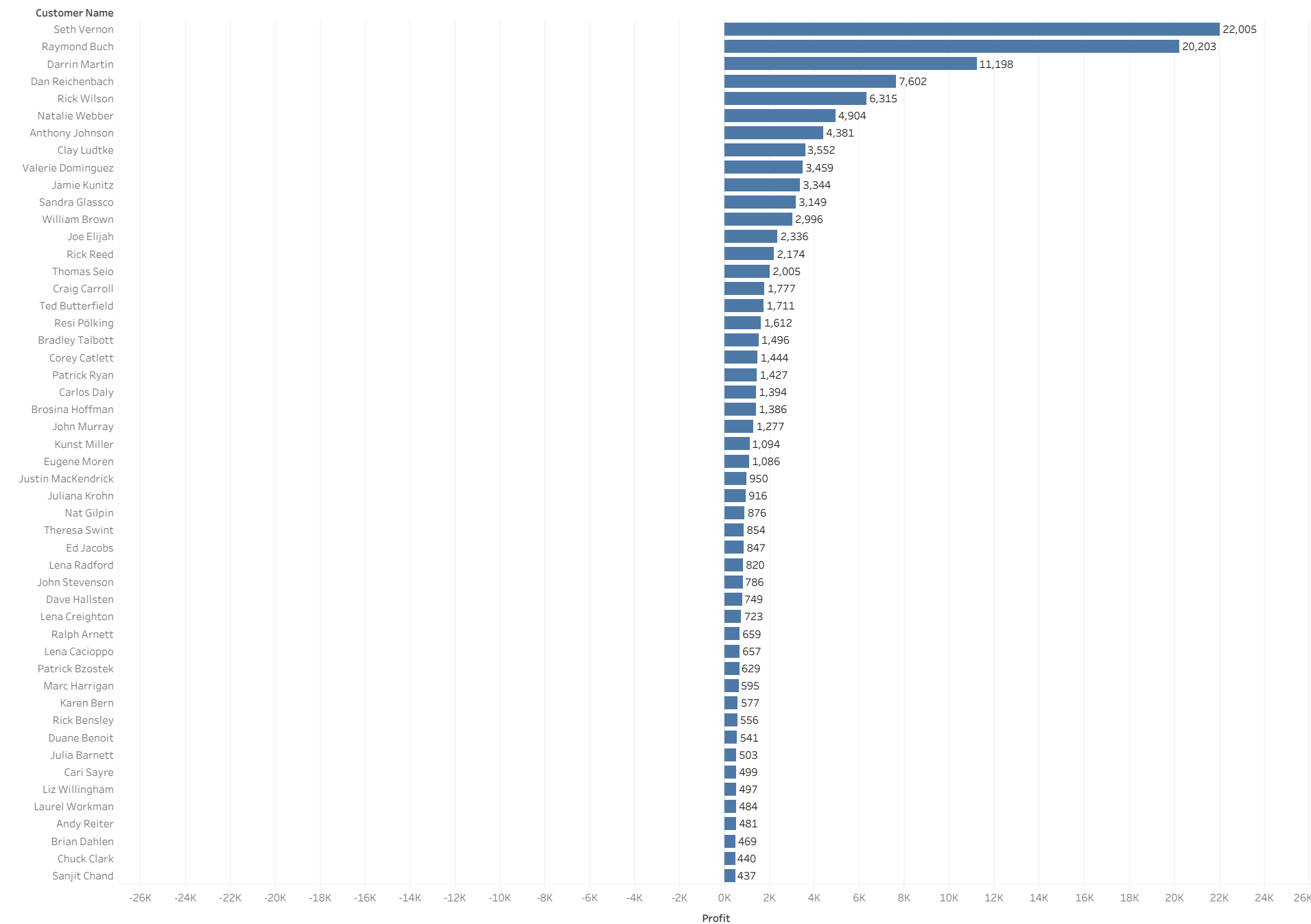
The trend of average of returned numeric for Order Date Month. The data is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Profit and Return Rate by Month



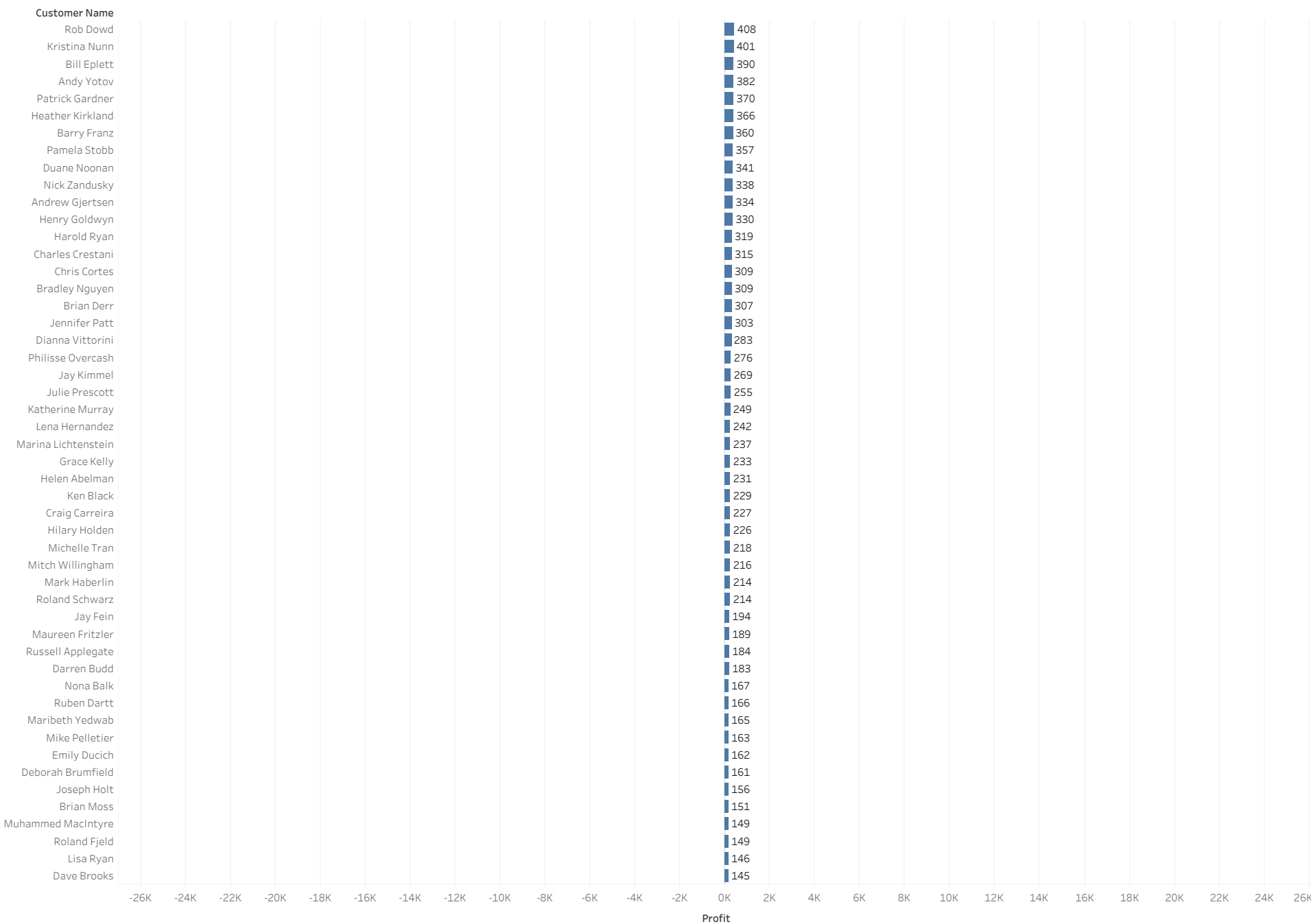
The trends of Profit and Avg. returned numeric for Order Date Month broken down by Category . Color shows details about Profit and Avg. returned numeric. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Customer Returns by Cost of Returned



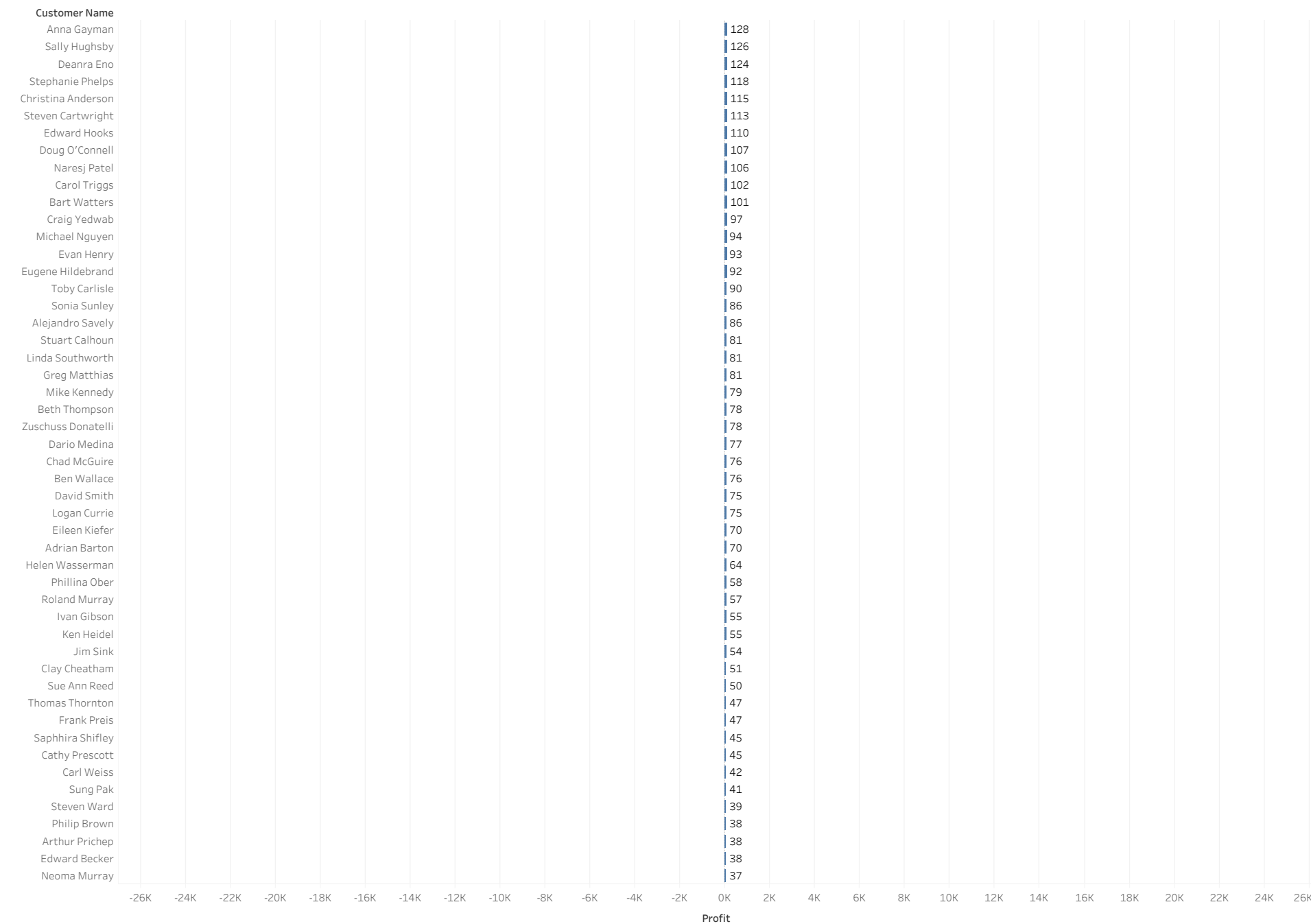
Sum of Profit for each Customer Name. The marks are labeled by sum of Profit. The data is filtered on returned numeric and Category. The returned numeric filter ranges from 1 to 1. The Category filter keeps Furniture, Office Supplies and Technology.

Customer Returns by Cost of Returned



Sum of Profit for each Customer Name. The marks are labeled by sum of Profit. The data is filtered on returned numeric and Category. The returned numeric filter ranges from 1 to 1. The Category filter keeps Furniture, Office Supplies and Technology.

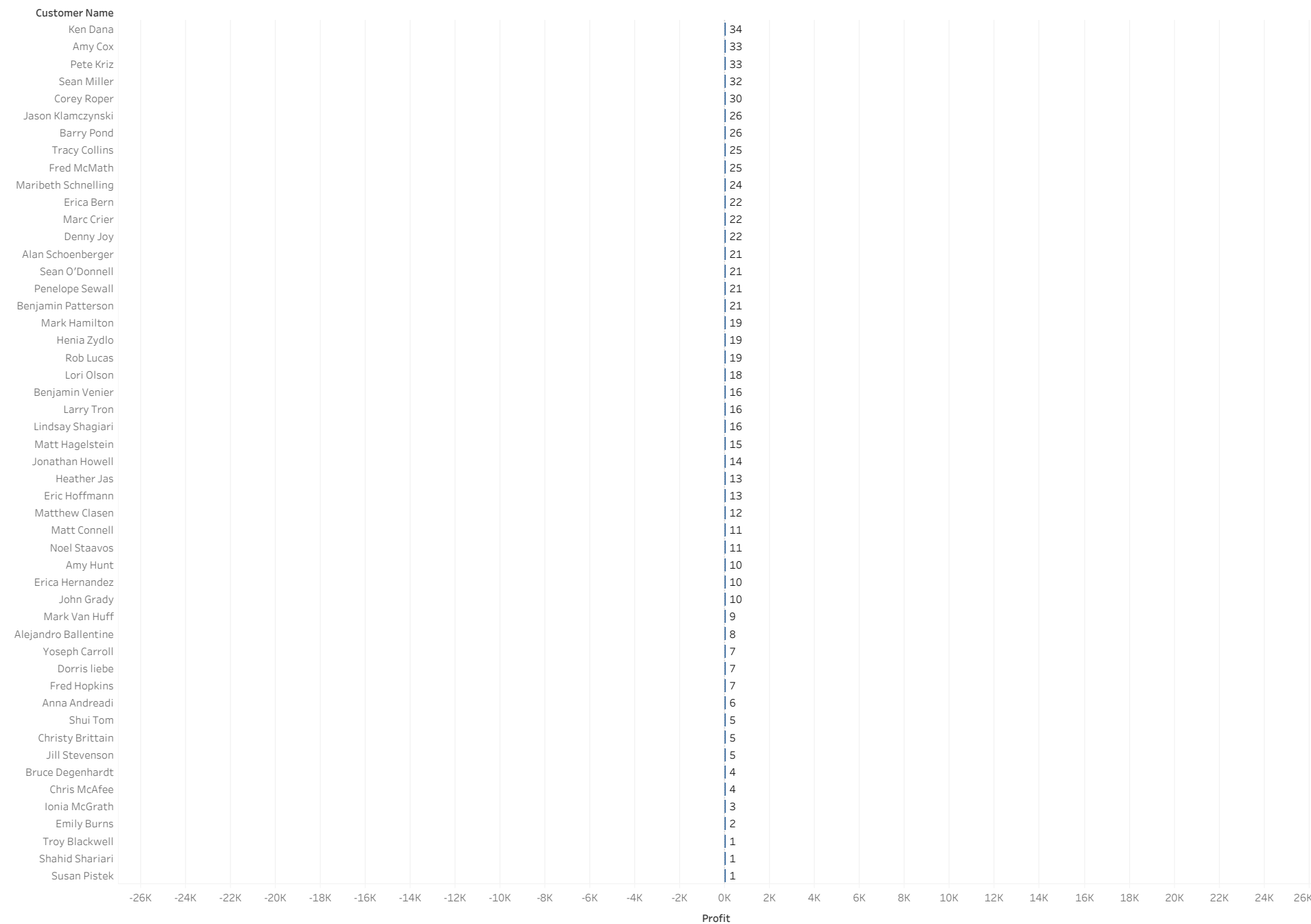
Customer Returns by Cost of Returned



Sum of Profit for each Customer Name. The marks are labeled by sum of Profit. The data is filtered on returned numeric and Category. The returned numeric filter ranges from 1 to 1. The Category filter keeps Furniture, Office Supplies and Technology.

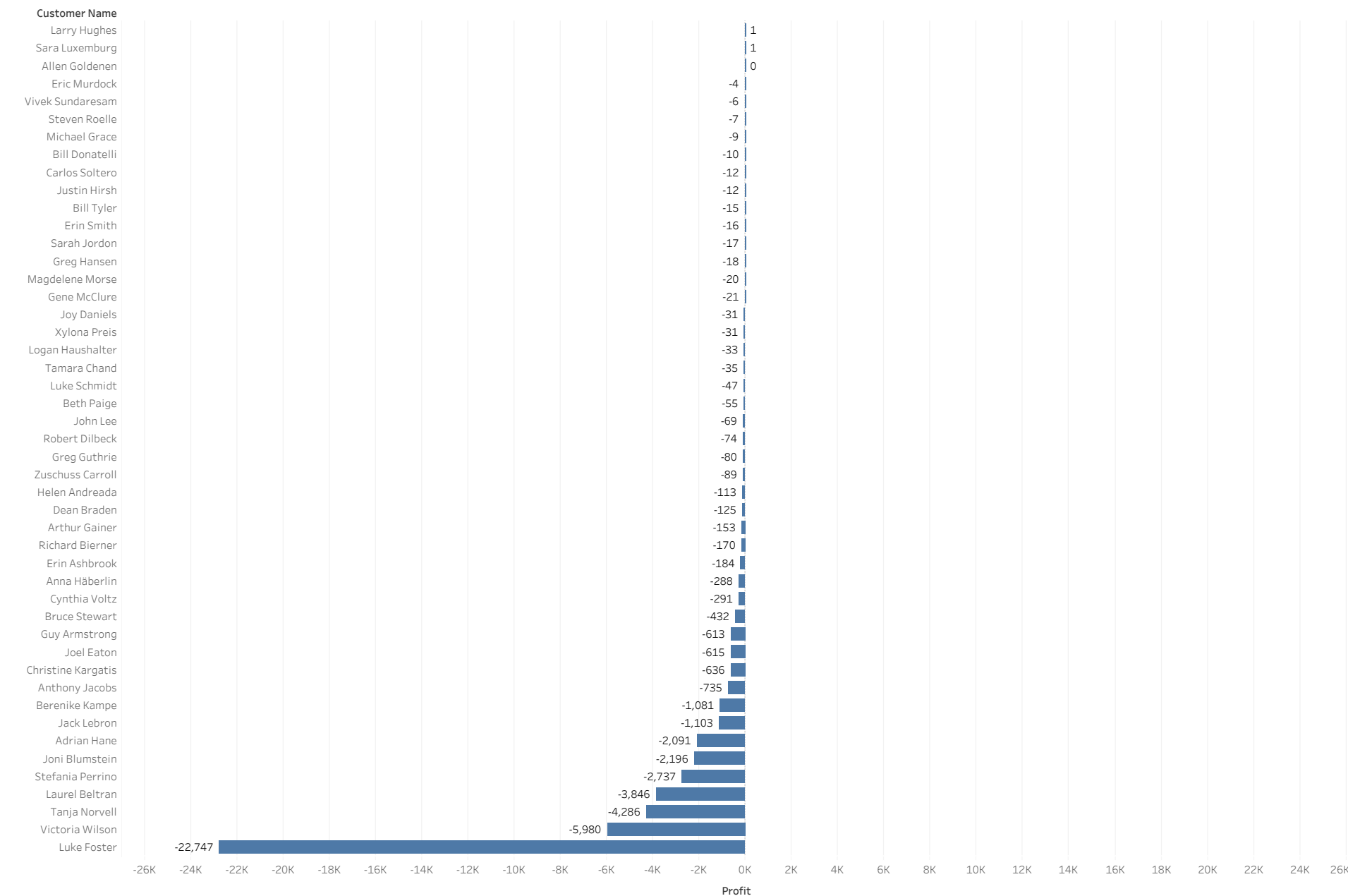


Customer Returns by Cost of Returned



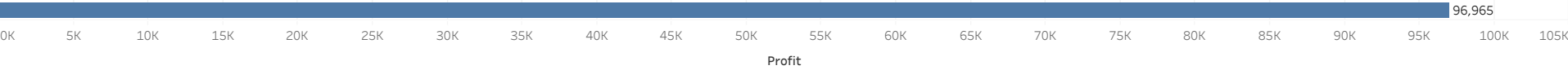
Sum of Profit for each Customer Name. The marks are labeled by sum of Profit. The data is filtered on returned numeric and Category. The returned numeric filter ranges from 1 to 1. The Category filter keeps Furniture, Office Supplies and Technology.

Customer Returns by Cost of Returned



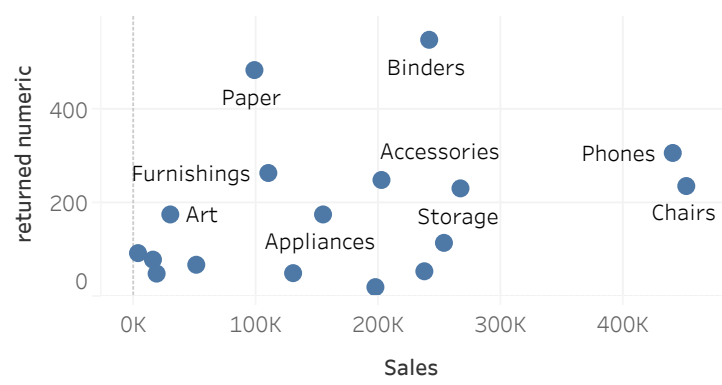
Sum of Profit for each Customer Name. The marks are labeled by sum of Profit. The data is filtered on returned numeric and Category. The returned numeric filter ranges from 1 to 1. The Category filter keeps Furniture, Office Supplies and Technology.

Total of Returned Items

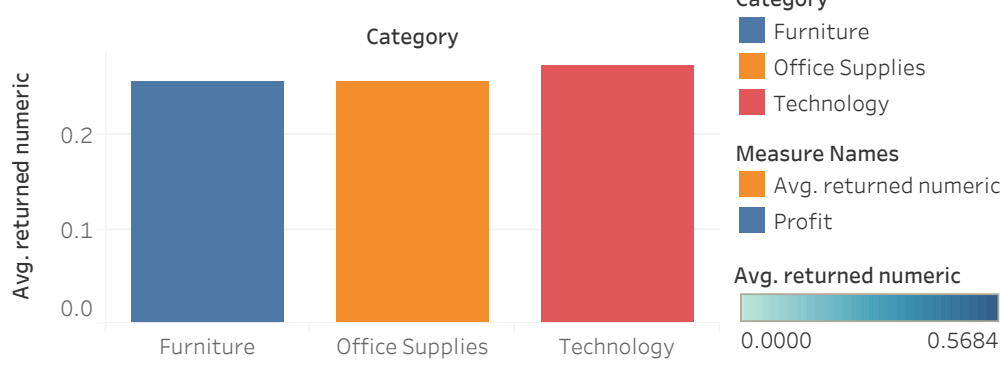


Sum of Profit. The marks are labeled by sum of Profit. The data is filtered on returned numeric and Category. The returned numeric filter ranges from 1 to 1. The Category filter keeps Furniture, Office Supplies and Technology.

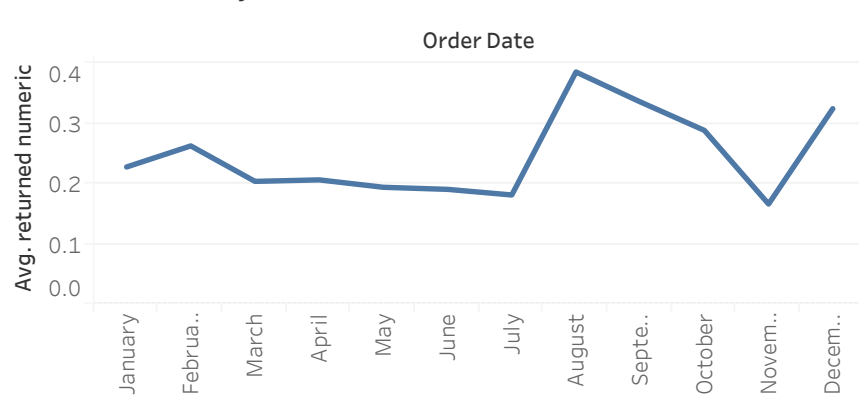
Total Sales VS Total Returns



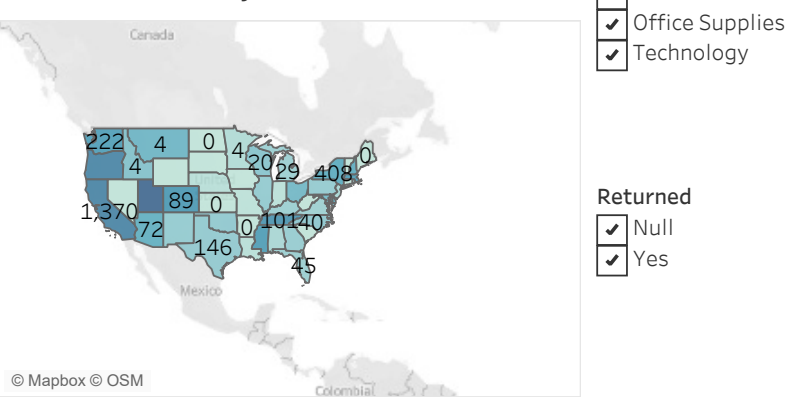
Return Rate by Category



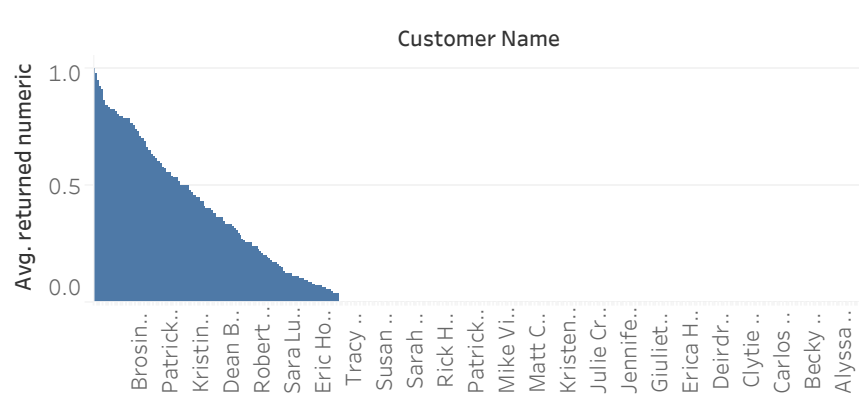
Return Rate by Month



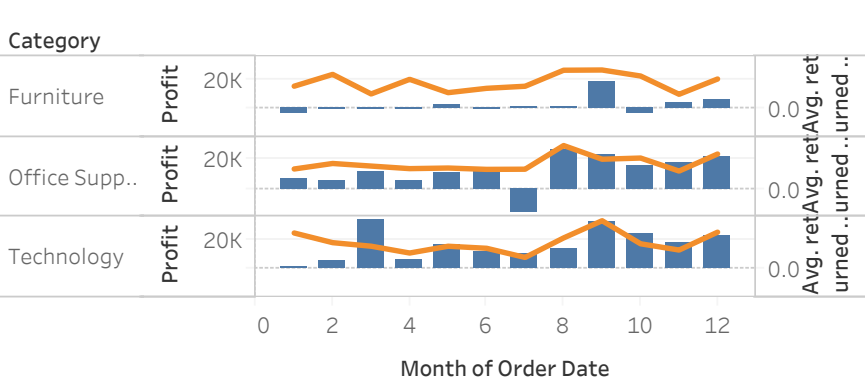
Return Rate by State



Customer Return Rate



Profit and Return Rate by Month



# Story Template

Title	Introduction	Dashboard Components	How to Use Dashboard	Conclusion
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Title	Introduction	Dashboard Components	How to Use Dashboard	Conclusion
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# Story Template

Title	Introduction	Dashboard Components	How to Use Dashboard	Conclusion
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# Root Causes of Returns Story

Title	Introduction	Dashboard Components (Total Sales Vs. Total Retur..	Return Rate by Category	Customer Return Rate	Return Rate by State	Return Rate by Month
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Factors Affecting Returns

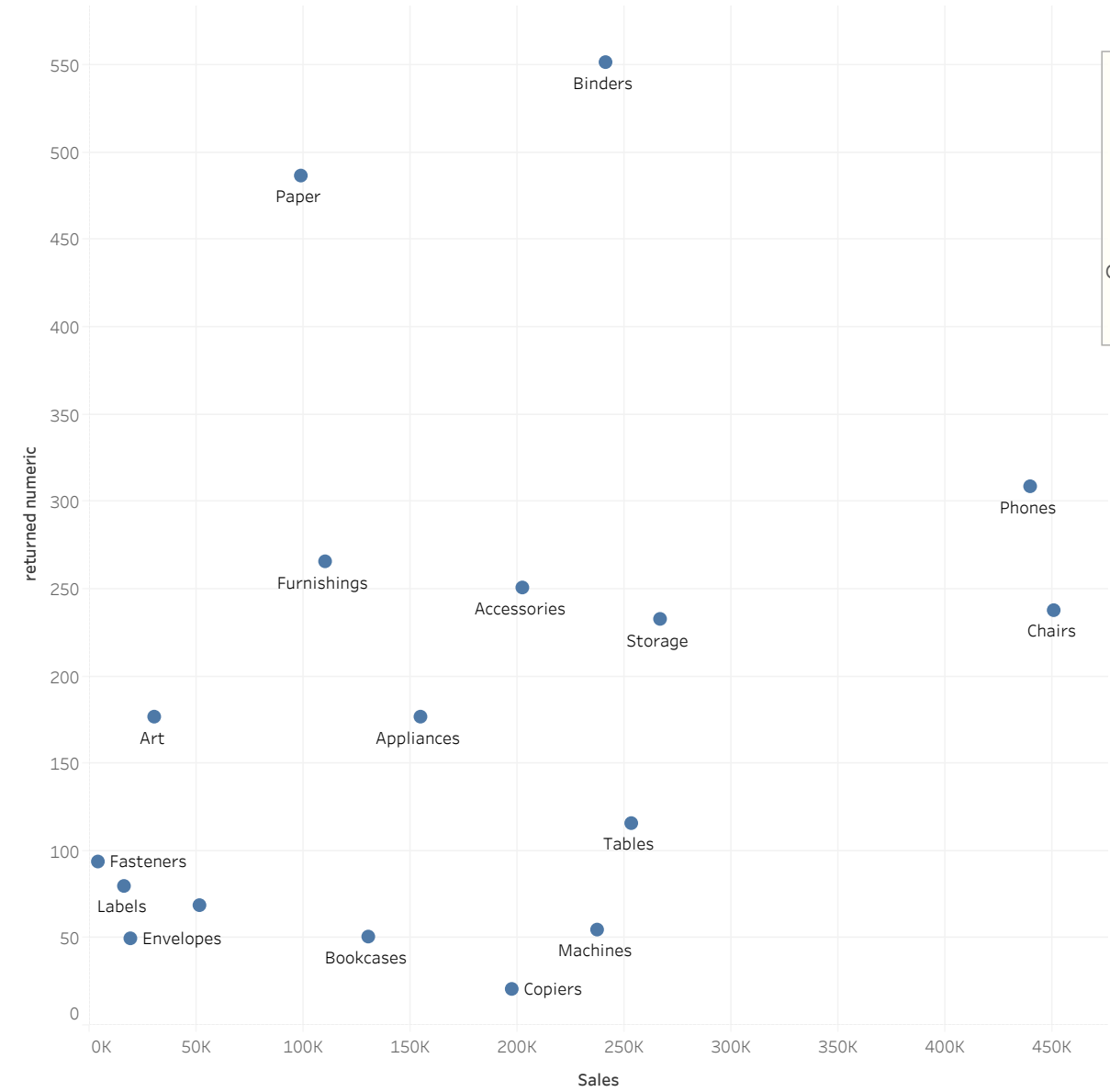
# Root Causes of Returns Story

Title	Introduction	Dashboard Components (Total Sales Vs. Total Retur..	Return Rate by Category	Customer Return Rate	Return Rate by State	Return Rate by Month
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Returns should be measured by different variables such as return rate, the total cost of returns or the total number of returns, depending on the situation. Return rate is best used when looking at product quality. The total cost of returns the effect on the bottom line. Total number of return is important to the people handling the returns. Seasonality and Customers are the main root causes but while looking at the other charts there are other causes affecting returns as well. The minial root causes were the region of the United States, and total sales also affected the return rate. The category had little to no affect on the return rate.

# Root Causes of Returns Story

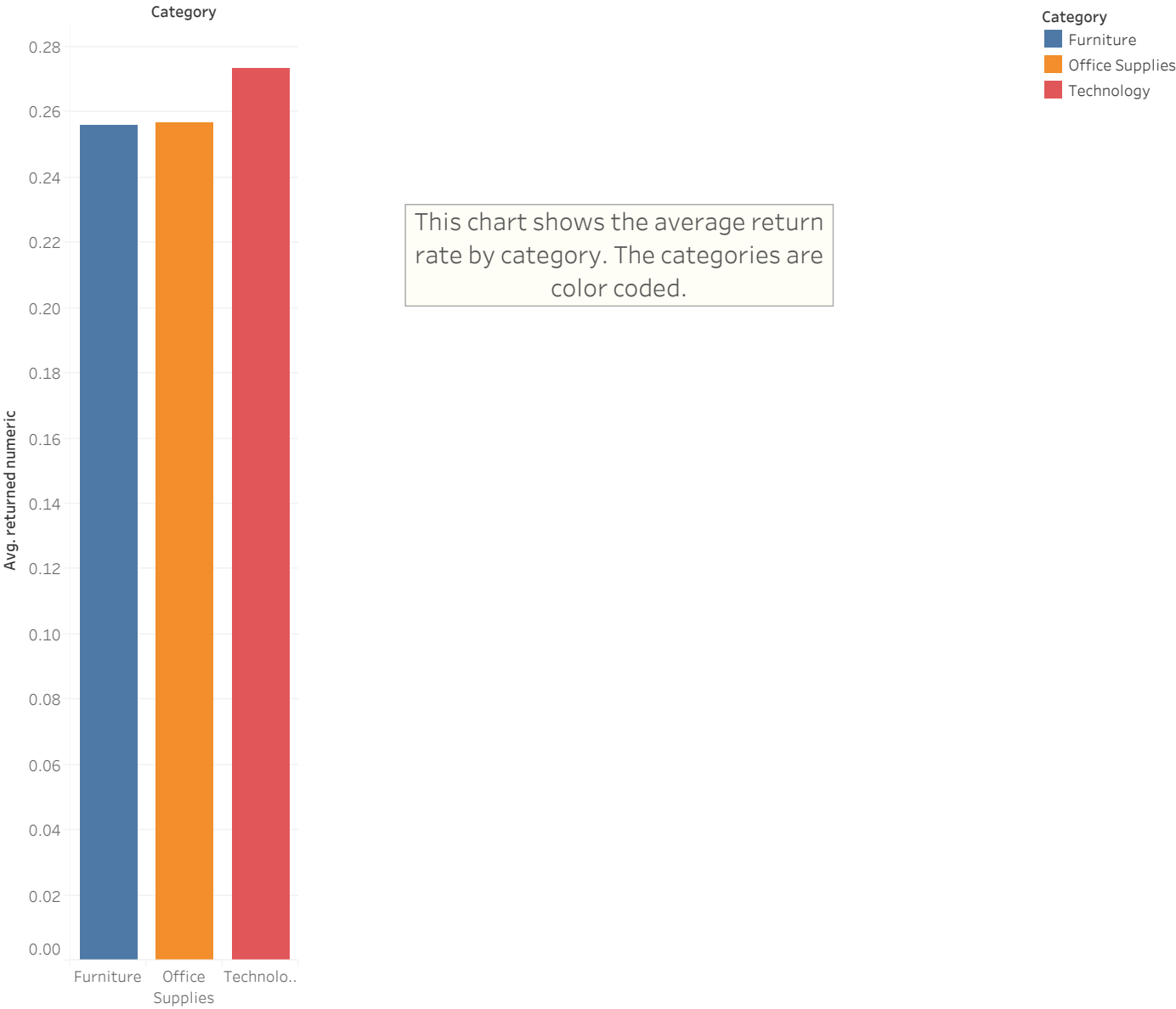
Title	Introduction	Dashboard Components (Total Sales Vs. Total Retur..	Return Rate by Category	Customer Return Rate	Return Rate by State	Return Rate by Month
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This chart displays the total number to sales Vs. the total return rate. The sub categories are labled

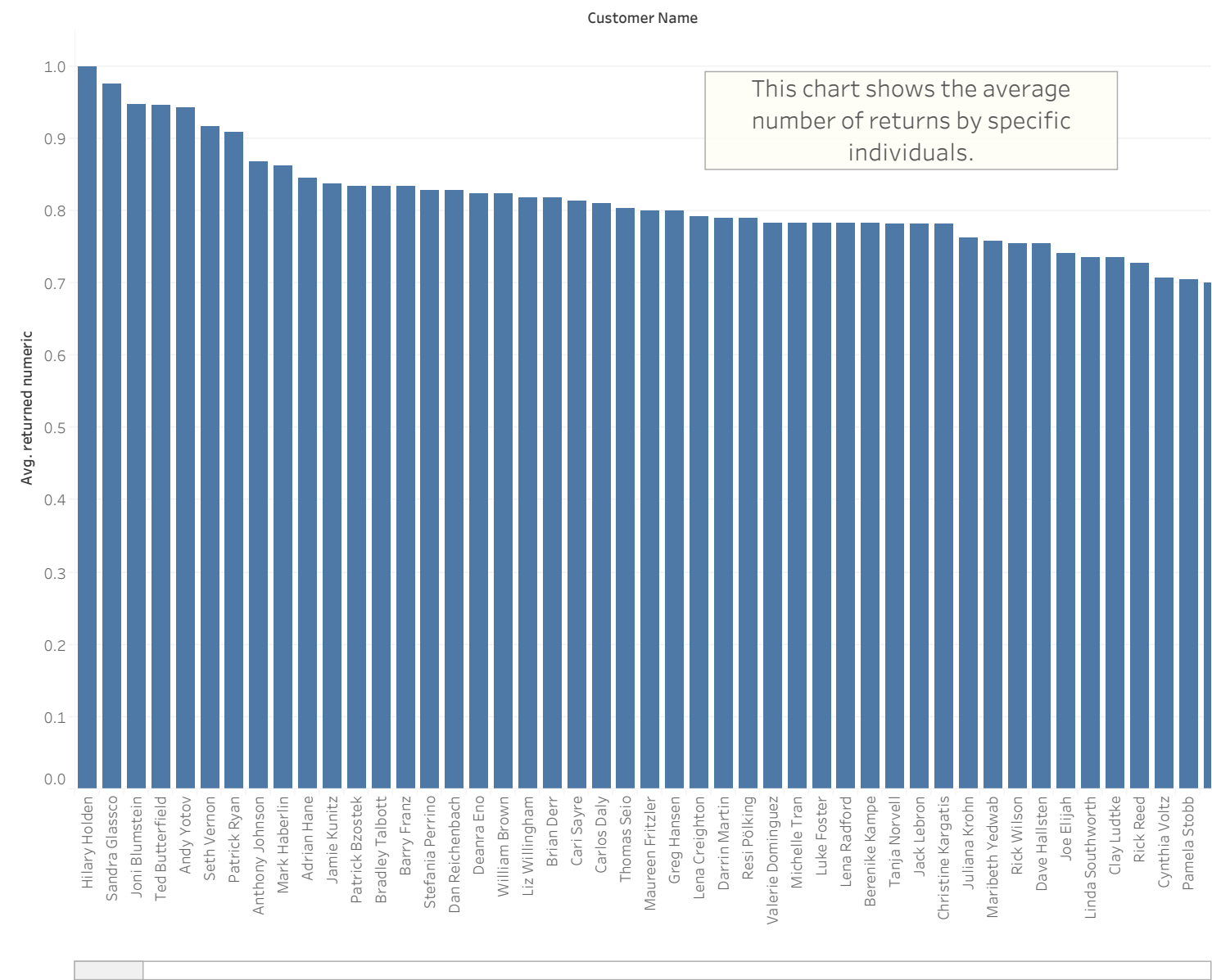
# Root Causes of Returns Story

Title	Introduction	Dashboard Components (Total Sales Vs. Total Retur..	Return Rate by Category	Customer Return Rate	Return Rate by State	Return Rate by Month
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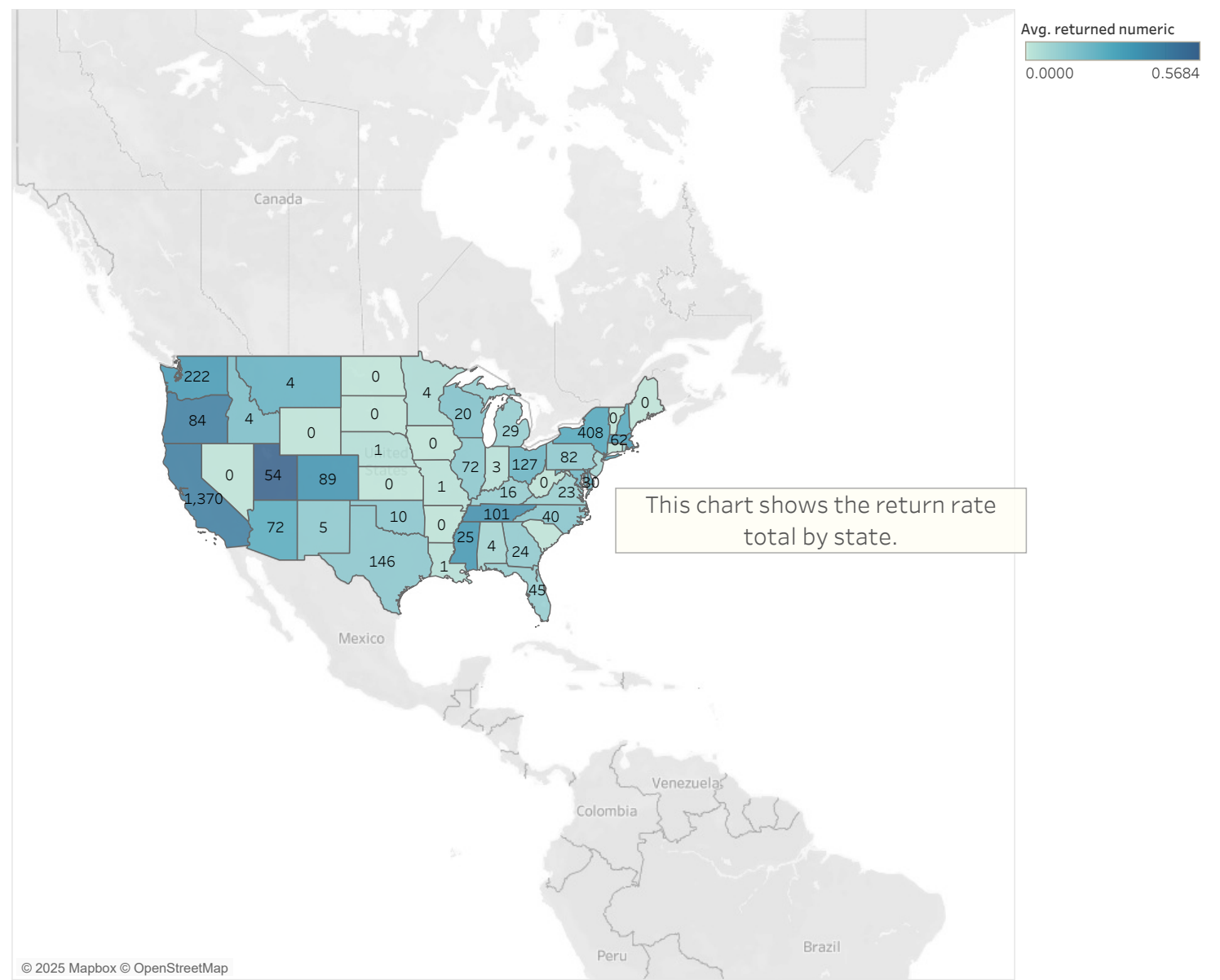
# Root Causes of Returns Story

Introduction	Dashboard Components (Total Sales Vs. Total Retur..	Return Rate by Category	Customer Return Rate	Return Rate by State	Return Rate by Month	Profit and Return Rate by Month
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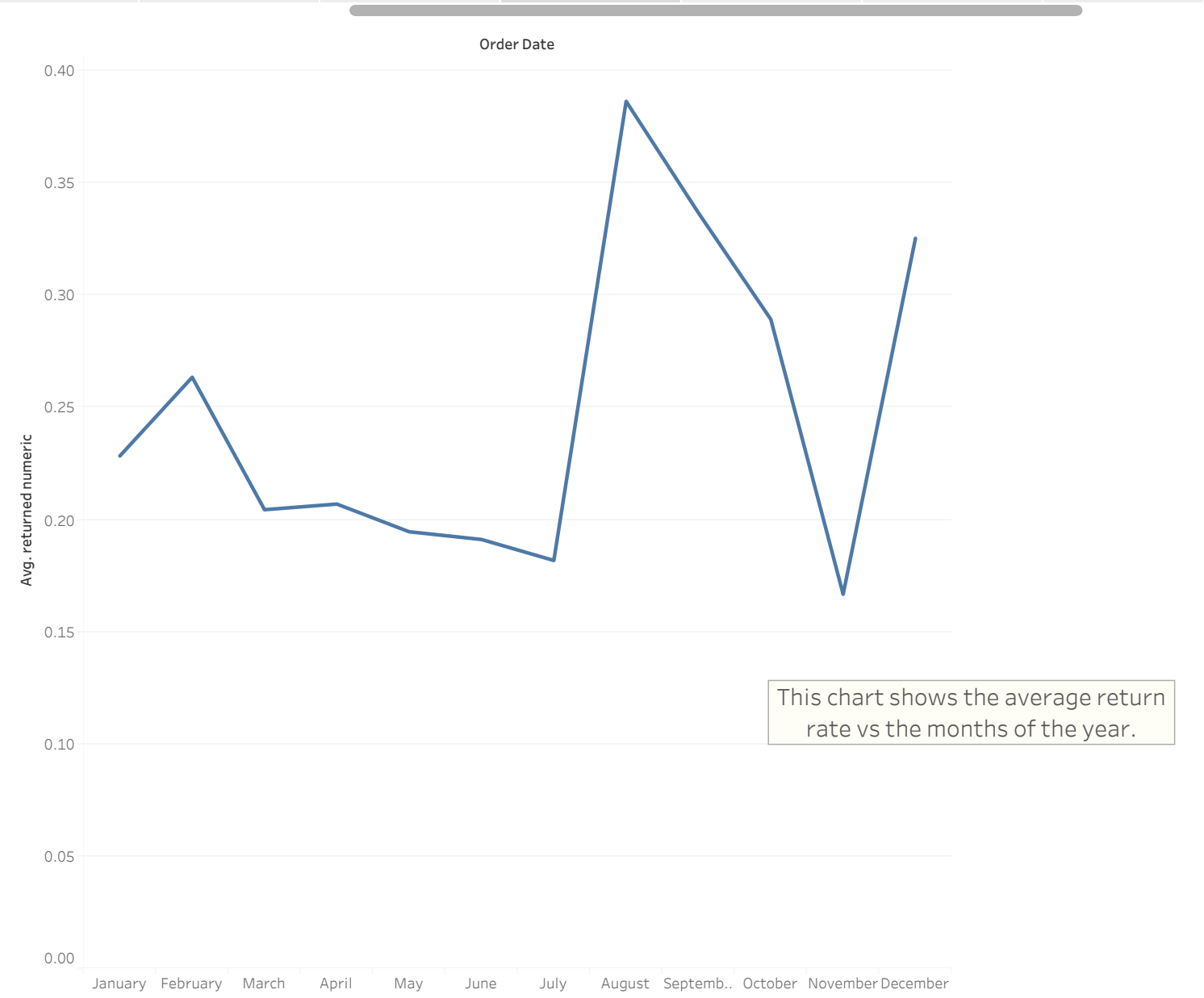
# Root Causes of Returns Story

Dashboard Components (Total Sales Vs. T..	Return Rate by Category	Customer Return Rate	Return Rate by State	Return Rate by Month	Profit and Return Rate by Month	How to Use Dashboard
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# Root Causes of Returns Story

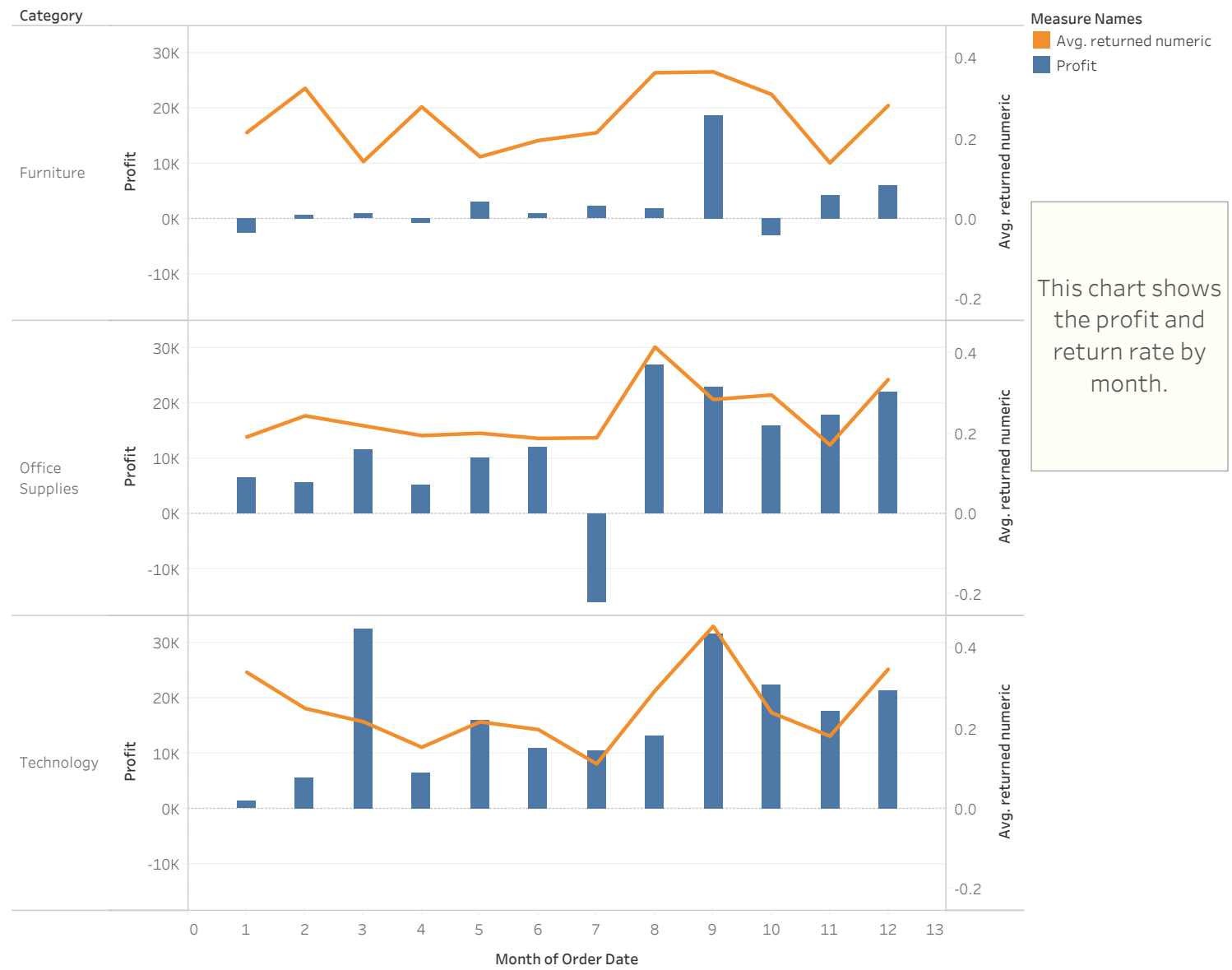
Return Rate by Category	Customer Return Rate	Return Rate by State	Return Rate by Month	Profit and Return Rate by Month	How to Use Dashboard	Conclusion
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# Root Causes of Returns Story

Customer Return Rate	Return Rate by State	Return Rate by Month	Profit and Return Rate by Month	How to Use Dashboard	Conclusion	Additional Worksheet
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# Root Causes of Returns Story

Customer Return Rate	Return Rate by State	Return Rate by Month	Profit and Return Rate by Month	How to Use Dashboard	Conclusion	Additional Worksheet
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The dashboard contains 6 key charts, each answers a specific question about returns. When looking at the 6 charts, you can interact with any of them by clicking on them. To gain more information directly from the dashboard to find root causes you can add filters. To apply the filters to all worksheets in the dashboard, return to any worksheet and add a filter you would like to investigate. to apply this filter to all of the worksheets in the dashboard you will right click on the origional filter created, click apply to worksheets, then click all using this data source. Data symbol on the left of the filter pill will let you know that the filter is being applied. You can now go back to the dashboard and see the results. Once the filters have been set up you can directly add and remove element filters while interacting with the dashboard by opening more options on a chart, going to filters, and selecting from the filters. you can now even use one of the charts as a filter itself for the rest of the dashboard by clicking on the chart you want to use and selecting "use as filter". By looking at the dashboard directly and adding filters / using charts as filters, the interpreter can determine root causes. Once root causes have been determined there will be immediate actions to take, process improvements to impliment, and long term strategic planning.

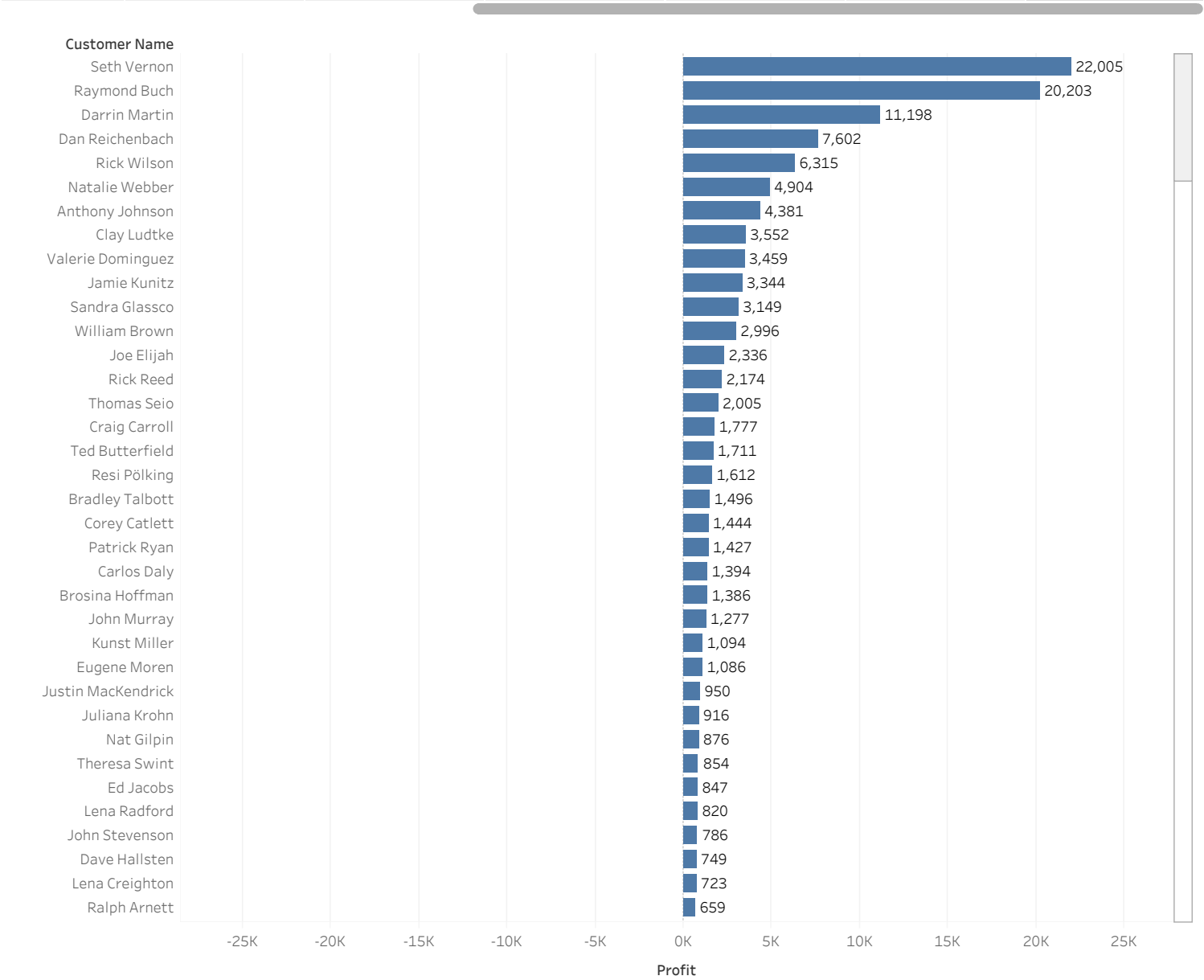
# Root Causes of Returns Story

Customer Return Rate	Return Rate by State	Return Rate by Month	Profit and Return Rate by Month	How to Use Dashboard	Conclusion	Additional Worksheet
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After analyzing the dashboard, there are immediate implimentations that can be made to help reduce the return rate. The major areas of focus are on individual customers who make up a large portion of the cost of the returns, and seasonal affect. Two factors that had minimal affect on returns were the geography and category of the item being returned. This leads to the analysis of focusing on customers directly and adding additional promotions during the down months of the year to reduce returns. Continuation of dashboard monitoring will be maintained to keep track of results.

# Root Causes of Returns Story

Customer Return Rate	Return Rate by State	Return Rate by Month	Profit and Return Rate by Month	How to Use Dashboard	Conclusion	Additional Worksheet
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