

Understanding Product Returns: Executive Summary

Objective

To identify the key drivers behind customer returns at Superstore and recommend actionable insights to reduce return volume and improve operational efficiency.

Key Insights

1. Sales vs. Returns

- Chairs and Phones shows high sales with moderate return volumes.
- Binders have moderate sales with high return volumes.
- Fasteners, labels and Envelopes have low sales and low return volumes

2. Category-Level Return Rates

- The Technology category has the highest return rate
- Furniture has the lowest return rate

3. Geographic Patterns

- Return rates vary by state, with higher returns seen in regions like Utah, California and Oregon.

3. Time Patterns

- August month has shown higher return rate
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Recommendations

- Understand the customer feedback in the states where there is higher rate of returns
 - Review the quality for products with higher rate of return
 - Explore marketing and discount sales for products with low sales volume
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Dashboard Overview

An interactive Tableau dashboard has been built with:

- Return trends by product, geography, customer, and time

- Visual cues to spot outliers and trends
- Filters to help teams drill into specific causes.