

Analysis of Returns Summary	Overview with dashboard	total return by category vs return ra..	customer rates vs number	return rate by months	returns by category by month	Returns by state
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Analysis of Returns Summary

Returns have a few points of issue.

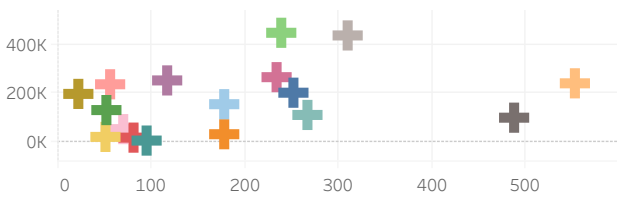
The easiest issue is a few customers with high purchase volume and high return rate.

Next point of issue if 3 states leading in return rate and volume. California, Oregon, Utah.

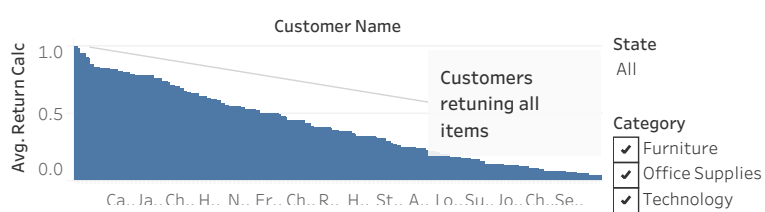
Nationwide and in those three states 3 months pop up with large return rate, August, October, December.

Each of those 3 months has a different product category that has the highest return rate. Office supplies, furniture, then technology

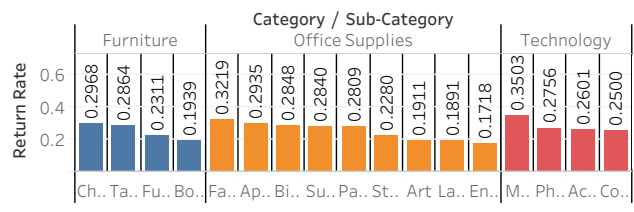
Total Sales vs Total Returns



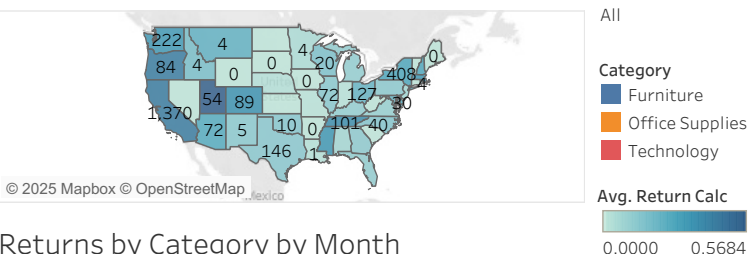
Customer Return Rate



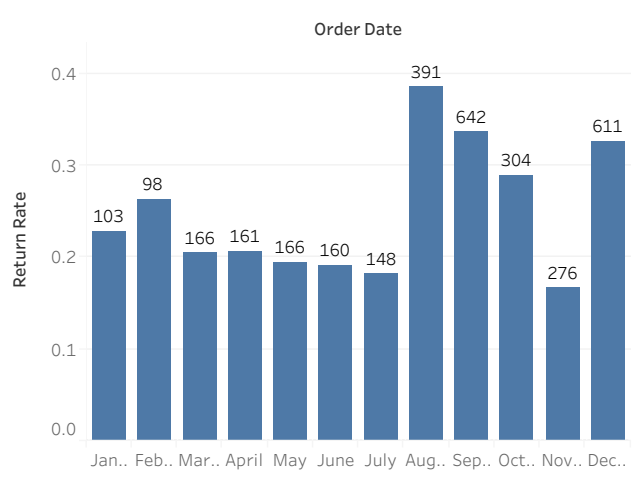
Return Rate vs Product Category



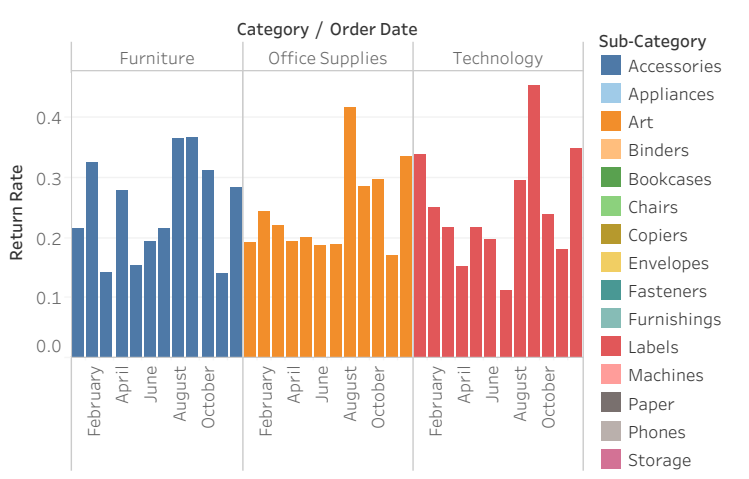
Return Rate By State



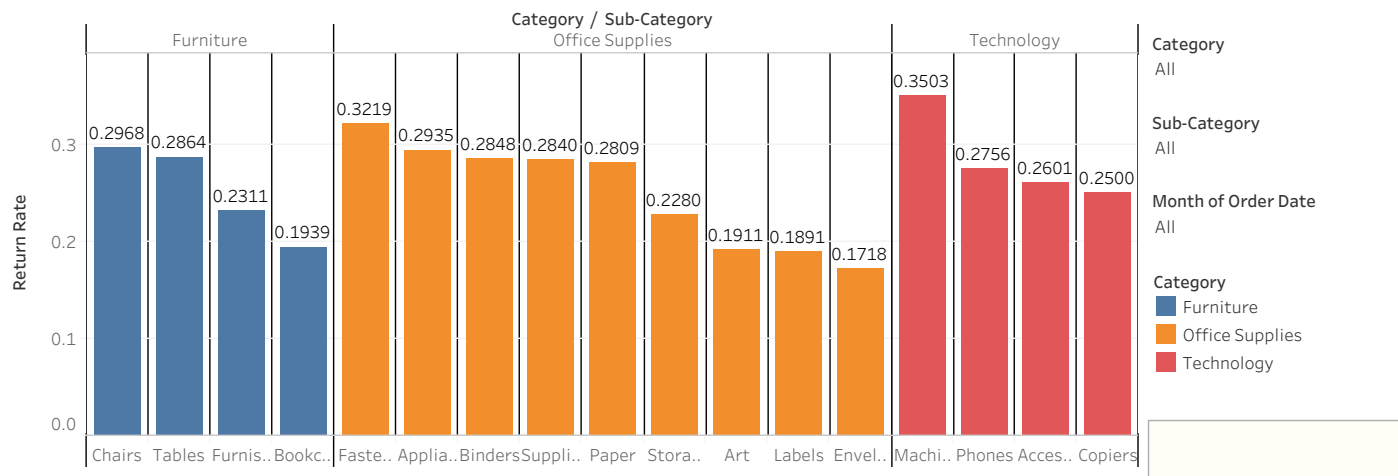
Return Rate By Month



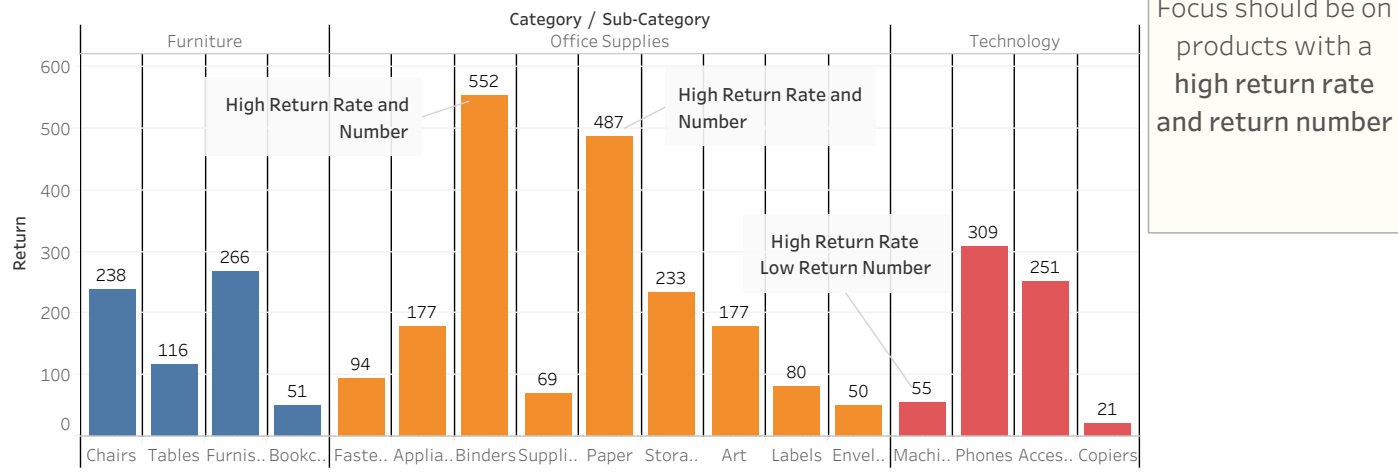
Returns by Category by Month



Return Rate vs Product Category

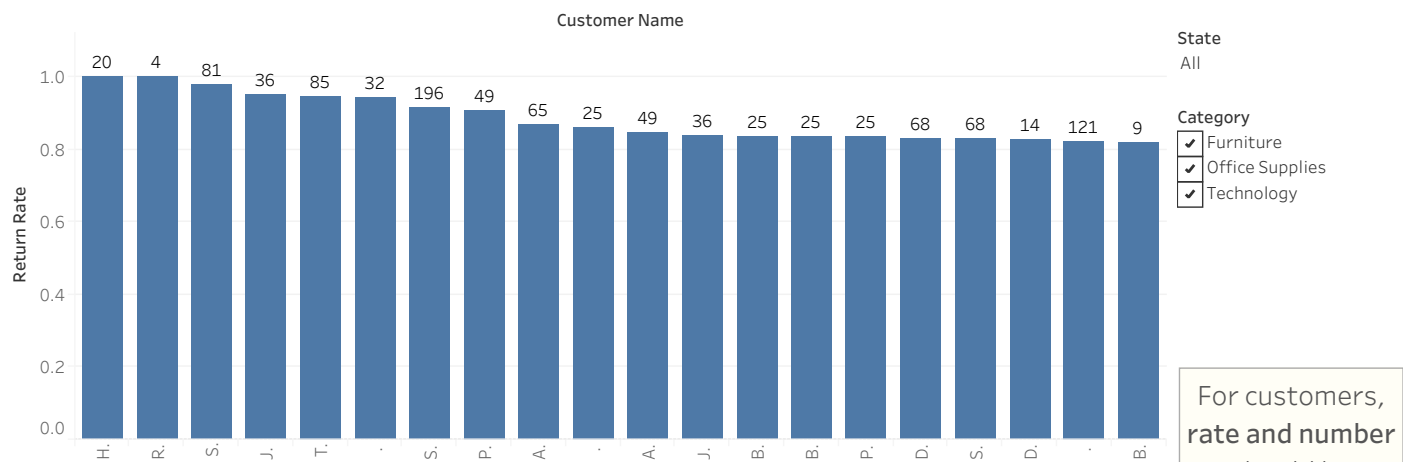


Return Number vs Product Category

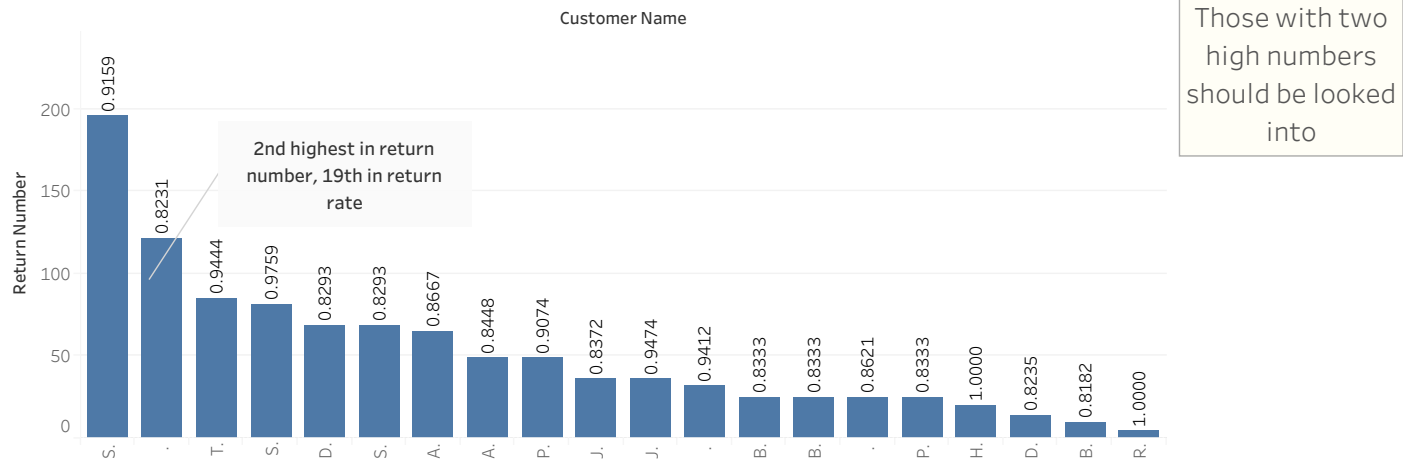


Focus should be on products with a high return rate and return number

Customer Return Rate Top 20



Customer Return Number Top 20



For customers, rate and number should be considered. Those with two high numbers should be looked into

