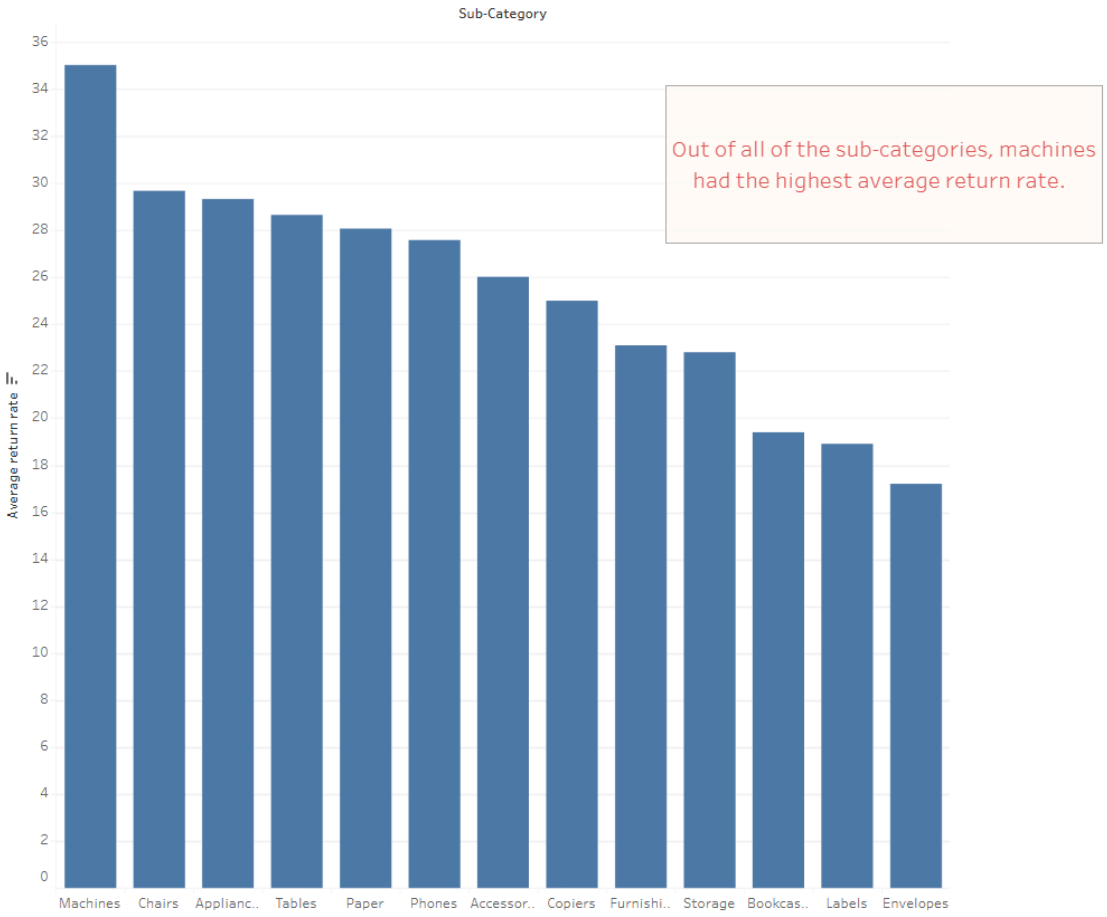
Presentation

Summary | Sales vs return | **Return rate by product category** | Return rate by customer | Return rate by month | Return rate by sub-category and ship mode | Re cat



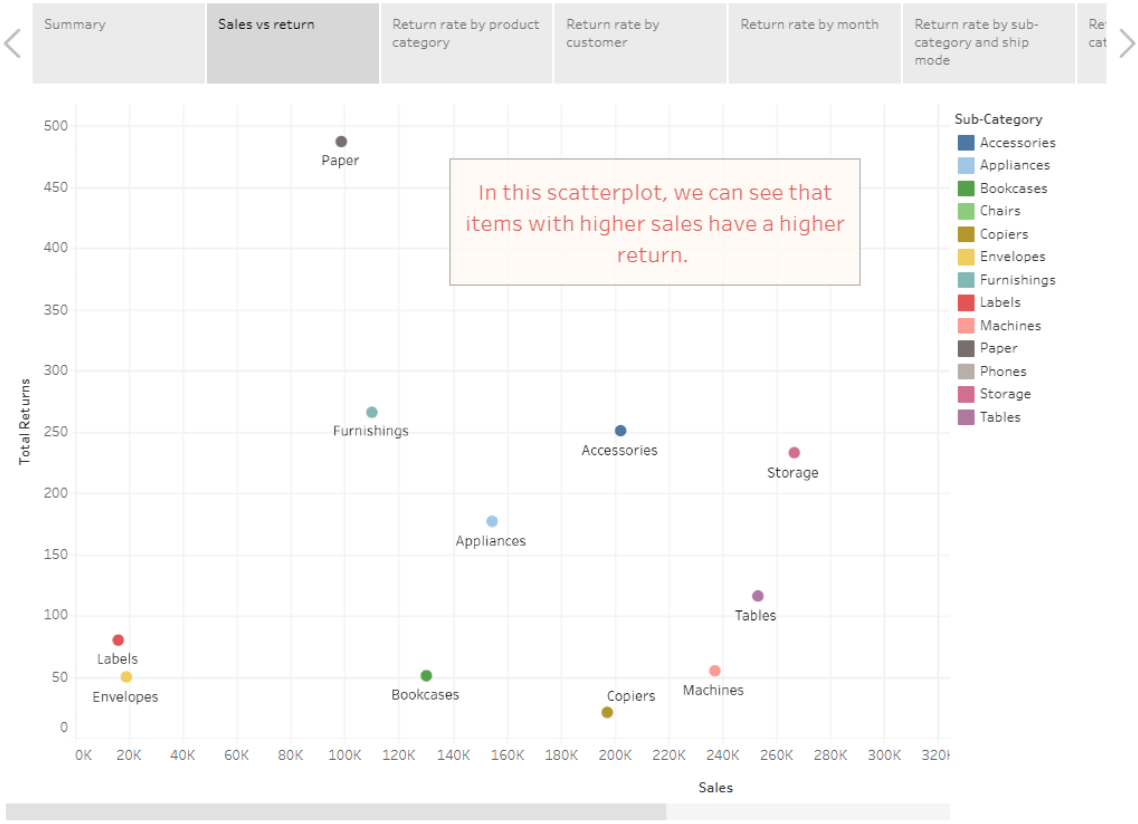
Presentation

This analysis investigates the root causes behind the high number of returned orders at Superstore. The goal is to identify patterns and factors driving returns—such as product categories, shipping methods, regions, and customer segments—and provide actionable insights to help the CEO and leadership team reduce return rates and improve profitability.

Return Rate (percentage of orders returned) is best for comparing performance across categories, regions, or time periods.

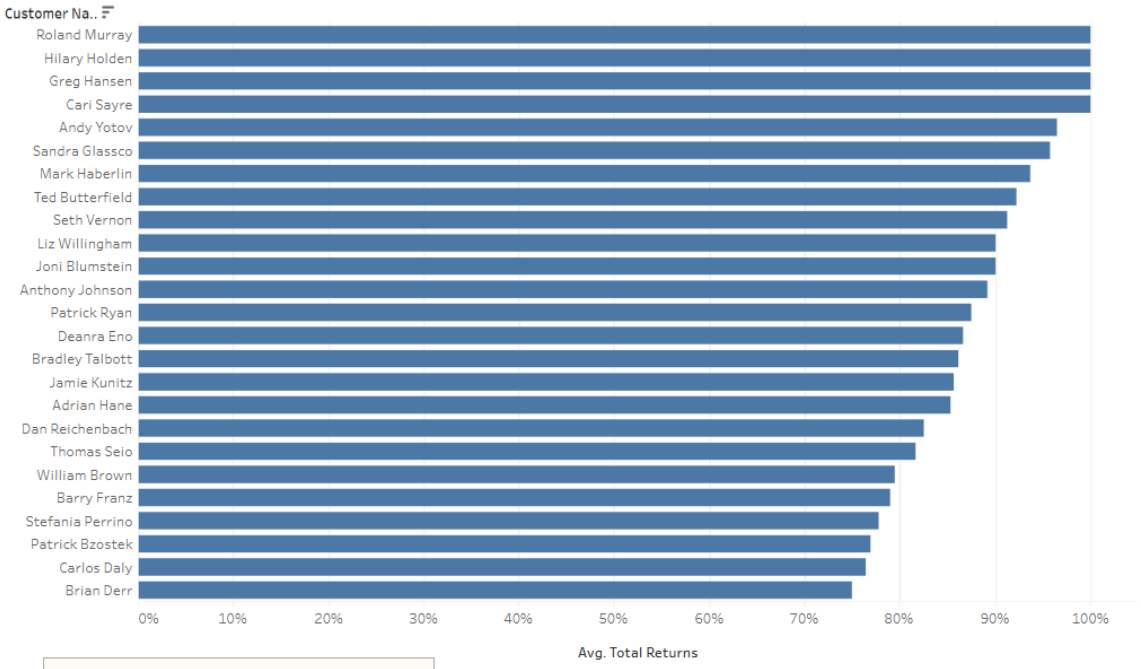
Some of the key causes of returns is the shipping method, certain sub-categories, and what states they are being ordered in.

Presentation



Presentation

Summary | Sales vs return | Return rate by product category | **Return rate by customer** | Return rate by month | Return rate by sub-category and ship mode | Re cat



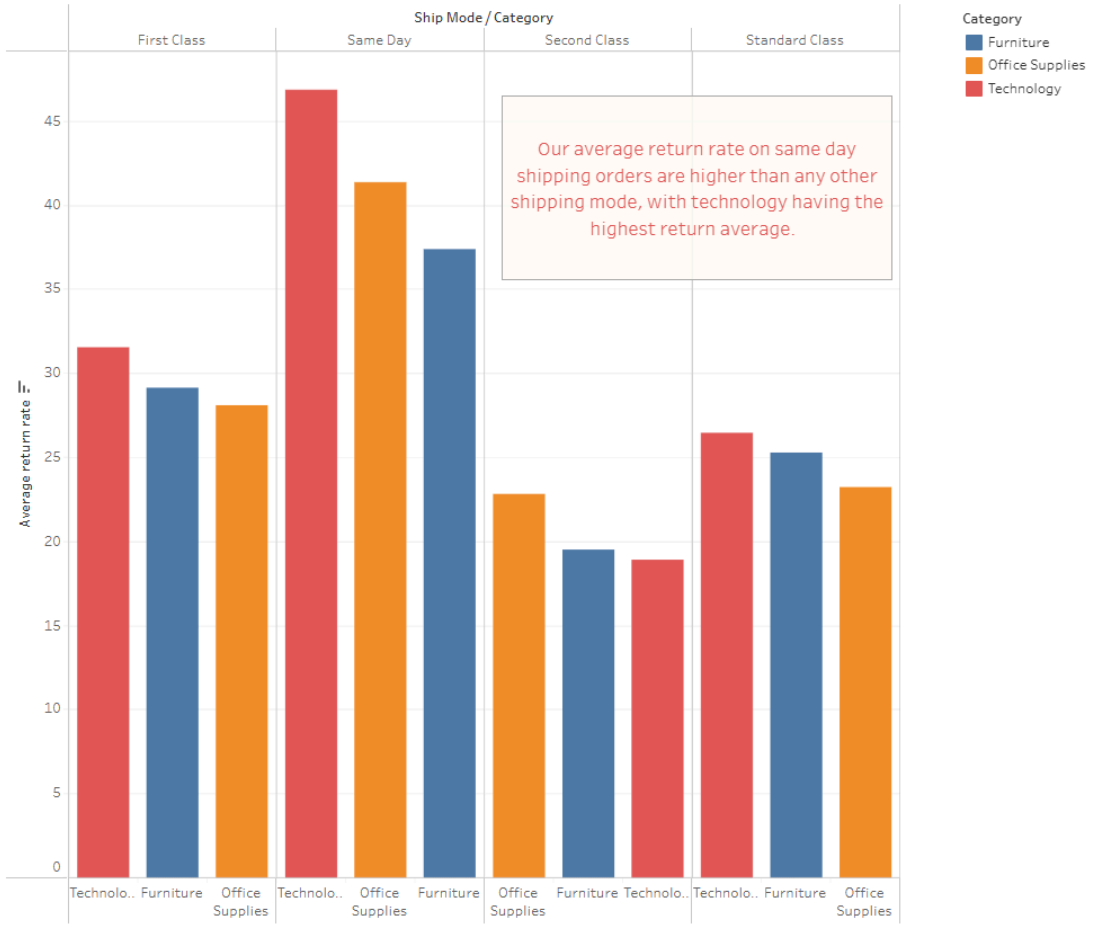
Unfortunately, we have 4 customers who have a 100% return rate, and 7 more at 90% or higher.

Presentation

Summary | Sales vs return | Return rate by product category | Return rate by customer | **Return rate by month** | Return rate by sub-category and ship mode | Re cat

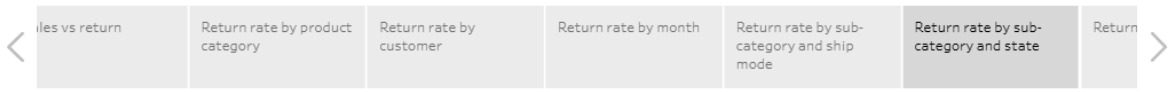
Presentation

Summary | Sales vs return | Return rate by product category | Return rate by customer | Return rate by month | Return rate by sub-category and ship mode | Re: cat



Presentation

ıles vs return | Return rate by product category | Return rate by customer | Return rate by month | Return rate by sub-category and ship mode | Return rate by sub-category and state | Return



State

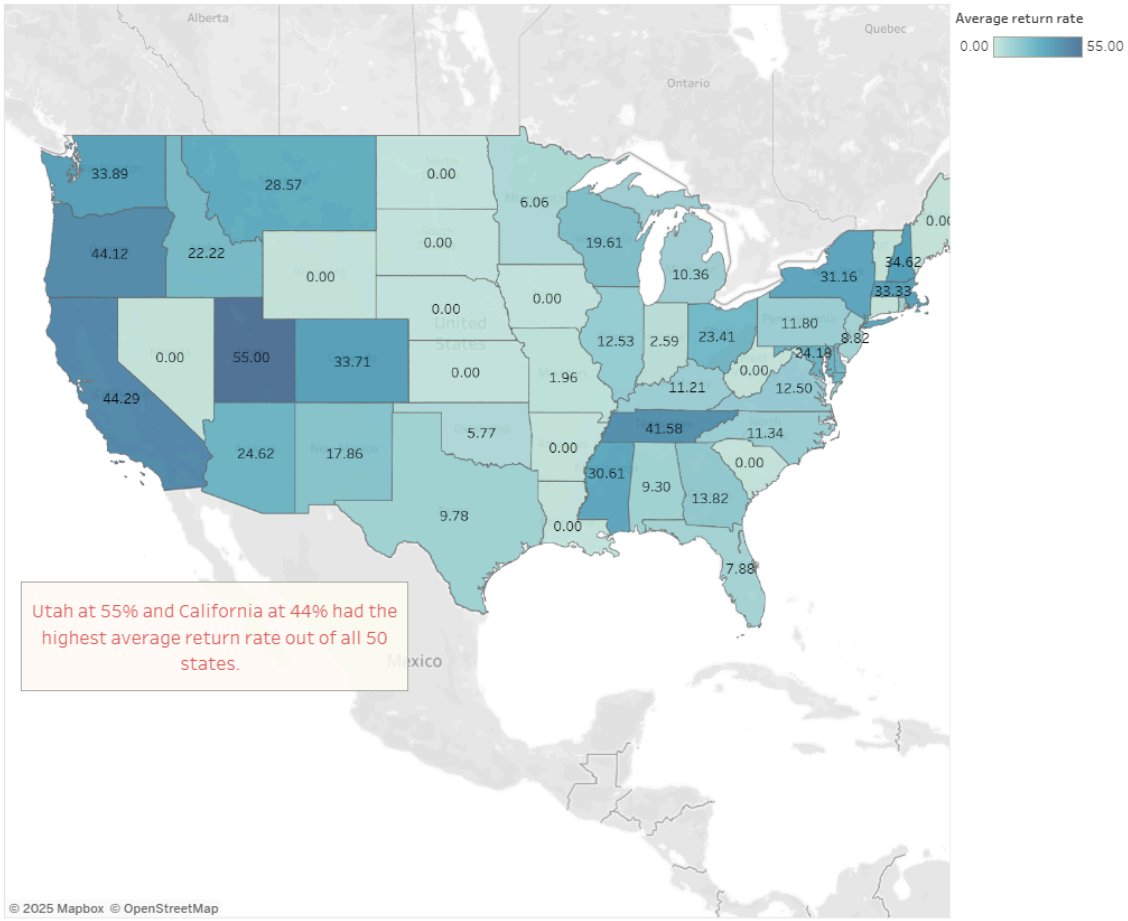
Average return rate

0.0 100.0

Sub-Catego..	Alabama	Arizona	Arkansas	California	Colorado	Connecti..	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Inc
Accessories	0.0	16.0	0.0	28.8	40.0	0.0	50.0		7.1	0.0	0.0	13.9	
Appliances	0.0	63.6		55.2	20.0	0.0	50.0		5.6	0.0	0.0	24.0	
Bookcases		0.0	0.0	44.0	0.0	0.0	0.0		0.0	0.0		0.0	
Chairs	0.0	0.0	0.0	49.3	57.7	0.0	0.0	0.0	41.4	16.7	0.0	0.0	
Copiers	0.0			40.0	0.0		0.0		0.0	0.0		0.0	
Envelopes	0.0	0.0	0.0	38.5	33.3	0.0	0.0		0.0	0.0		0.0	
Furnishings	0.0	26.9	0.0	44.4	8.0	0.0	0.0	0.0	0.0	33.3	0.0	9.7	
Labels	0.0	85.7	0.0	37.6	0.0	0.0	0.0		0.0	0.0		20.0	
Machines	0.0	0.0		61.4	66.7		0.0	0.0	0.0	0.0		33.3	
Paper	0.0	11.8	0.0	49.8	33.3	0.0	21.4	0.0	0.0	17.1	0.0	7.9	
Phones	50.0	31.0	0.0	42.2	16.7	0.0	38.9		20.0	16.7	50.0	12.8	
Storage	0.0	28.0	0.0	39.4	56.5	0.0	0.0		0.0	17.6	0.0	18.5	
Tables	0.0	38.5	0.0	41.3	40.0	0.0	66.7		0.0	0.0	66.7	26.1	

Appliances had a 100% return rate in Utah and Labels also had a 100% return rate in Montana. Louisiana had a 0% return rate in all sub-categories.

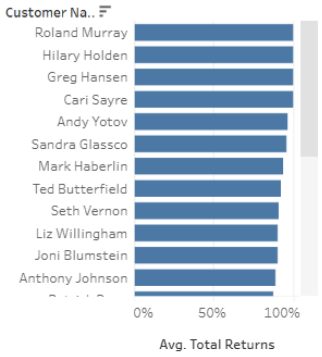
Presentation



Presentation

Dashboard

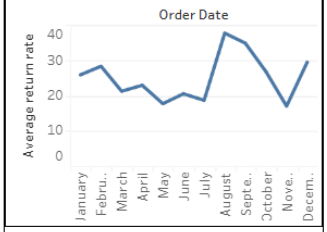
Return rate by customer



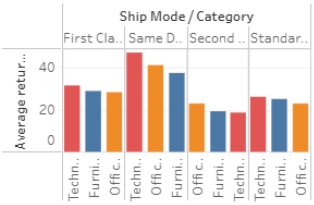
Return rate by sub-category and state

Sub-Catego..	State: Alabama	Arizona	Arkansas	Ca
Accessories	0.0	16.0	0.0	
Appliances	0.0	63.6		
Bookcases		0.0	0.0	
Chairs	0.0	0.0	0.0	
Copiers	0.0			
Envelopes	0.0	0.0	0.0	
Furnishings	0.0	26.9	0.0	
Labels	0.0	85.7	0.0	
Machines	0.0	0.0		
Paper	0.0	11.8	0.0	
Phones	50.0	31.0	0.0	
Storage	0.0	28.0	0.0	

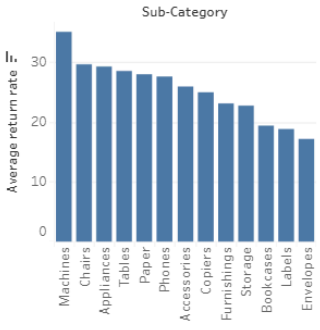
Return rate by month



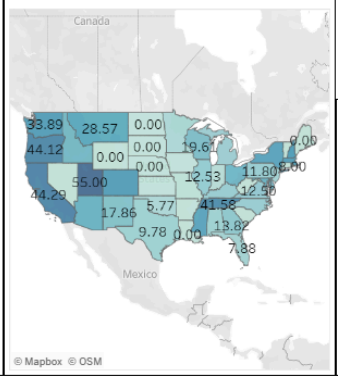
Return rate by sub-category and ship mode



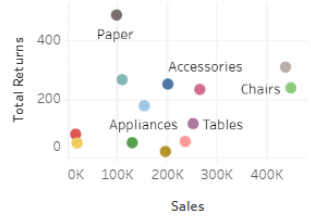
Return rate by product category



return rate by state



Sales vs returns



Presentation

The analysis shows that returned orders are concentrated in specific product categories, shipping methods, and regions. By addressing issues such as product quality in high-return categories, optimizing shipping strategies, and focusing on at-risk customer segments, Superstore can significantly reduce return rates, improve customer satisfaction, and protect profitability.