

Story

Summary	Total Sales vs Total Returns	Sales History	Return Rate History	Return Rate by Product Category	Return Rate by State	Return Rate by Category and Region	Return Rate by Month
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Description

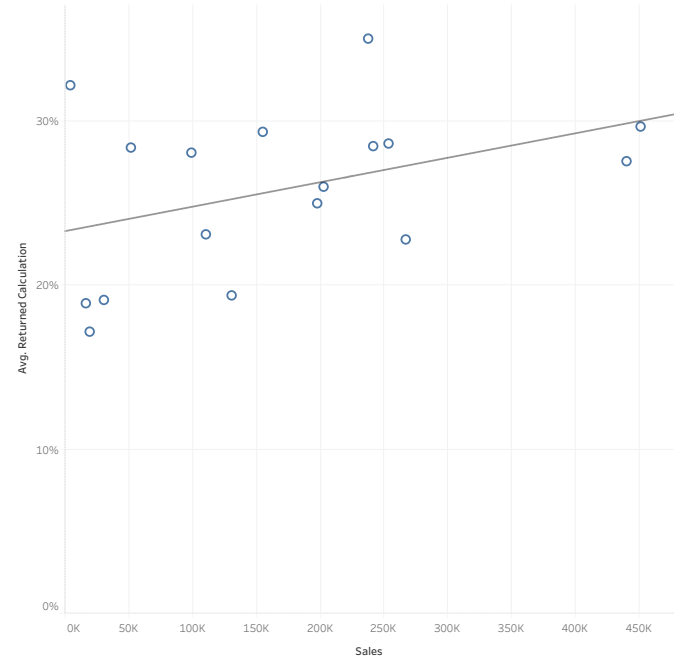
This is an analysis on sample e-commerce dataset. The goal is to understand when and where returned items are coming from and in turn, figure out why they are happening.

Conclusion:

There is a prominently higher return rate coming from the West and in the months of late summer to early fall (August/September). There needs to be investigation on why these items are being returned. A few factors that may be the reason could be defective/broken items as busier times have higher return rates.

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Return rate increases as revenue increases.

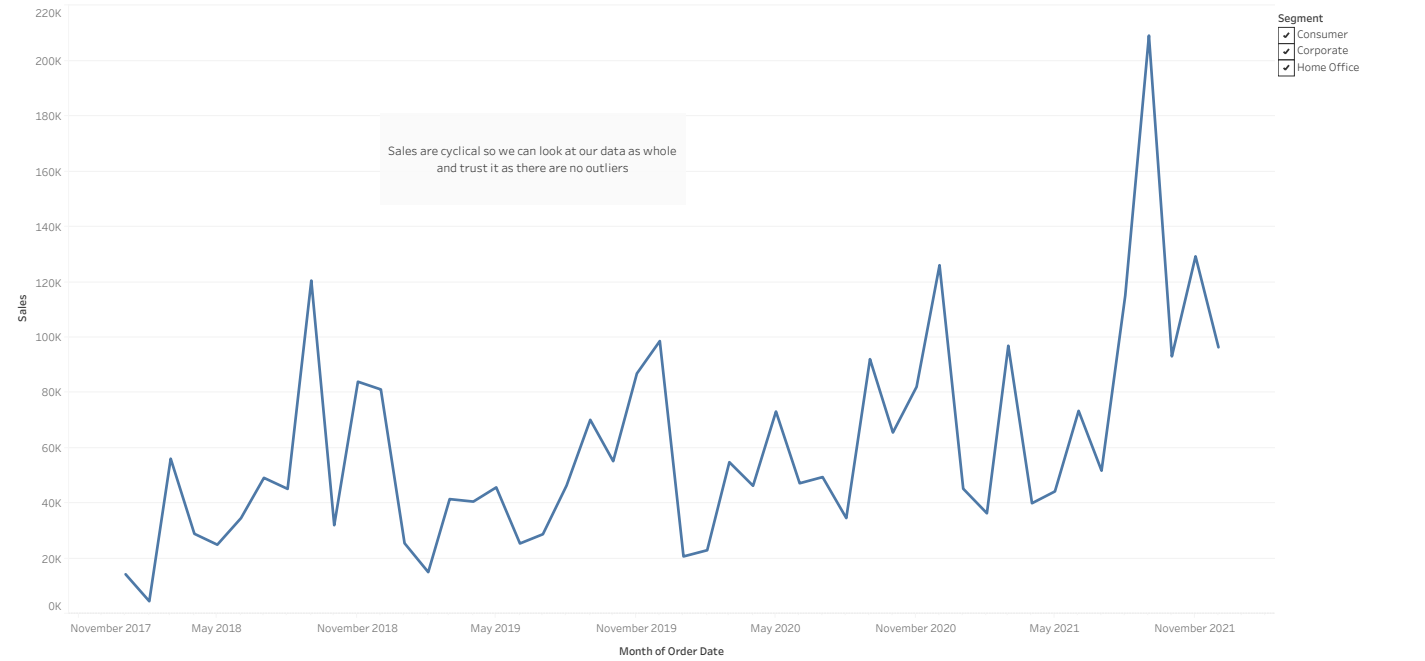
State  
All

Category  
☒ Furniture  
☒ Office Supplies  
☒ Technology

Sub-Category  
All

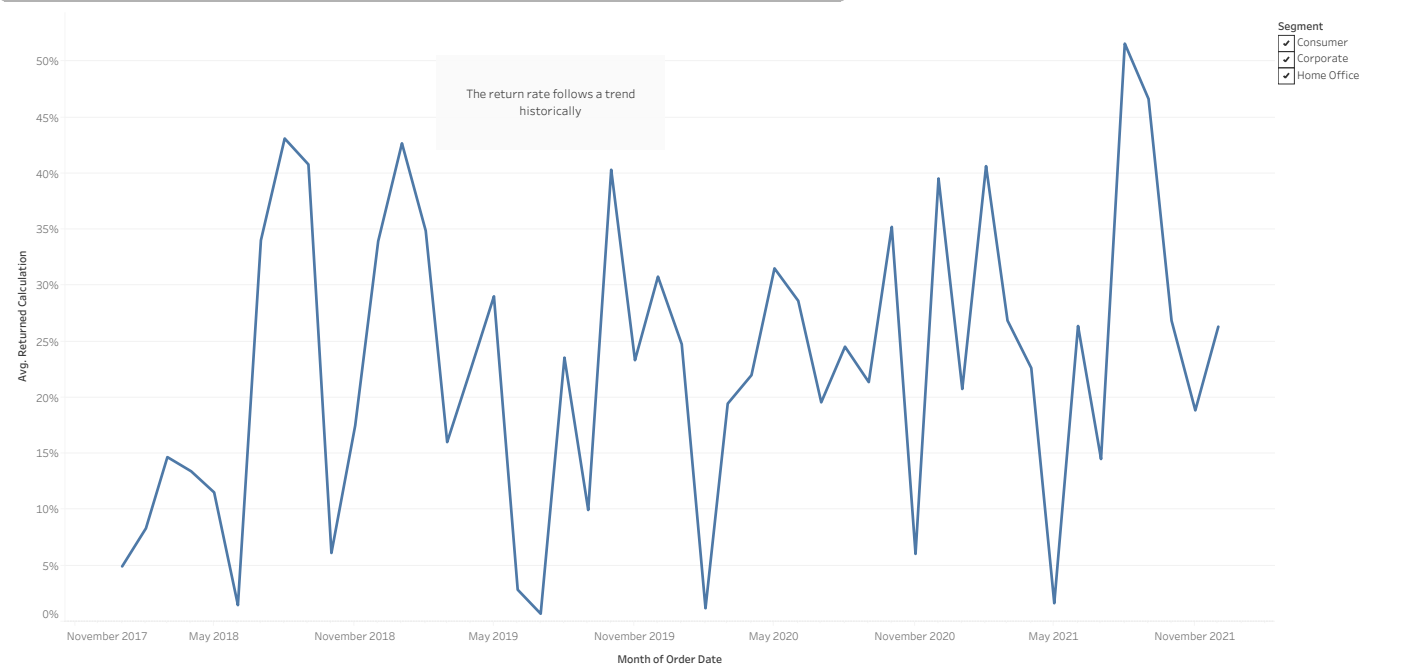
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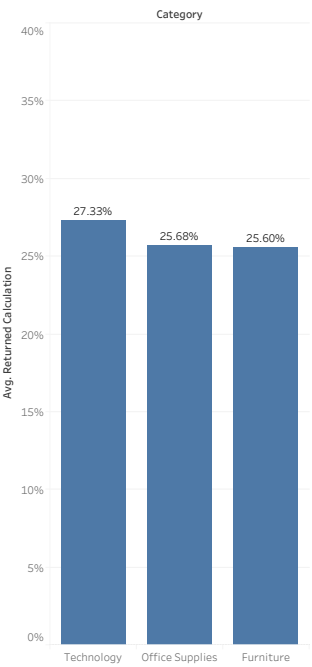
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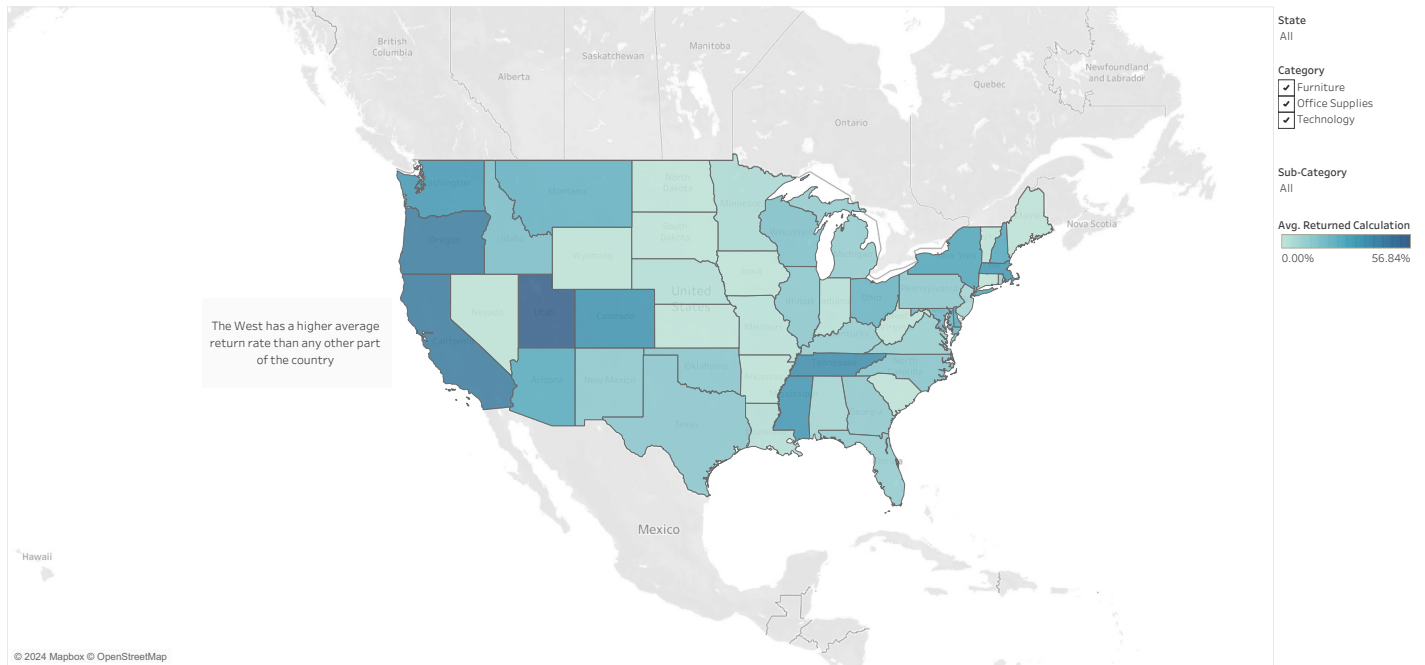


Return rate is nearly the same per category - here we see category has no effect on return rate.

- Month of Order Date  
All
- Category  
☐ Furniture  
☒ Office Supplies  
☒ Technology
- Sub-Category  
All
- State  
All

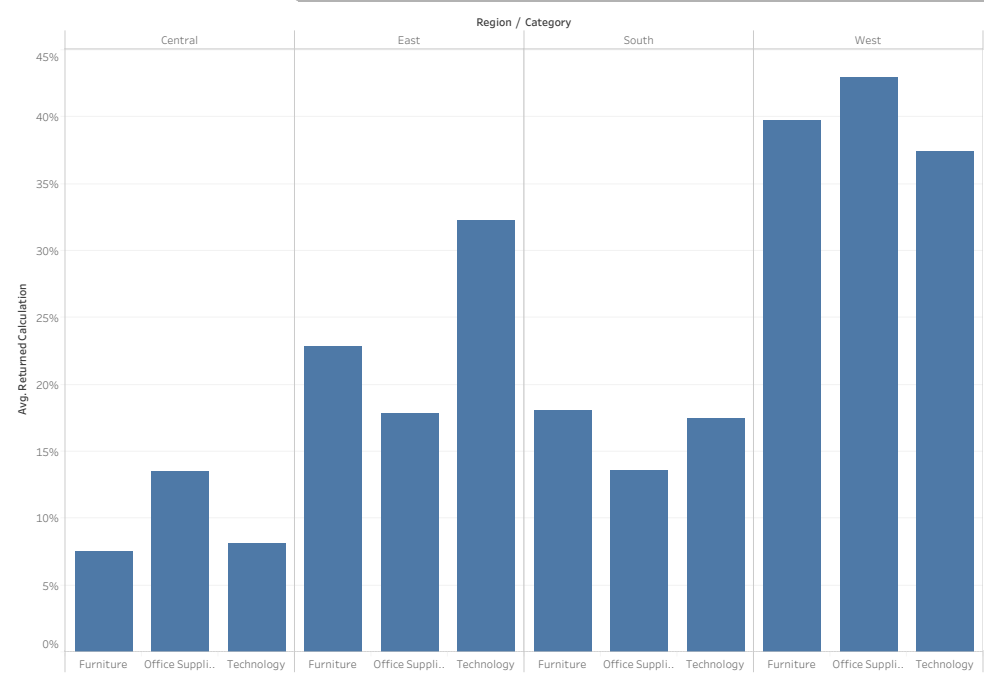
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Total Sales vs...	Sales History	Return Rate History	Return Rate by Product Category	Return Rate by State	Return Rate by Category and Region	Return Rate by Month	Return Rate by Category and Month	Sales, Profit, Ret...
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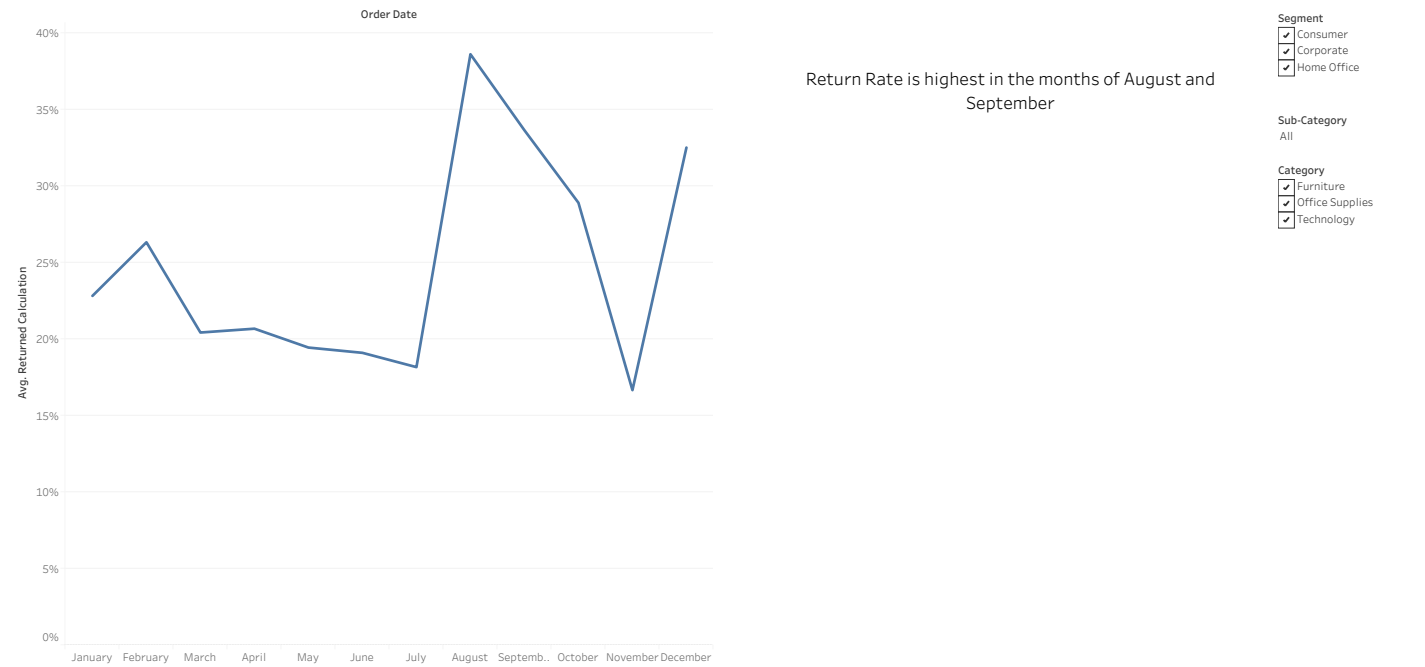
Sales History	Return Rate History	Return Rate by Product Category	Return Rate by State	Return Rate by Category and Region	Return Rate by Month	Return Rate by Category and Month	Sales, Profit, Return Rate	Discount, Sales, and ..
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Here is another visualization to show return rate based on region per category - The West has the highest return rate.

Story

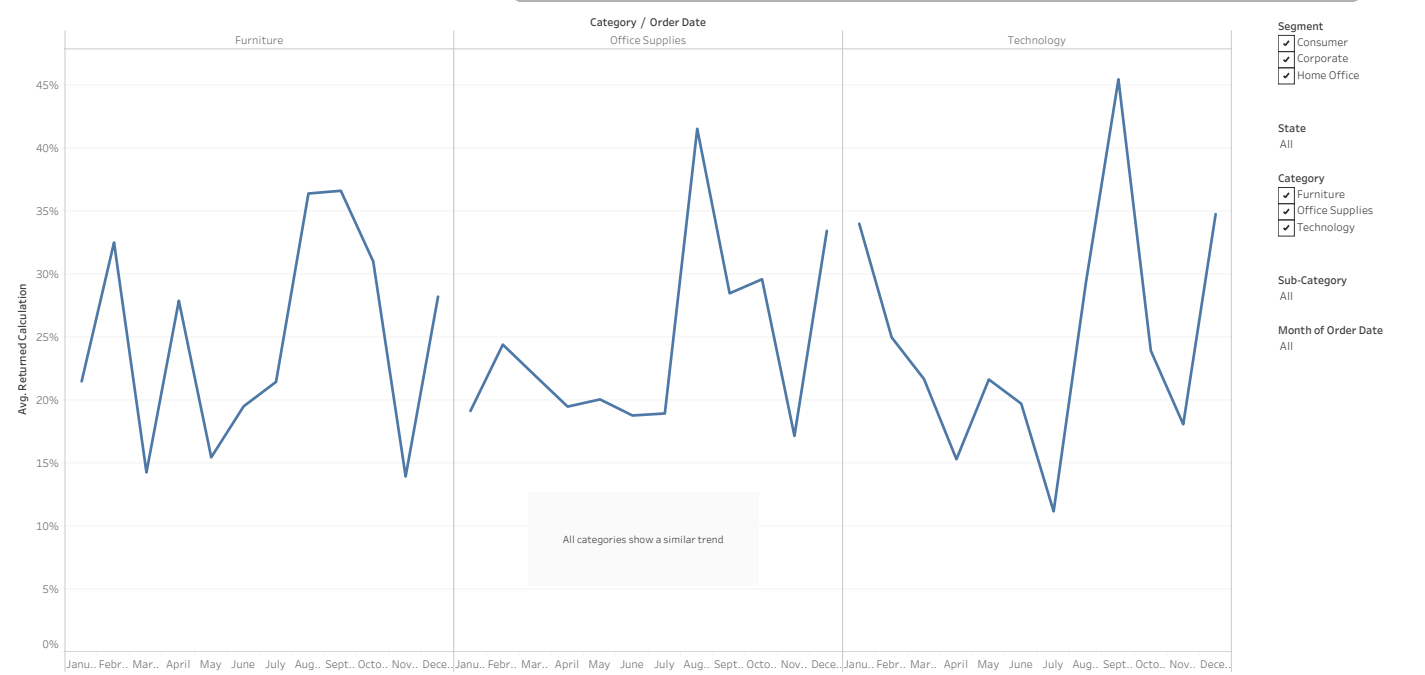
Return Rate Hi...	Return Rate by Product Category	Return Rate by State	Return Rate by Category and Region	Return Rate by Month	Return Rate by Category and Month	Sales, Profit, Return Rate	Discount, Sales, and Return Rate	Return Rate by Segment
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Story

Return Rate by ...	Return Rate by State	Return Rate by Category and Region	Return Rate by Month	Return Rate by Category and Month	Sales, Profit, Return Rate	Discount, Sales, and Return Rate	Return Rate by Segment	Dashboard
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Sub-Category

All

Month of Order Date

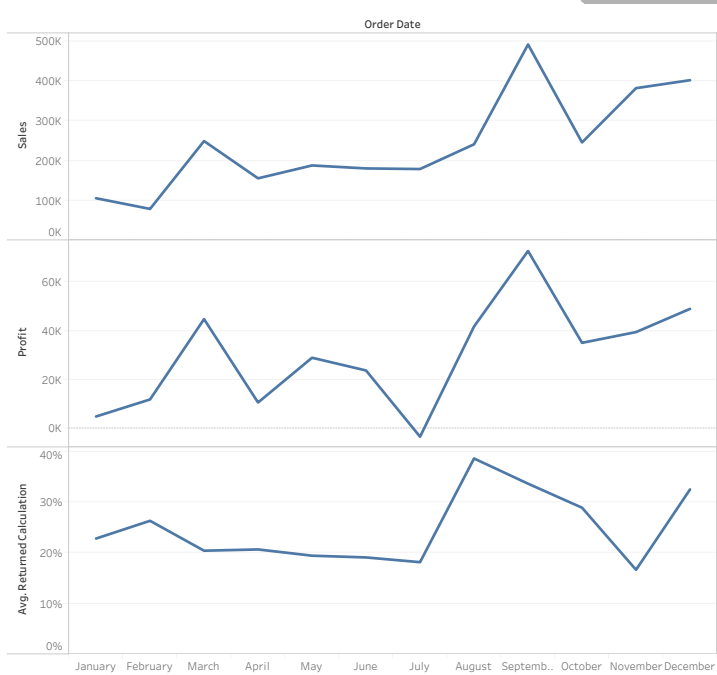
All

All categories show a similar trend

Janu..Febr..Mar..AprilMayJuneJulyAug..Sept..Octo..Nov..Dece..Janu..Febr..Mar..AprilMayJuneJulyAug..Sept..Octo..Nov..Dece..Janu..Febr..Mar..AprilMayJuneJulyAug..Sept..Octo..Nov..Dece..

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Return Rate by State	Return Rate by Category and Region	Return Rate by Month	Return Rate by Category and Month	Sales, Profit, Return Rate	Discount, Sales, and Return Rate	Return Rate by Segment	Dashboard
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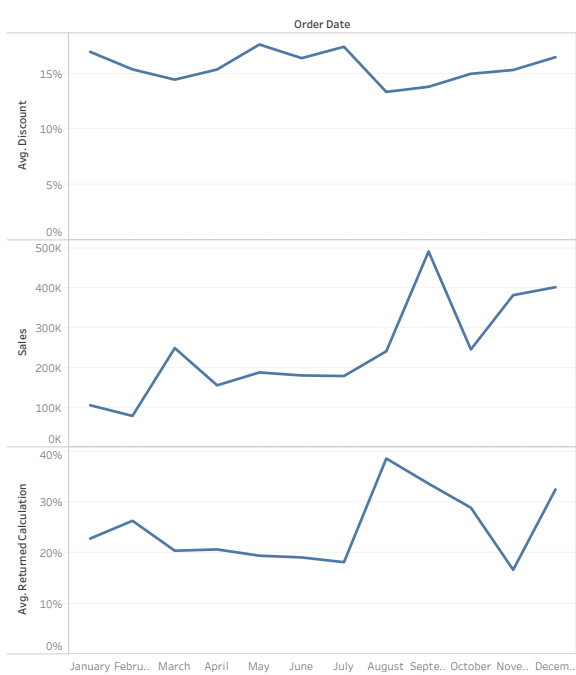


The return rate trend follows the same pattern yearly as Revenue and Profit

- Category
- ☒ Furniture
  - ☒ Office Supplies
  - ☒ Technology
- Segment
- ☒ Consumer
  - ☒ Corporate
  - ☒ Home Office

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Return Rate by State	Return Rate by Category and Region	Return Rate by Month	Return Rate by Category and Month	Sales, Profit, Return Rate	Discount, Sales, and Return Rate	Return Rate by Segment	Dashboard
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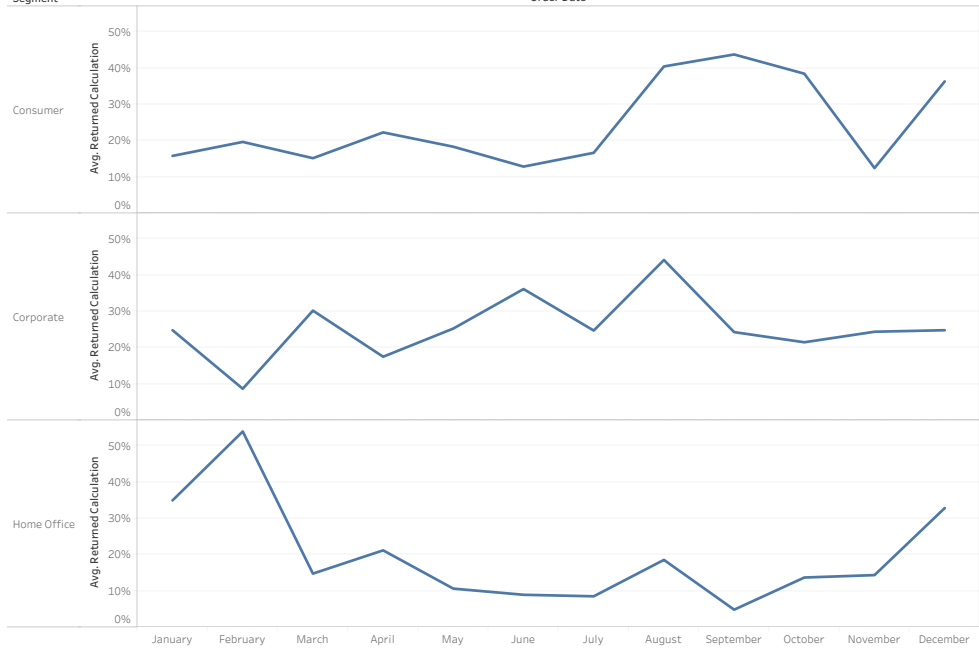
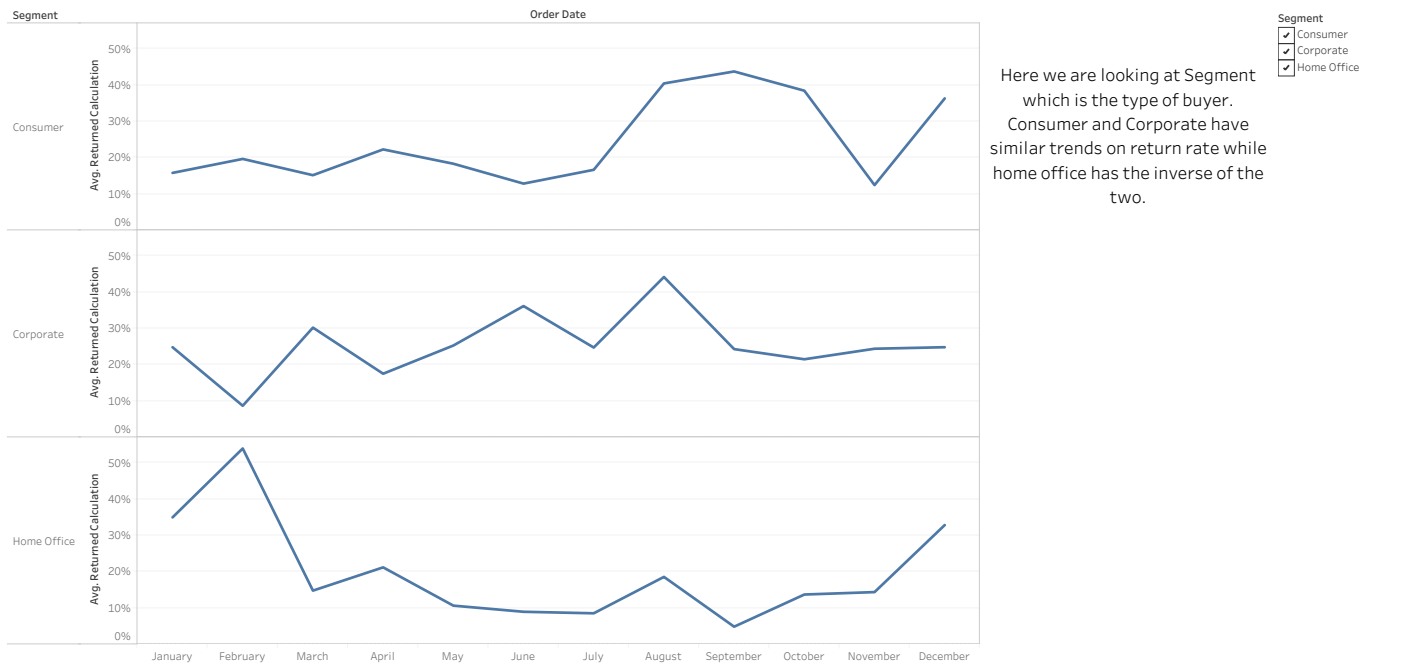


Here is an investigation on if the average discount has any correlation to return rate. There is no indication.

- Segment
- ☒ Consumer
  - ☒ Corporate
  - ☒ Home Office
- State
- All
- Category
- ☒ Furniture
  - ☒ Office Supplies
  - ☒ Technology
- Sub-Category
- All
- Month of Order Date
- All

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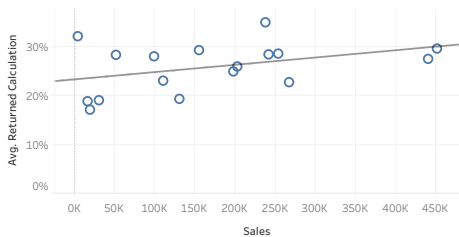
Return Rate by State	Return Rate by Category and Region	Return Rate by Month	Return Rate by Category and Month	Sales, Profit, Return Rate	Discount, Sales, and Return Rate	Return Rate by Segment	Dashboard
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E-Commerce Business Metrics on Return Rates

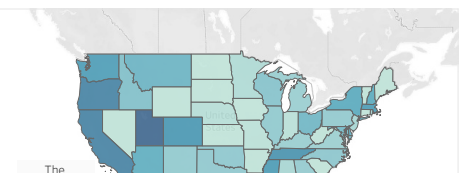
Use the following visualizations to understand the return rate and what is causing it by:

- Total Sales (\$K) by Total Returns (Below)
- Return Rate by State (Bottom Left)
- Return Rate by Category and Month (Top Right)
- Return Rate by Month (Bottom Right)

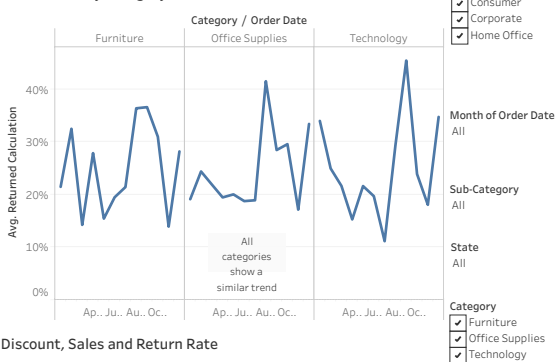
Total Sales vs. Return Rate



Return Rate by State



Return Rate by Category and Month



Discount, Sales and Return Rate

