

# Storytelling with Data Story

Total Returns (by C ategory)

Return Rate ( by Category)

Return Rate (by Customer)

Return Rate (by State)

Dashboard Example



Category

- ☒ Furniture
- ☒ Office Supplies
- ☒ Technology

Category

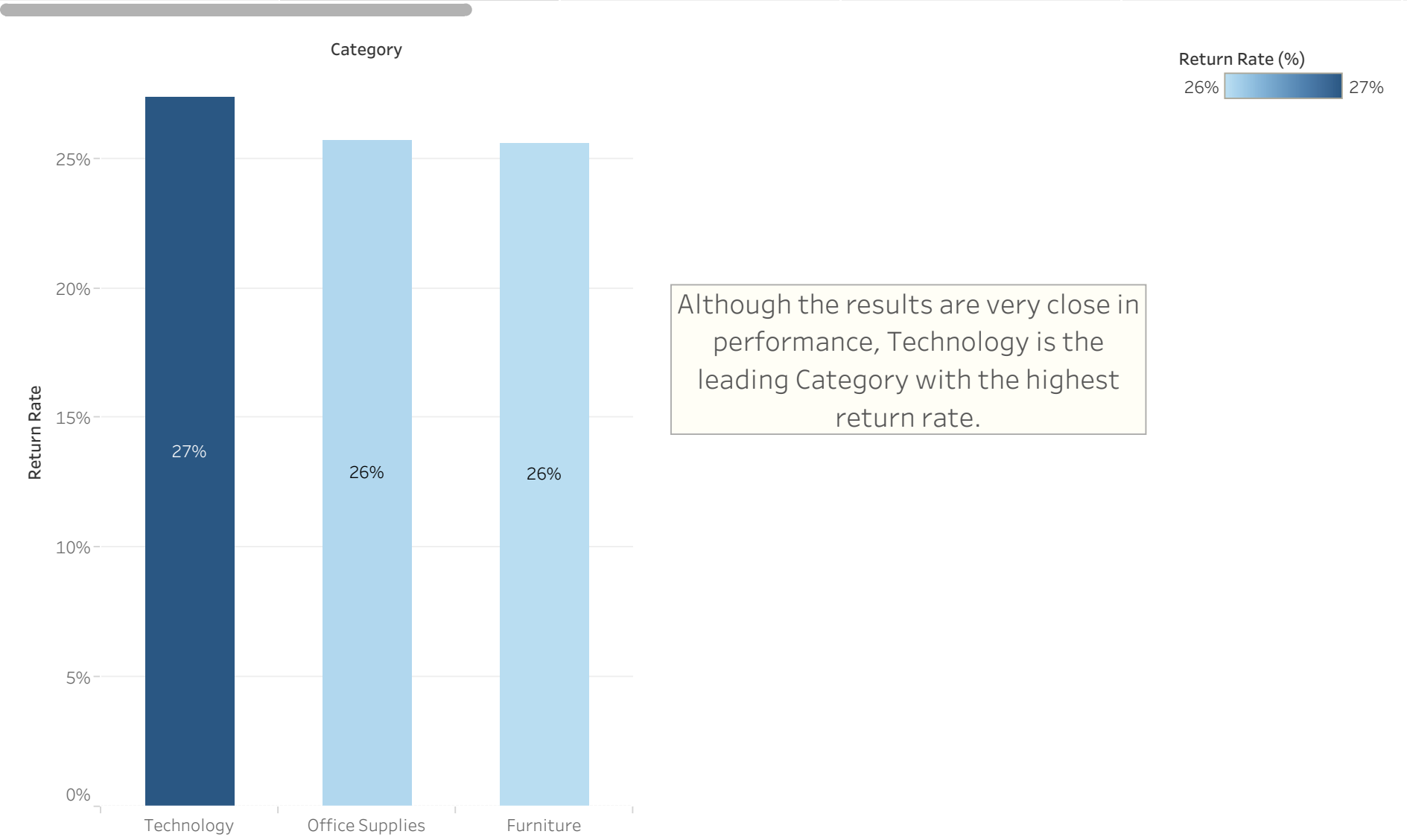
- ☒ Furniture
- ☒ Office Supplies
- ☒ Technology

This scatterplot shows that there is little to no correlation between the Sum of Returned Flags and Total Sales.

Use the Category filter (right) to track and monitor metrics as they change.

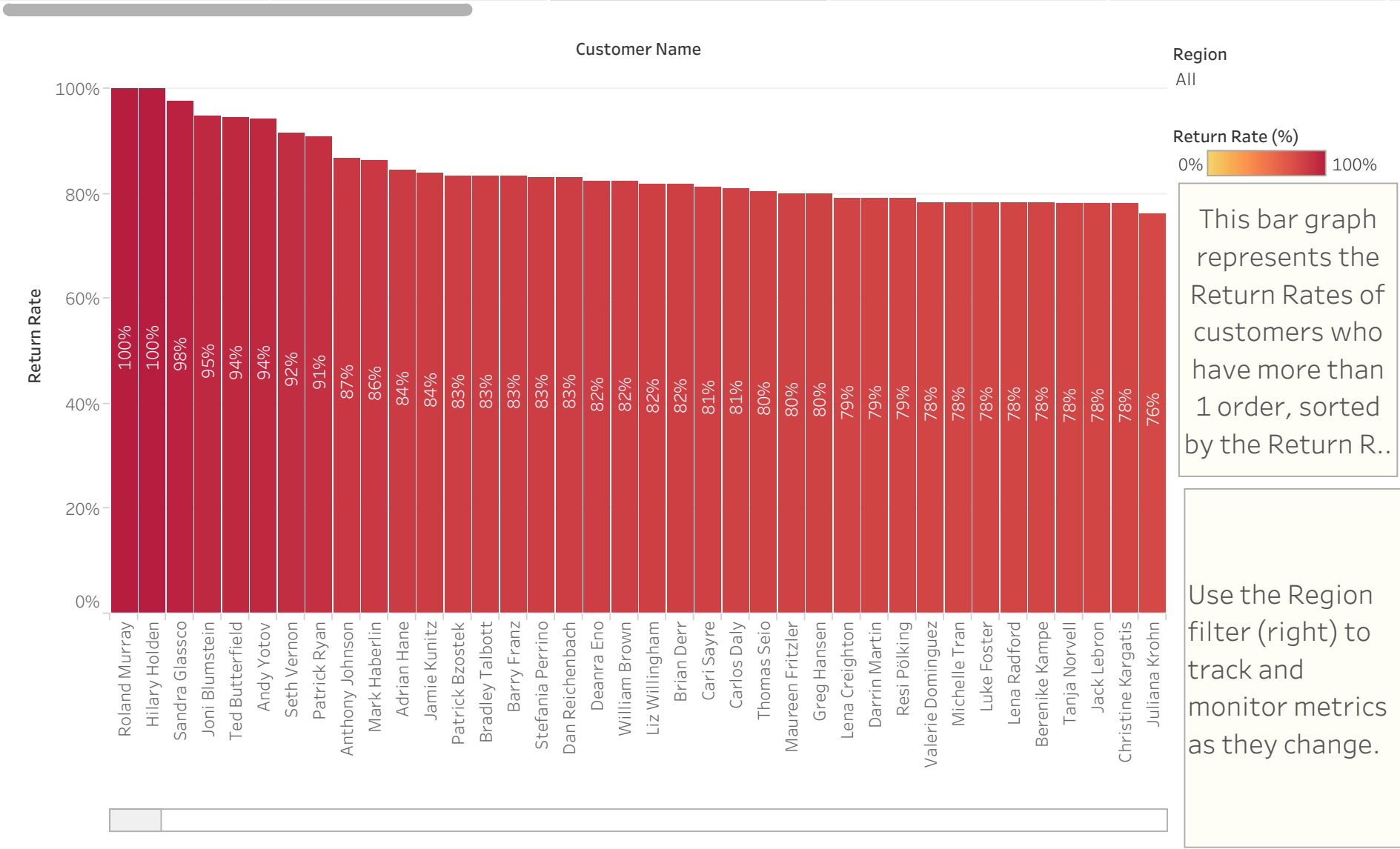
# Storytelling with Data Story

Total Returns (by C ategory)	Return Rate ( by Category)	Return Rate (by Customer)	Return Rate (by State)	Dashboard Example
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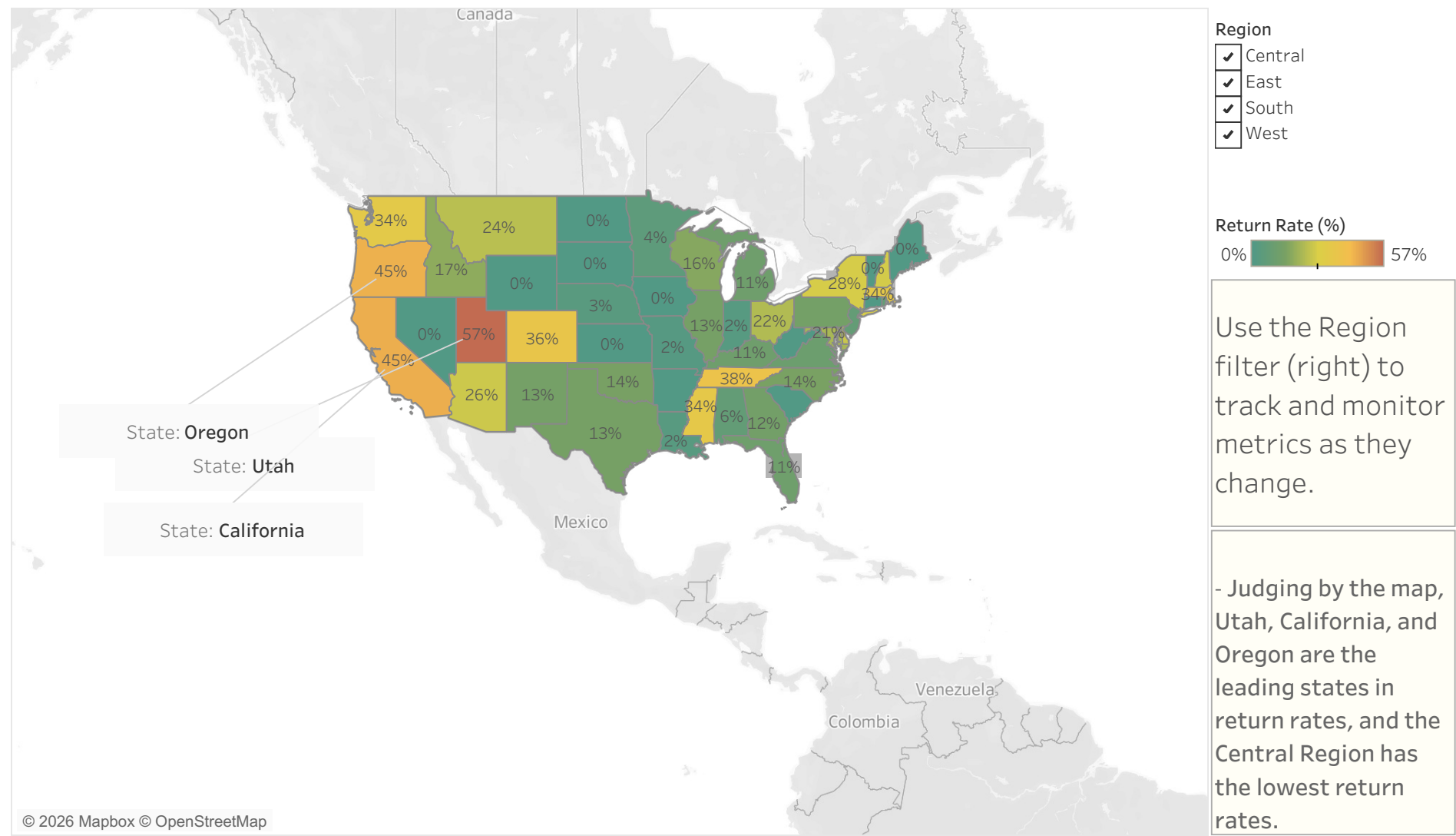
# Storytelling with Data Story

Total Returns (by Category)	Return Rate ( by Category)	Return Rate (by Customer)	Return Rate (by State)	Dashboard Example
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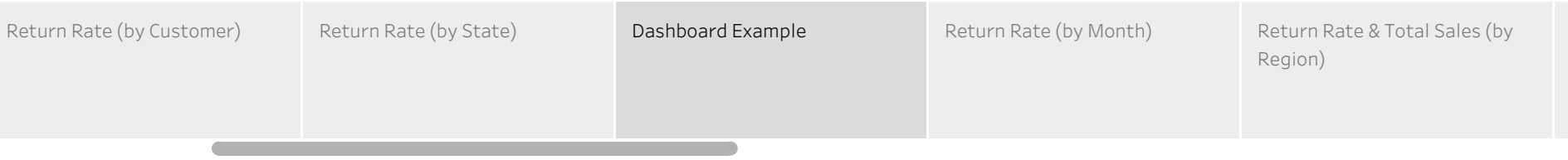


# Storytelling with Data Story

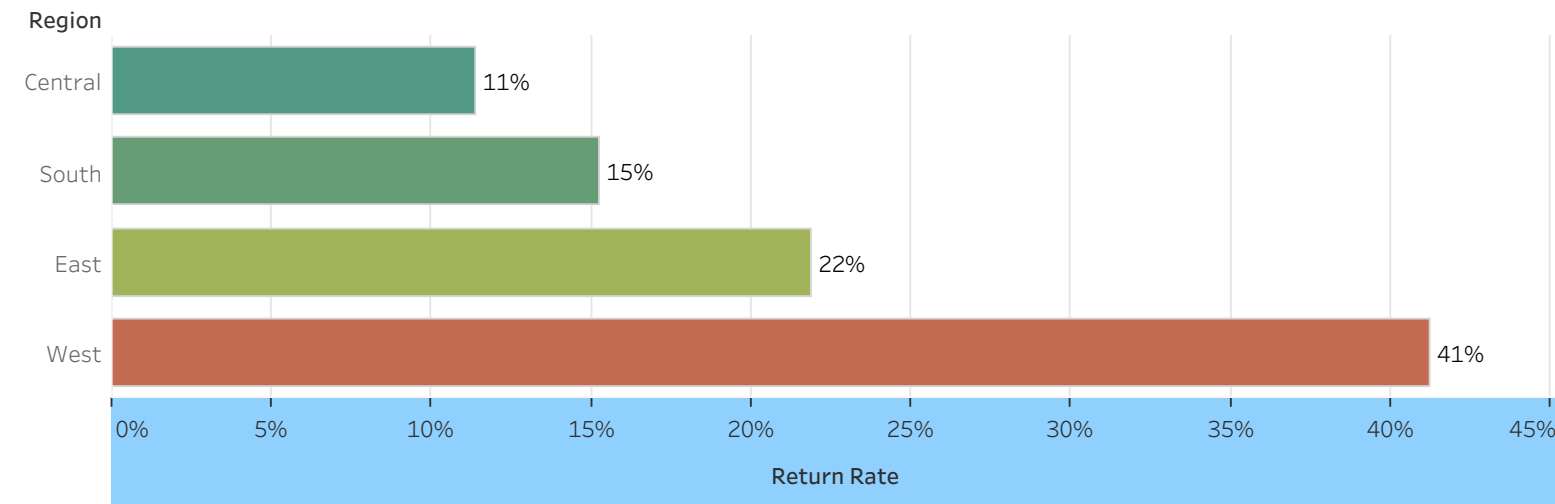
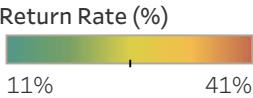
Return Rate ( by Category)	Return Rate (by Customer)	Return Rate (by State)	Dashboard Example	Return Rate (by Month)
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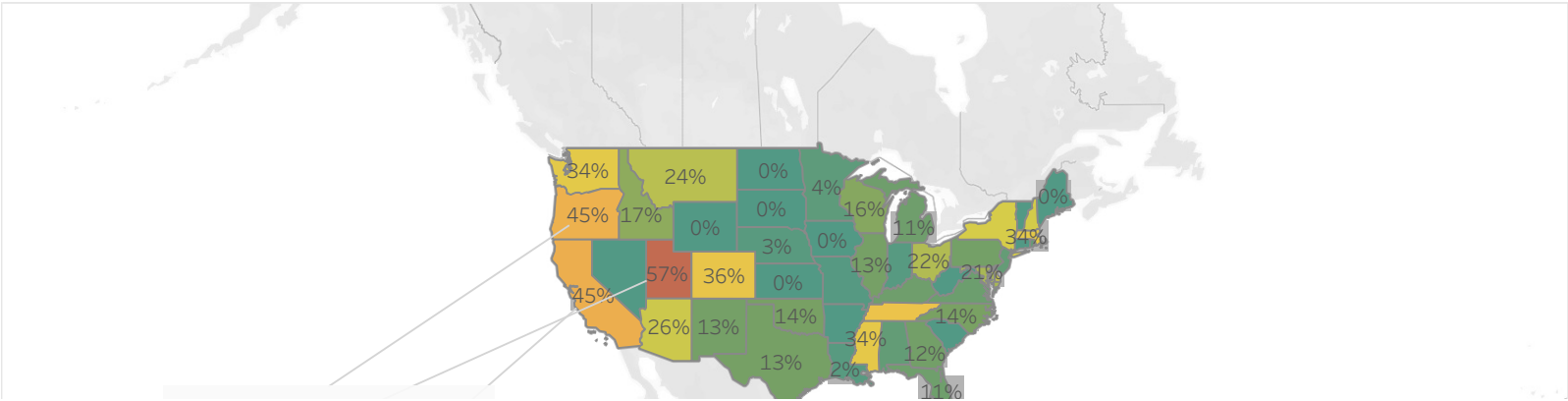
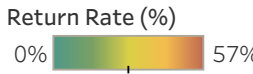
# Storytelling with Data Story



Return Rates (by Region) Horizontal

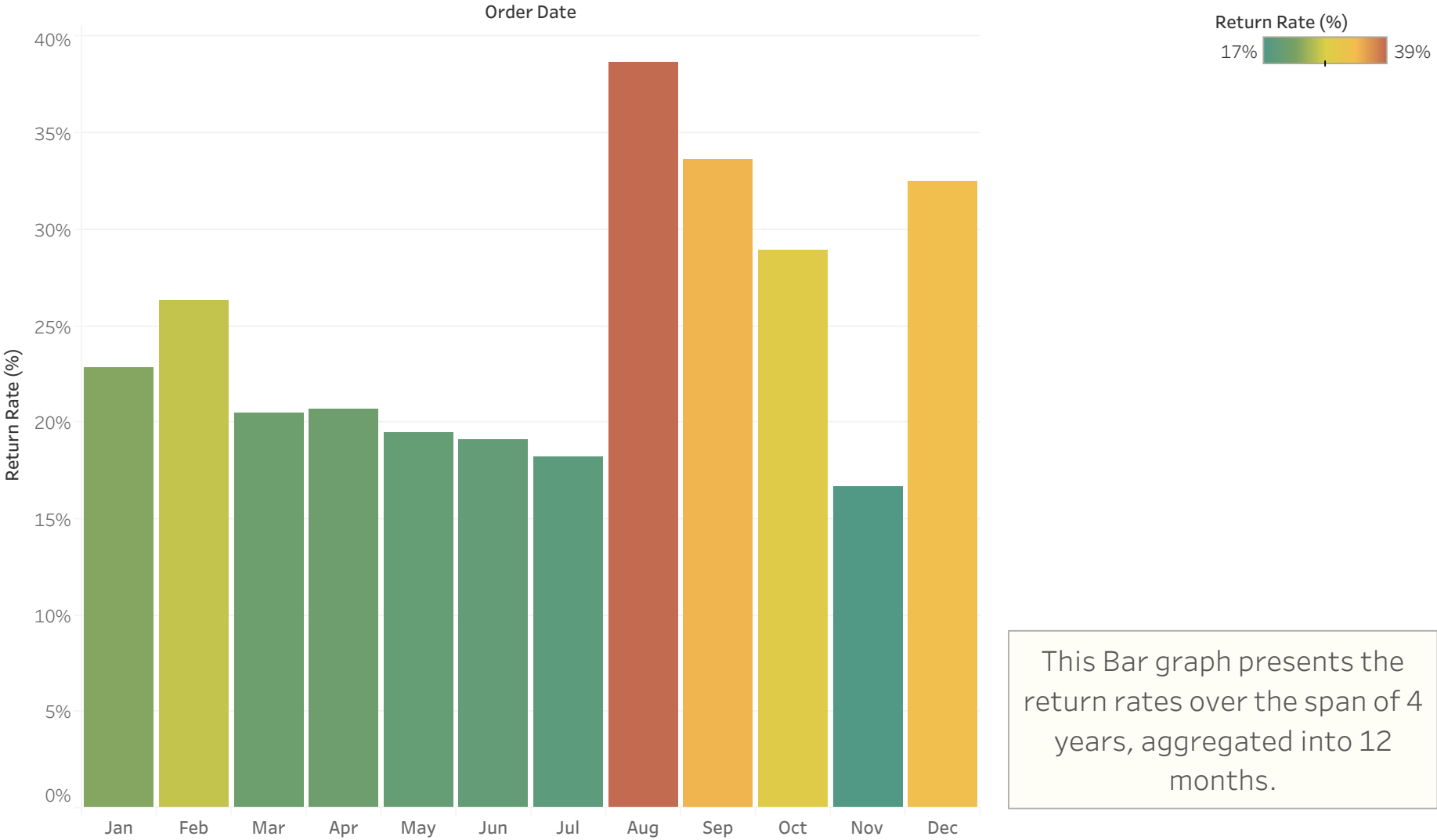


Return Rates (by State)



# Storytelling with Data Story

Return Rate (by State)	Dashboard Example	Return Rate (by Month)	Return Rate & Total Sales (by Region)	Introduction
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# Storytelling with Data Story

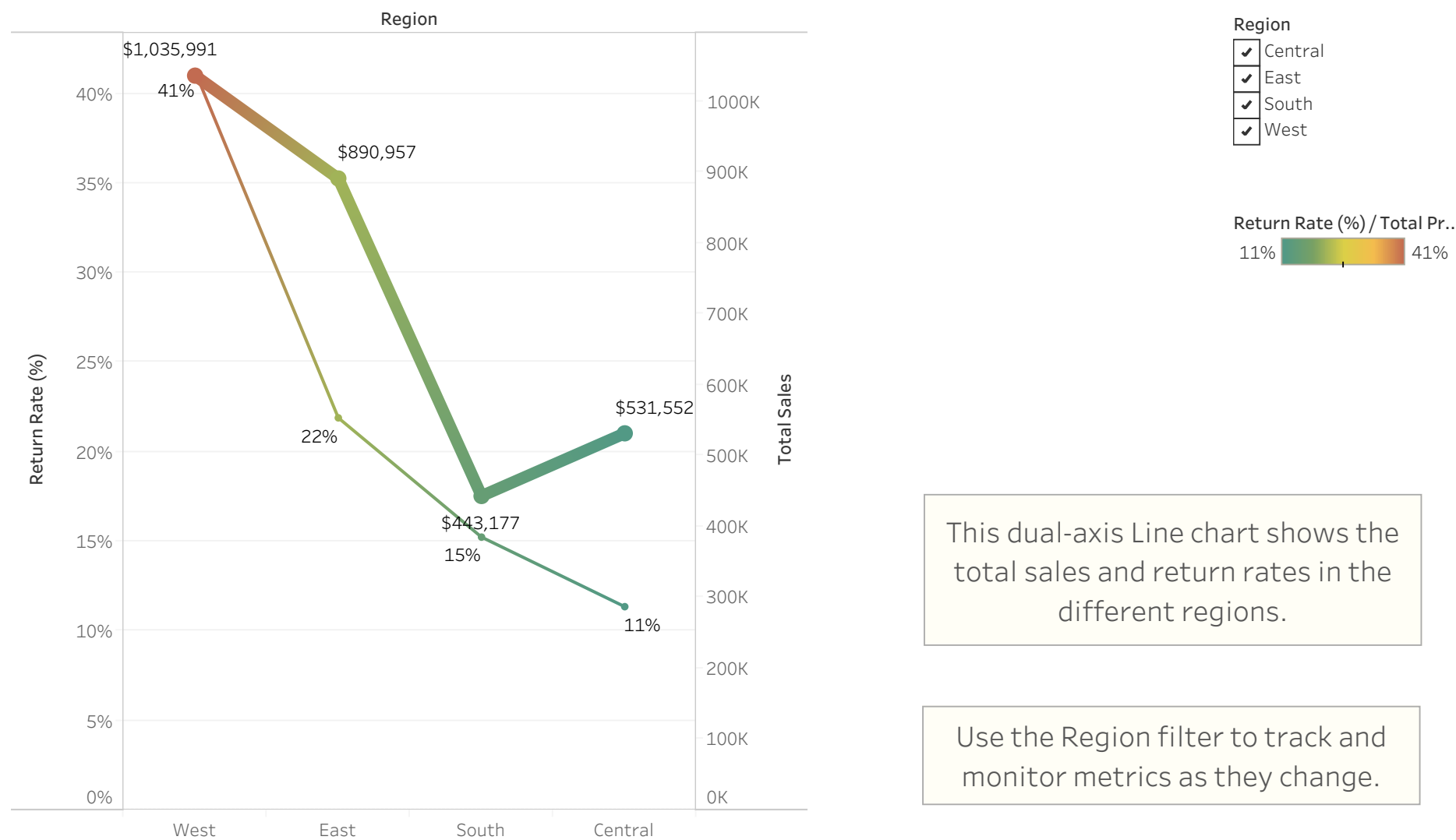
Dashboard Example

Return Rate (by Month)

Return Rate & Total Sales (by Region)

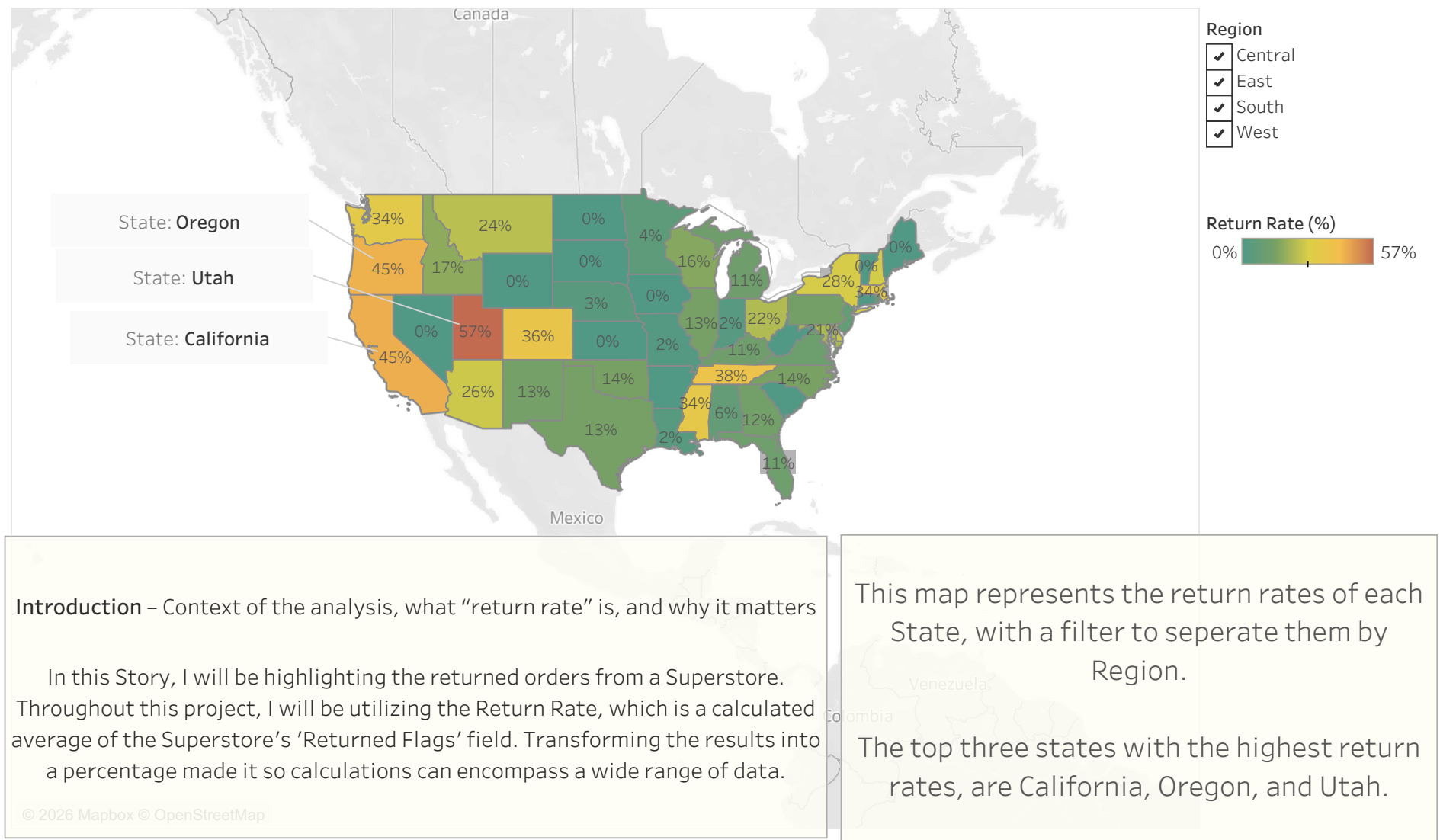
Introduction

The Western Region shows the highest return rates.



# Storytelling with Data Story

Return Rate (by Month)	Return Rate & Total Sales (by Region)	Introduction	The Western Region shows the highest return rates.	Return Rates (by Month & Region)
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# Storytelling with Data Story

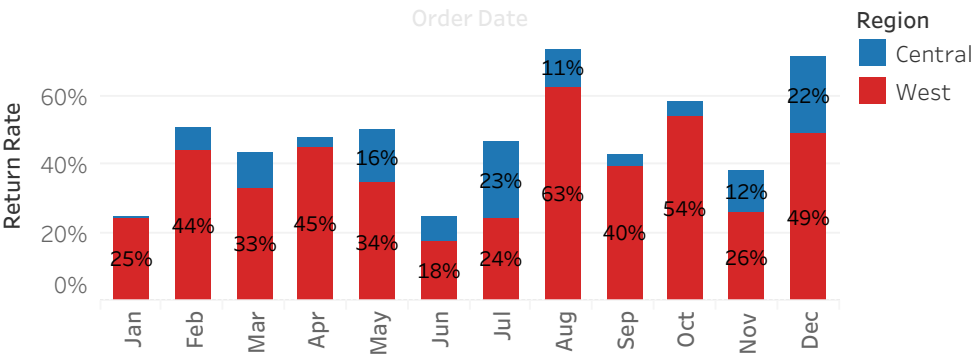
Return Rate & Total Sales (by Region)

Introduction

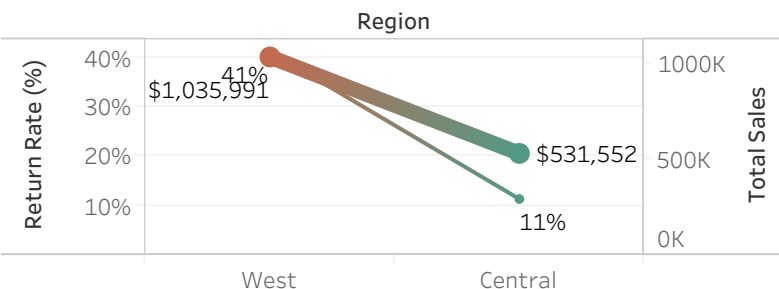
The Western Region shows the highest return rates.

Return Rates (by Month & Region)

Return Rates (by Region & Category)



### Return Rates & Total Sales (by Region)



What's the correlation between this super store's Return rates and the origin of the each order?

First, let's take a look at a few charts to come up with some conclusions.

- Most of the returned orders originate from customers in the Western region.
- Utah, California, and Oregon are the leading states in return rates.
- Judging by the map, the Central Region has the lowest return rates, with some of the states showing a 0%.

This chart (top left) contains the return rates for customers in the Eastern and Western regions, comparing results over the span of 4 years.

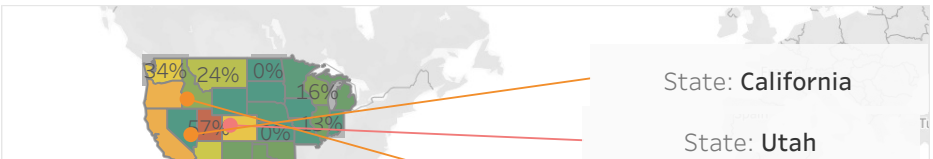
On the Map below and the Line chart (top-right), it is evident that the Western region leads in Return Rates and Total Sales.

Region  
Multiple values

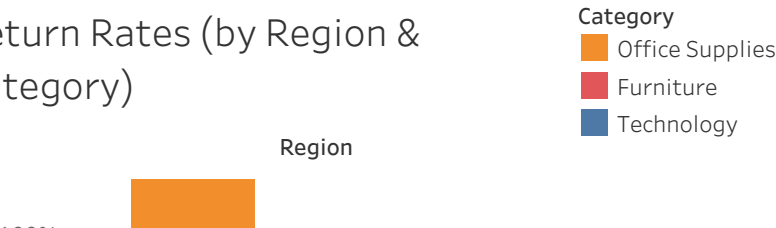
Category Filter  
All

Use the Region and Category filters (right) to track and monitor metrics as they change.

### Return Rates (by State)



### Return Rates (by Region & Category)



# Storytelling with Data Story

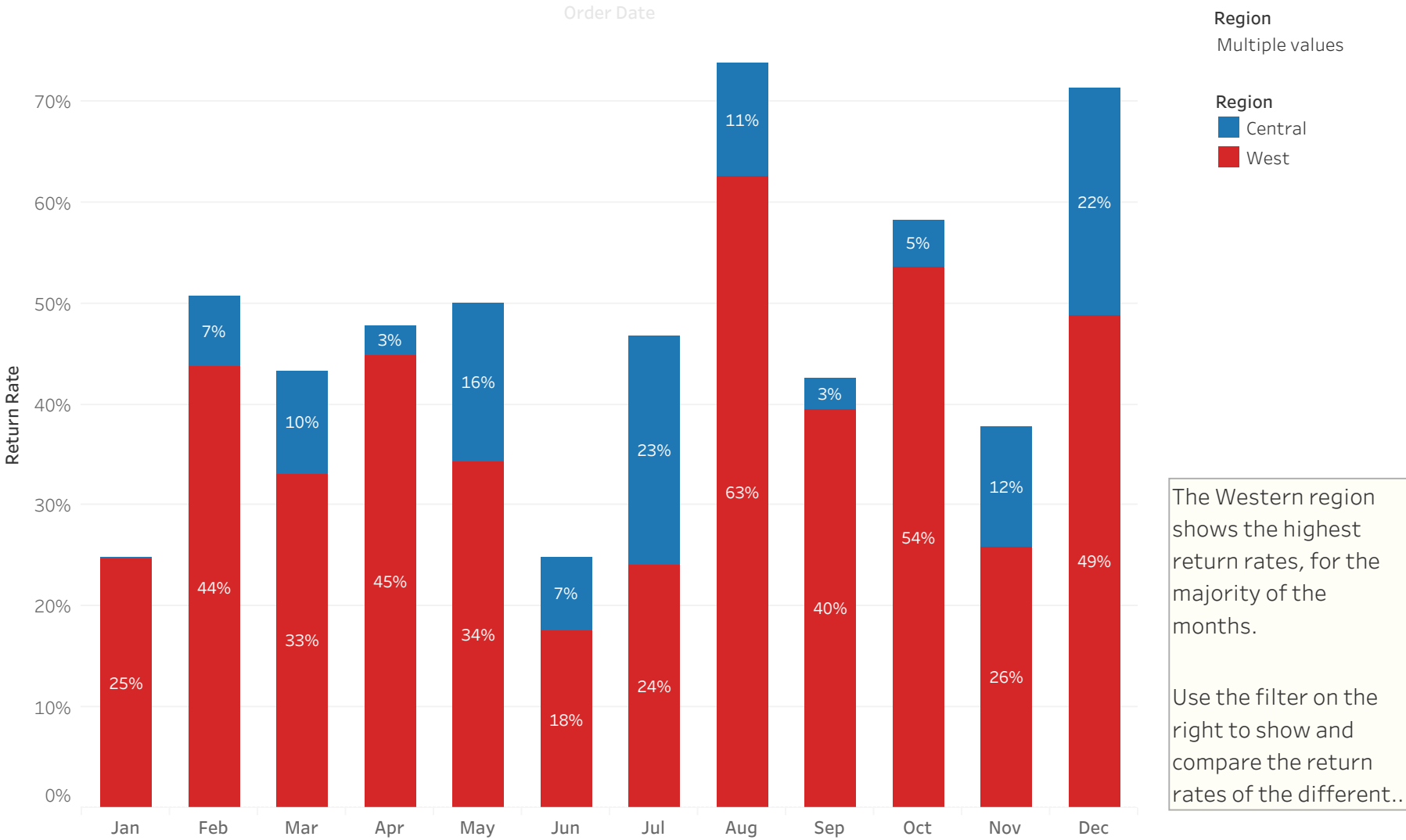
Introduction

The Western Region shows the highest return rates.

Return Rates (by Month & Region)

Return Rates (by Region & Category)

The Western Region is the leading state in the Loss/Profit category.



# Storytelling with Data Story

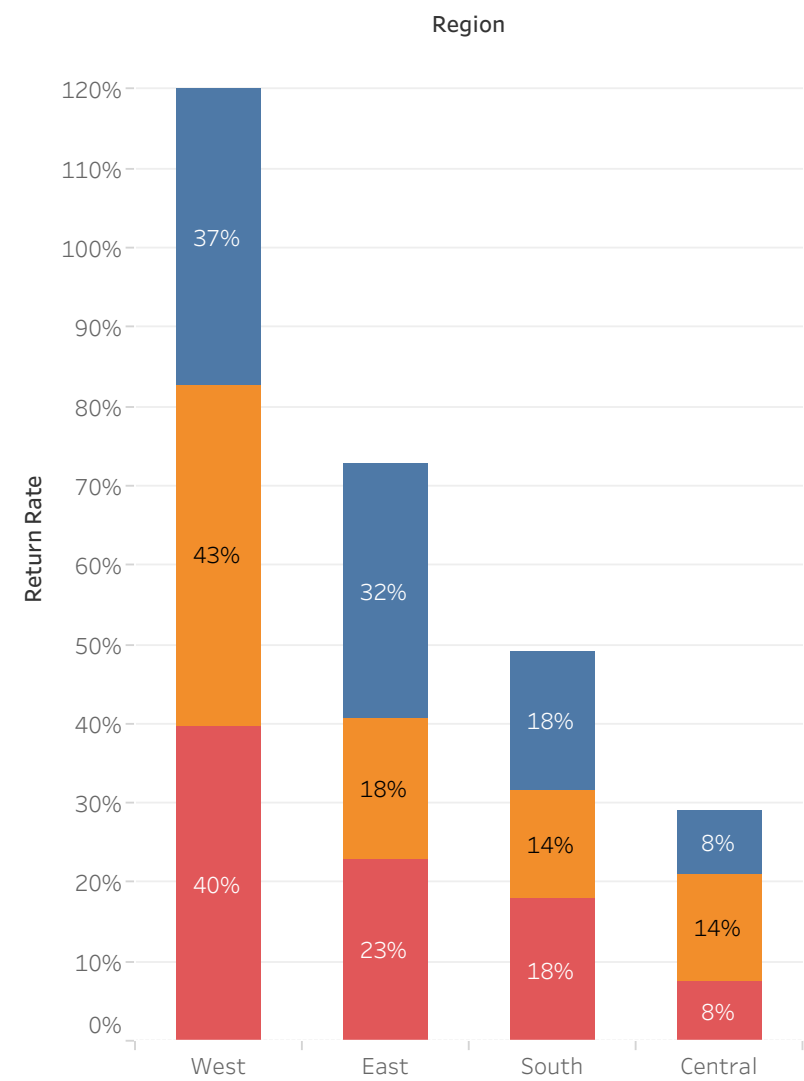
The Western Region shows the highest return rates.

Return Rates (by Month & Region)

Return Rates (by Region & Category)

The Western Region is the leading state in the Loss/Profit category.

Loss/Profit (by Region)



Category Filter

All

Region

- ☒ Central
- ☒ East
- ☒ South
- ☒ West

Category

- ☒ Technology
- ☒ Office Supplies
- ☒ Furniture

This bar graph presents the return rates of each Region and Category.

The Western region shows the highest return rates for each of the 3 Categories, while the Central Region shows the lowest return rates.

Use the filter to show and compare the different categories on the graph.

# Storytelling with Data Story

Return Rates (by Month & Region)	Return Rates (by Region & Category)	The Western Region is the leading state in the Loss/Profit category.	Loss/Profit (by Region)	Loss/Profit (by State)
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## Loss/ Profit (by State)

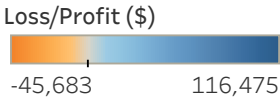
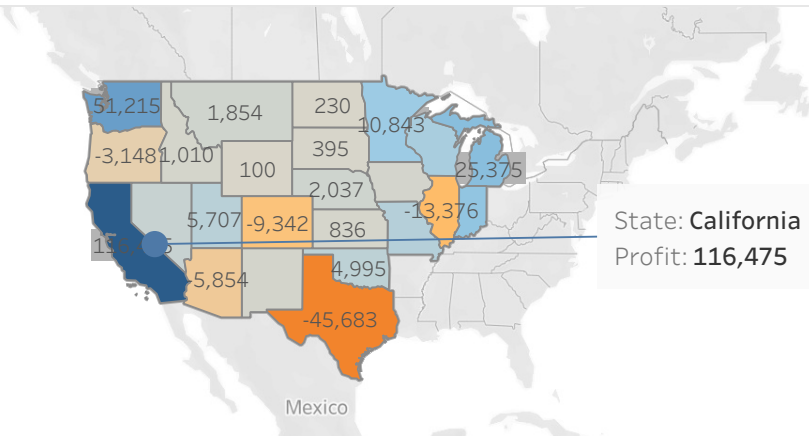
How is the Total Loss/Profit related to the Return Rate?

Even in the Loss/Profit category, the Western and Central Regions remain in their respective places.

Although the Eastern Region also has a high profit, the losses make it so the Western Region has the most profit.

While the majority of the Eastern Region's profit comes from New York, the Western Region's is mostly made up ..

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Region  
Multiple values

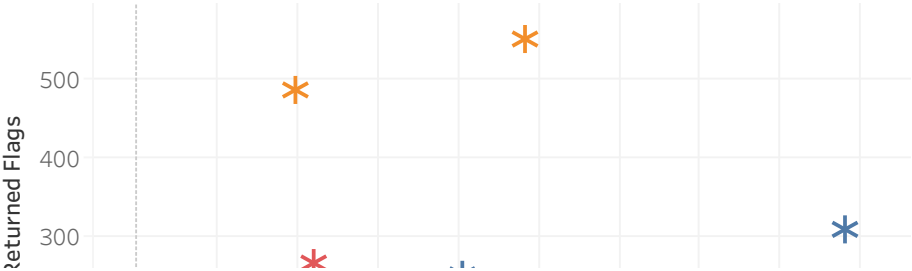
Category  
All

Use the Region and Category filters (right) to track and monitor metrics as they change.

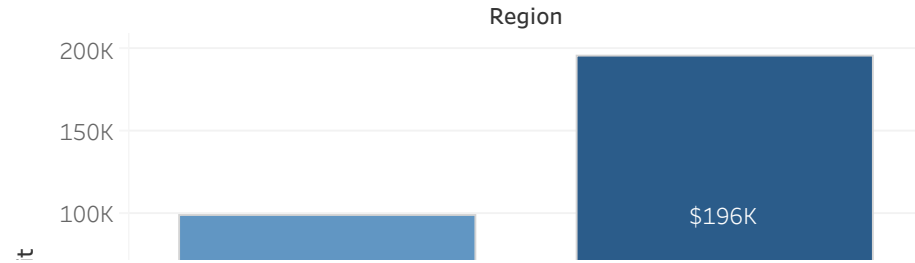
Western Loss/Profit	Central Loss/Profit	Southern Loss/Profit	Eastern Loss/Profit
Loss: -33,049 Profit: 195,544	Loss: -78,120 Profit: 98,379	Loss: -30,021 Profit: 81,891	Loss: -61,566 Profit: 187,073



## Total Returns (by Sub-Category)

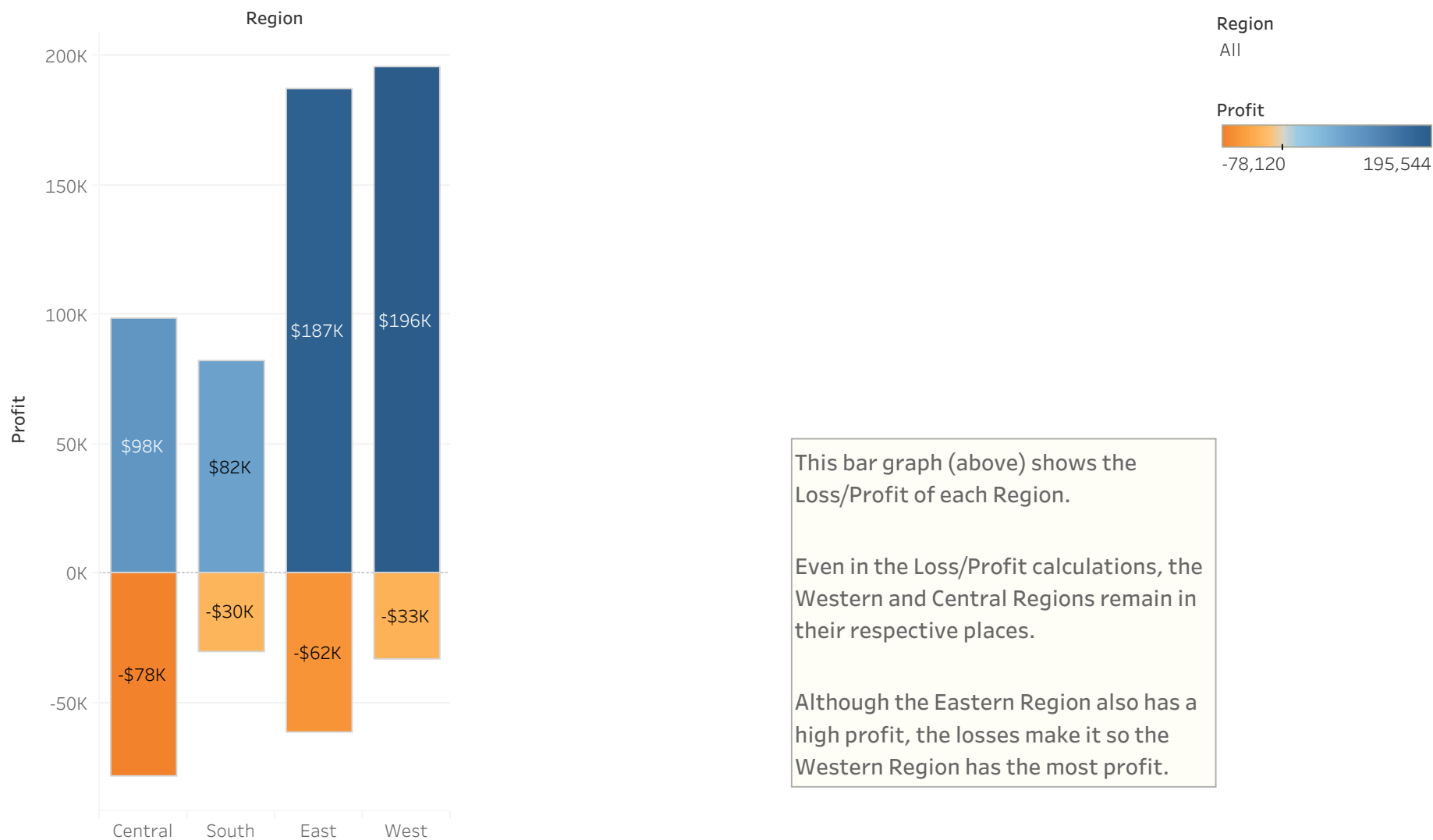


## Loss/Profit (by Region)



# Storytelling with Data Story

Return Rates (by Region & Category)	The Western Region is the leading state in the Loss/Profit category.	Loss/Profit (by Region)	Loss/Profit (by State)	Questions/Conclusions
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# Storytelling with Data Story

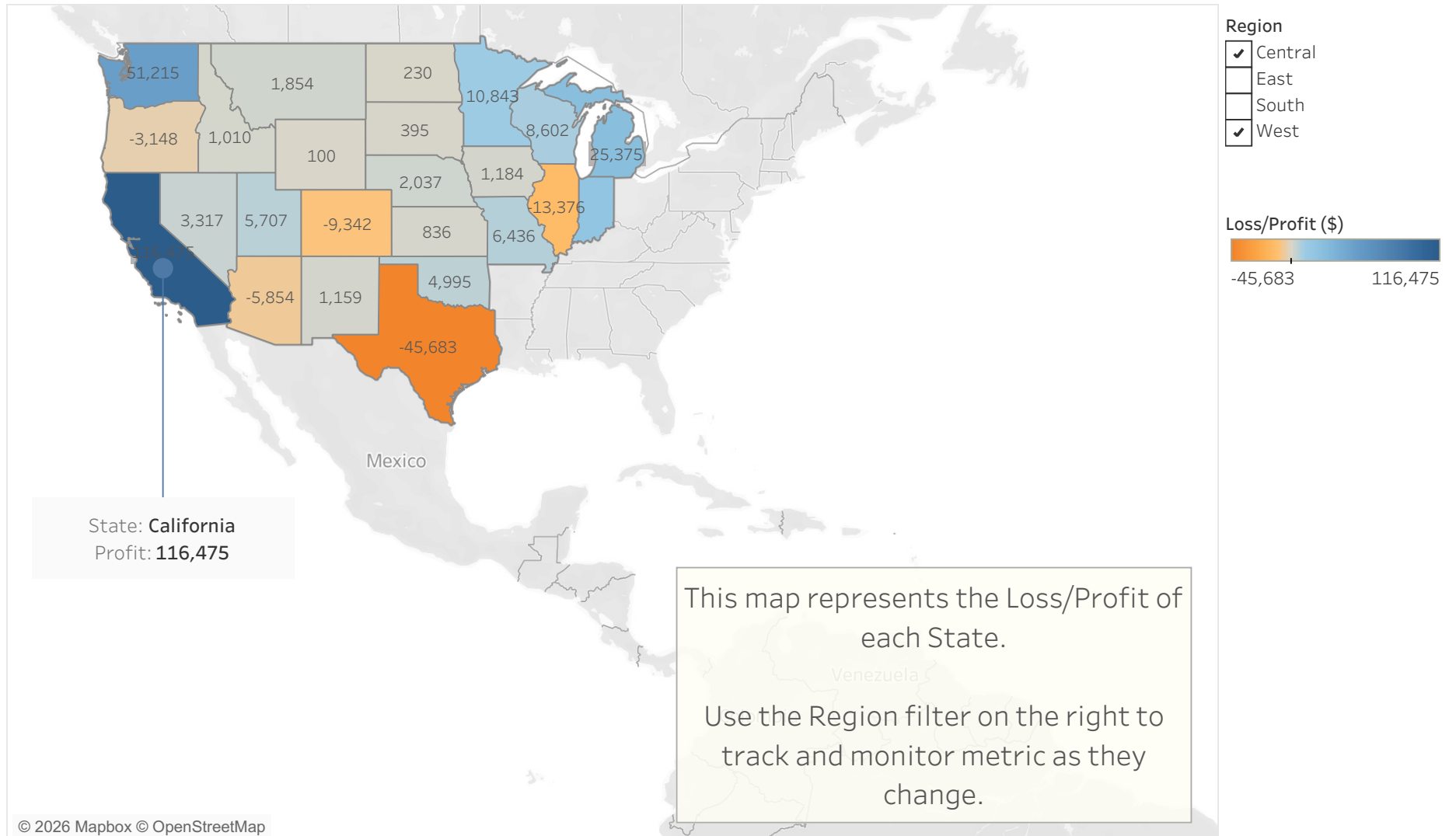
Return Rates (by Region & Category)

The Western Region is the leading state in the Loss/Profit category.

Loss/Profit (by Region)

Loss/Profit (by State)

Questions/Conclusions



# Storytelling with Data Story

Return Rates (by Region & Category)	The Western Region is the leading state in the Loss/Profit category.	Loss/Profit (by Region)	Loss/Profit (by State)	Questions/Conclusions
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**How should returns be measured? Is the return rate, the total cost of returns or the total number of returns a better measure? When is one better than the other?**

Returns are best measured and calculated as a percentage. When viewing a map for return rates, If colored correctly, conclusions can be extracted easily. It is better to use the total number returns when searching for a more specific calculation, like which customer has had the most returns.

**What are the key root causes of returns?**

High volume of orders, unsatisfied customer, damaged product, wrong product, extensive shipping time, etc.

For this specific scenario, Most of the returned orders originate from customers in the Western region. Even in calculations including the product Category, the Western region still leads with the highest return rates.

**Next Steps?**

- In the future, receive feedback from customers in the Western region who return their orders.
- Inspect Category that has highest return rates and the most loss in Loss/Profit calculations.