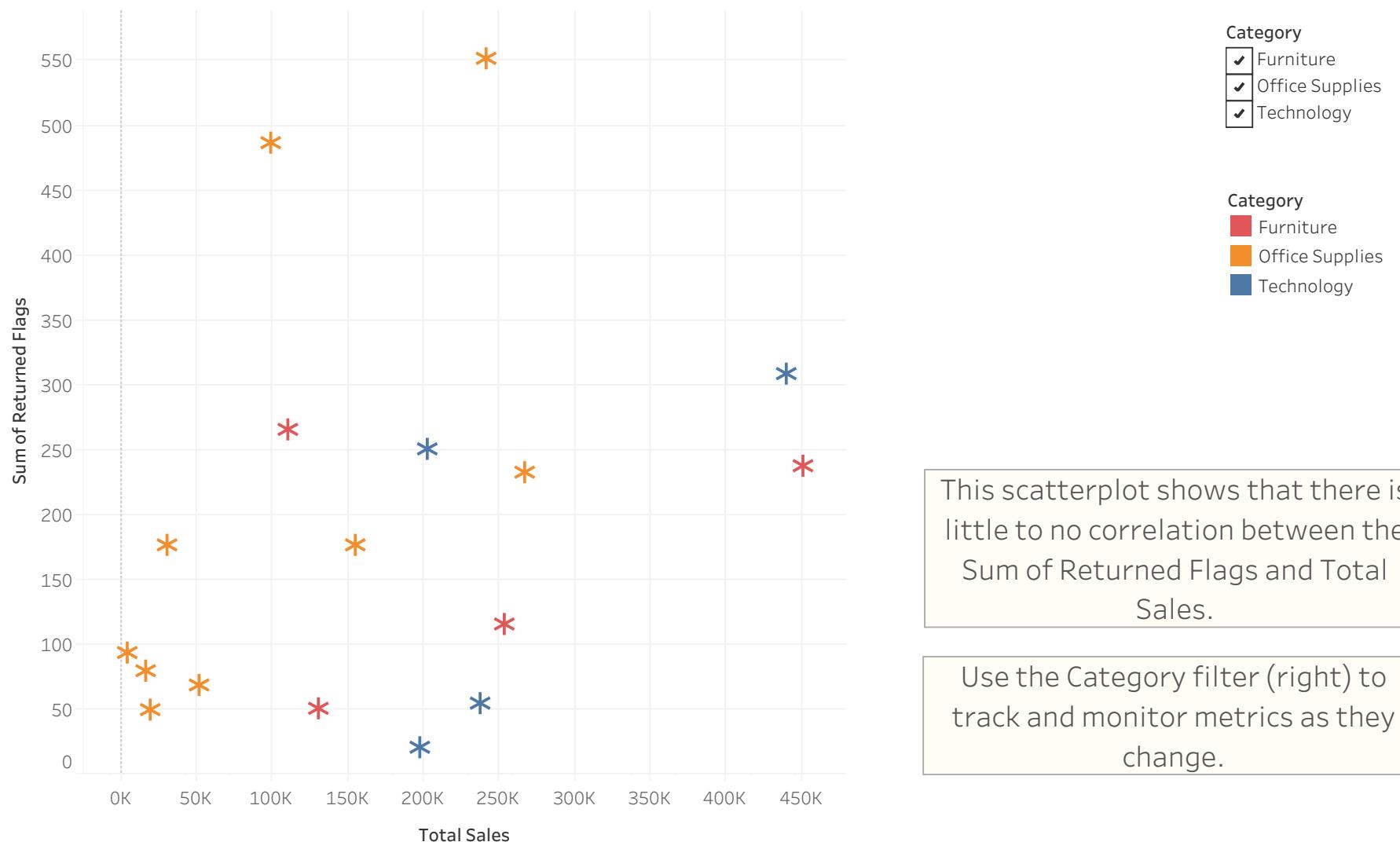
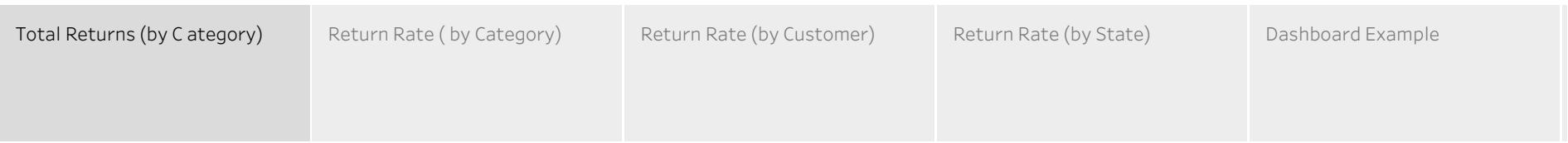
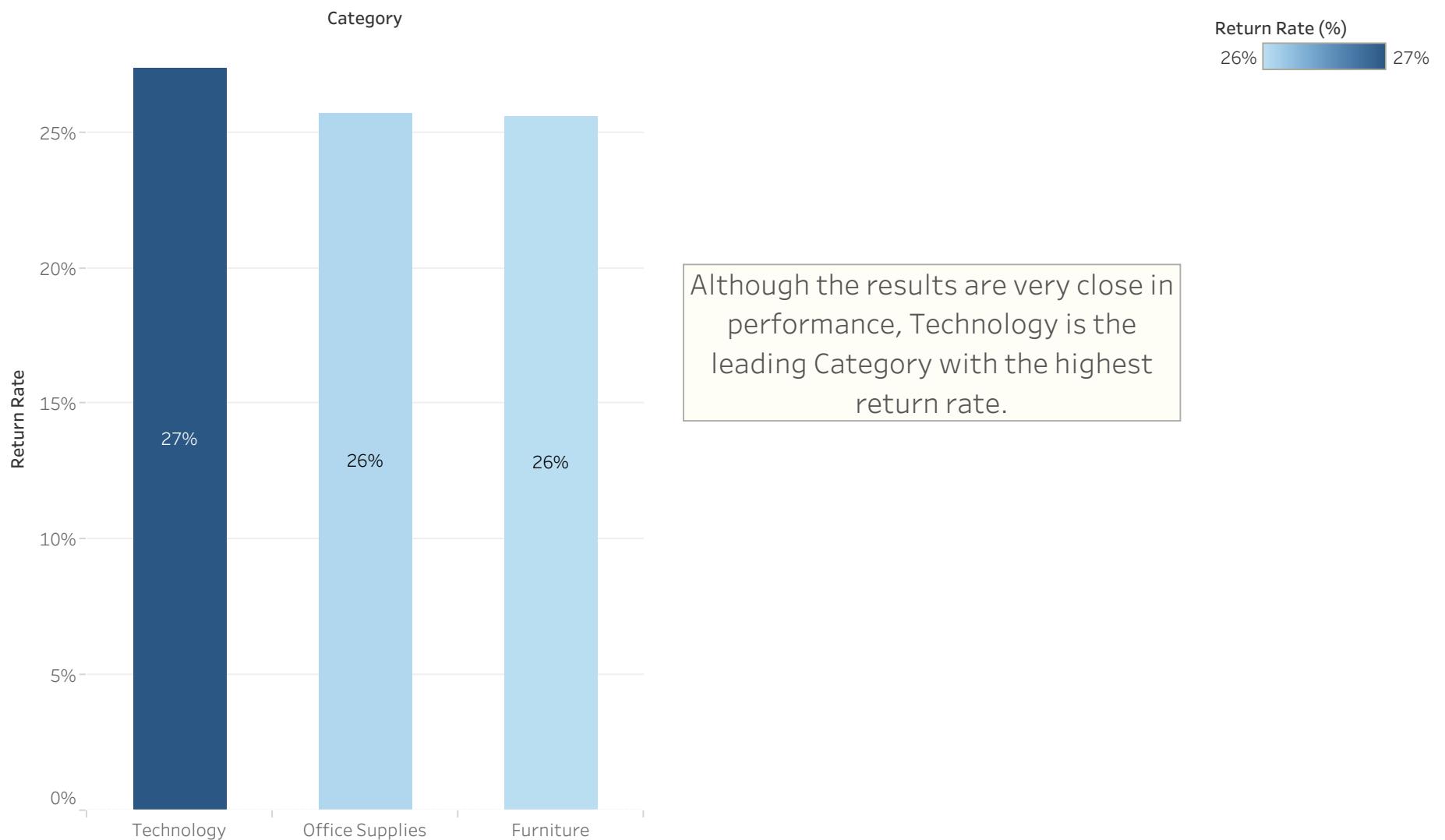
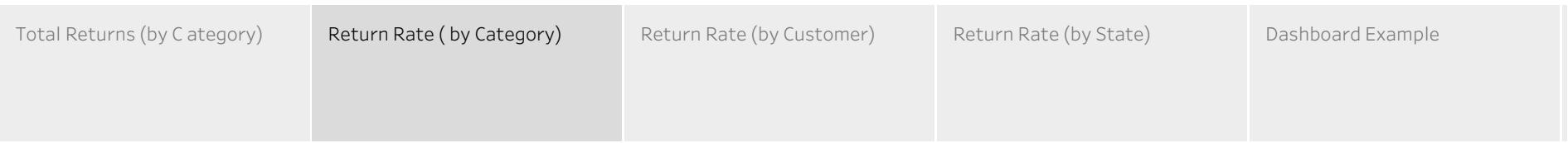


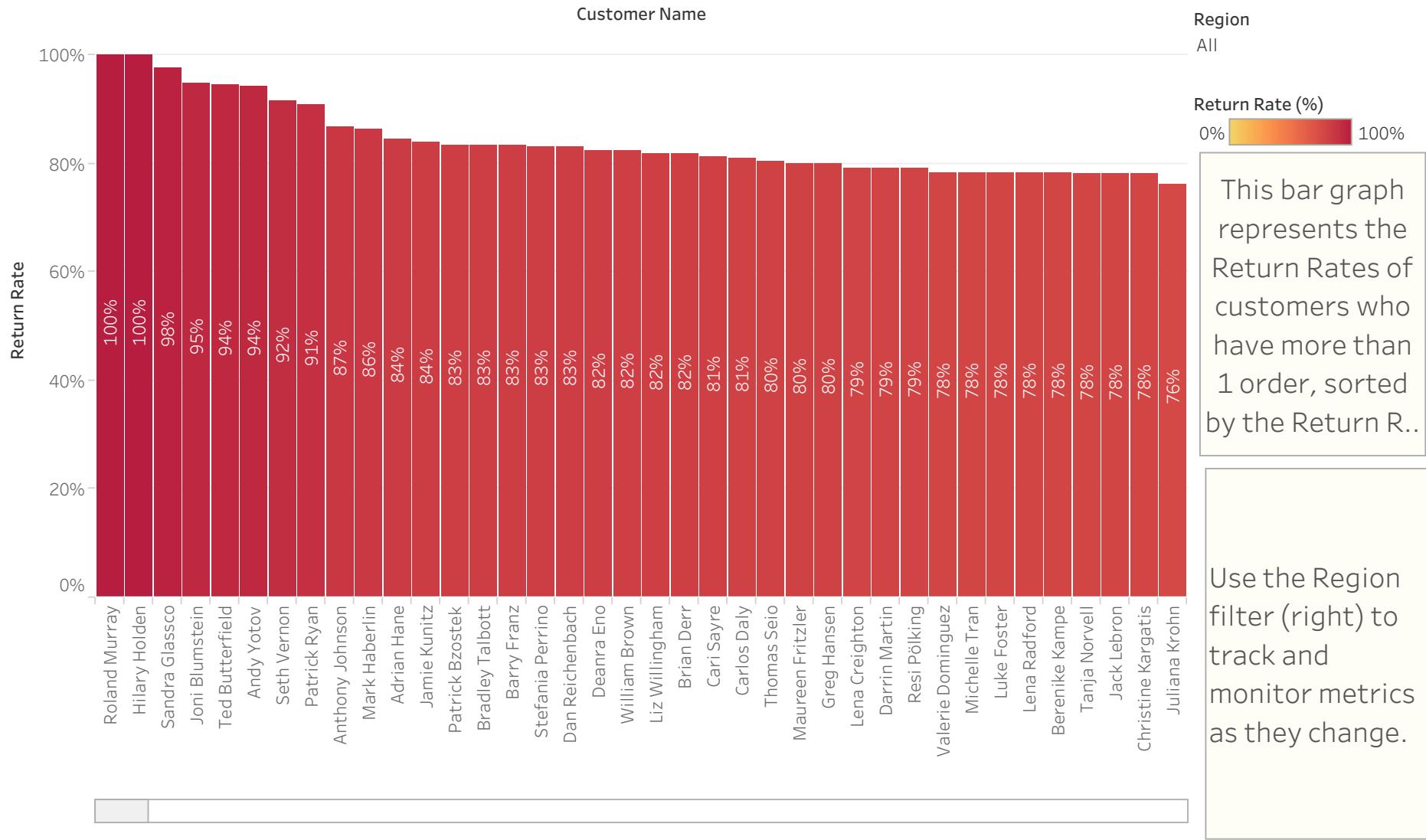
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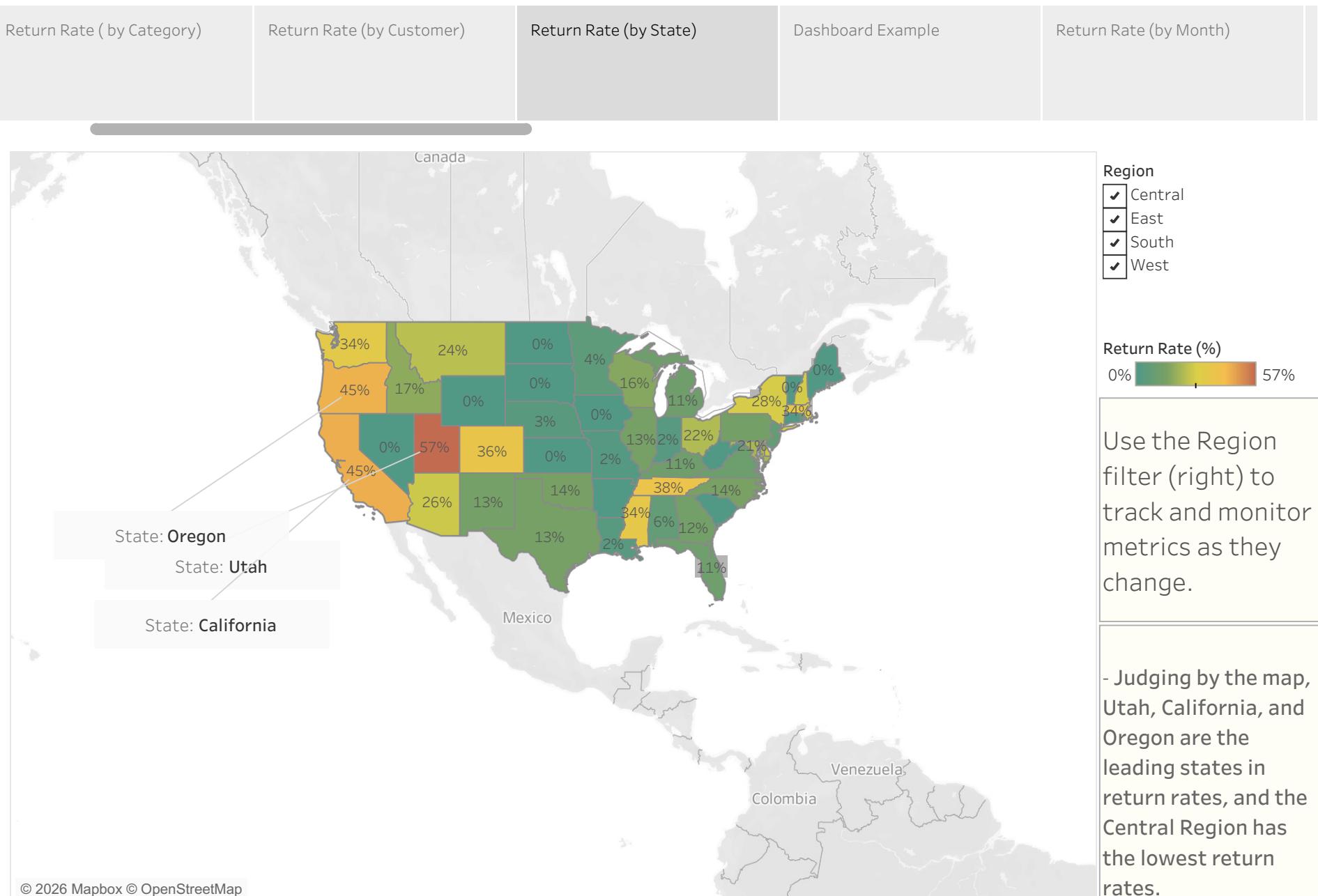
Storytelling with Data Story



Storytelling with Data Story



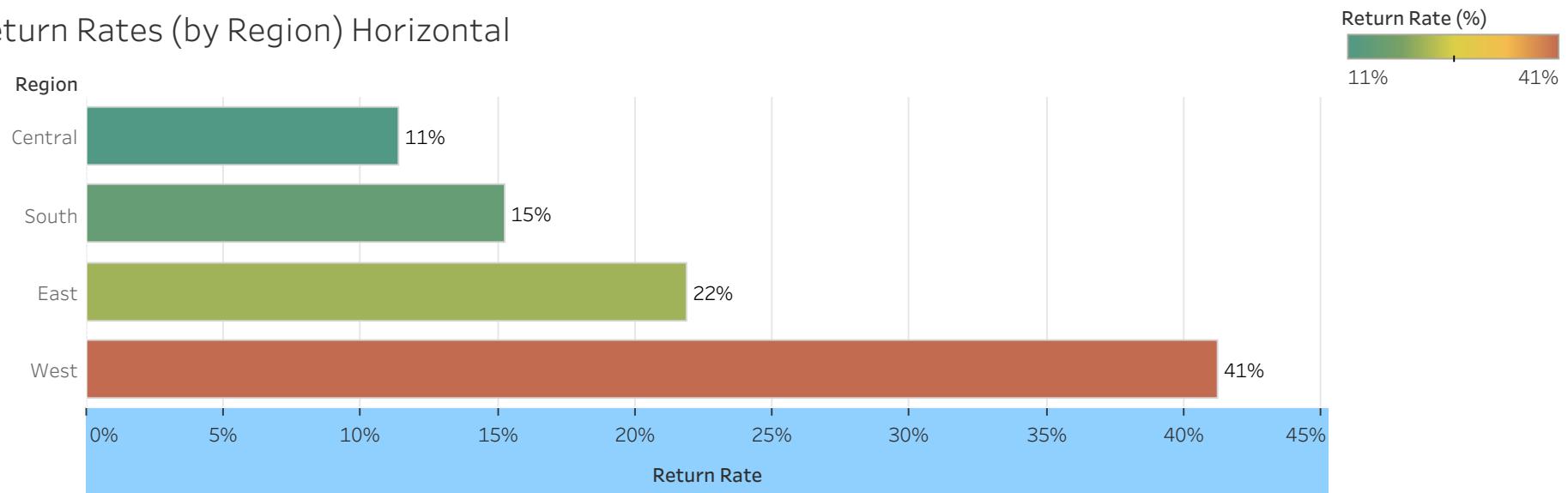
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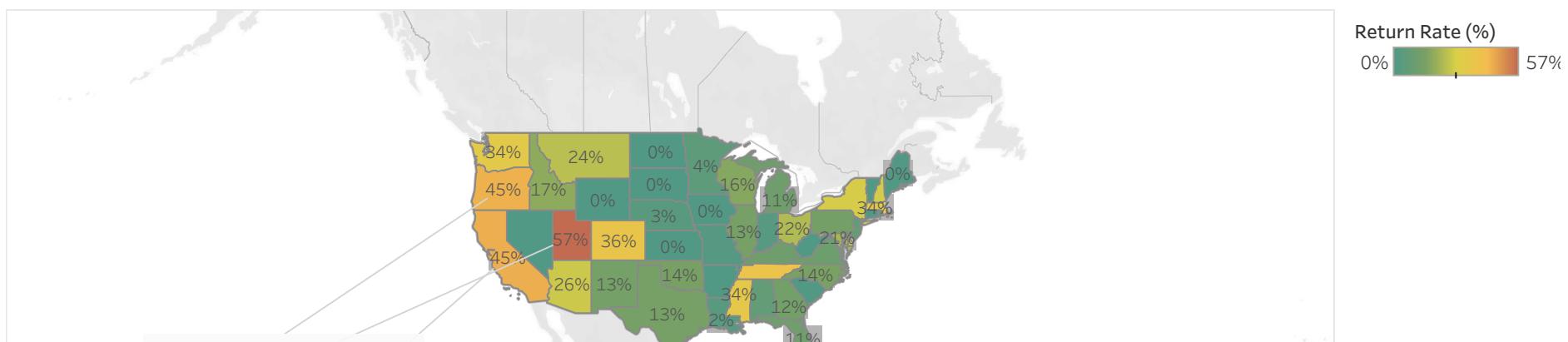
Storytelling with Data Story



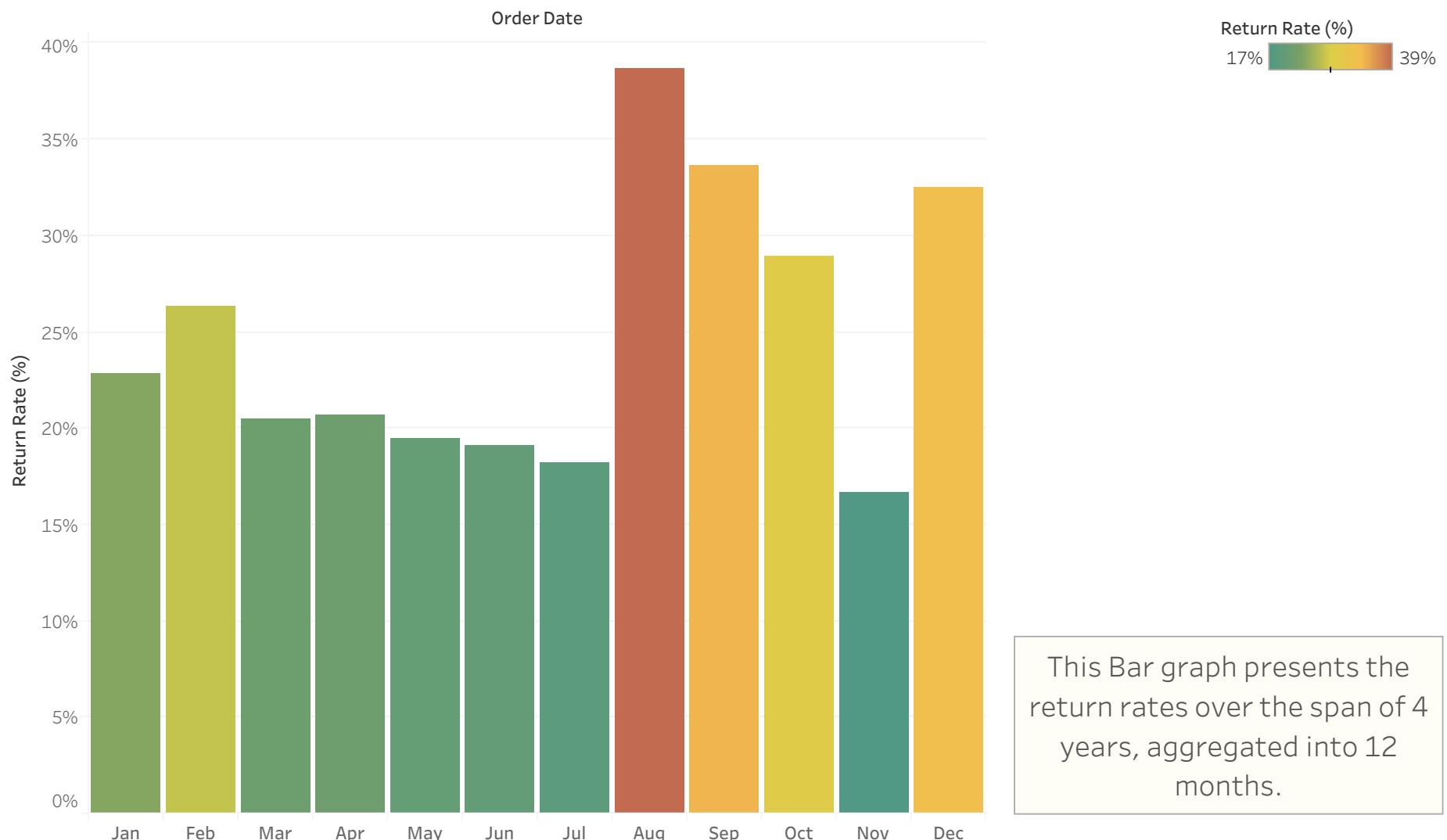
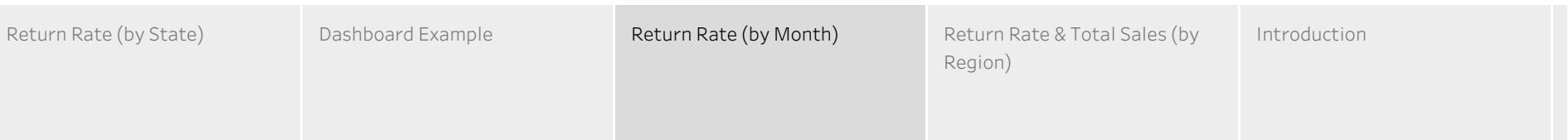
Return Rates (by Region) Horizontal



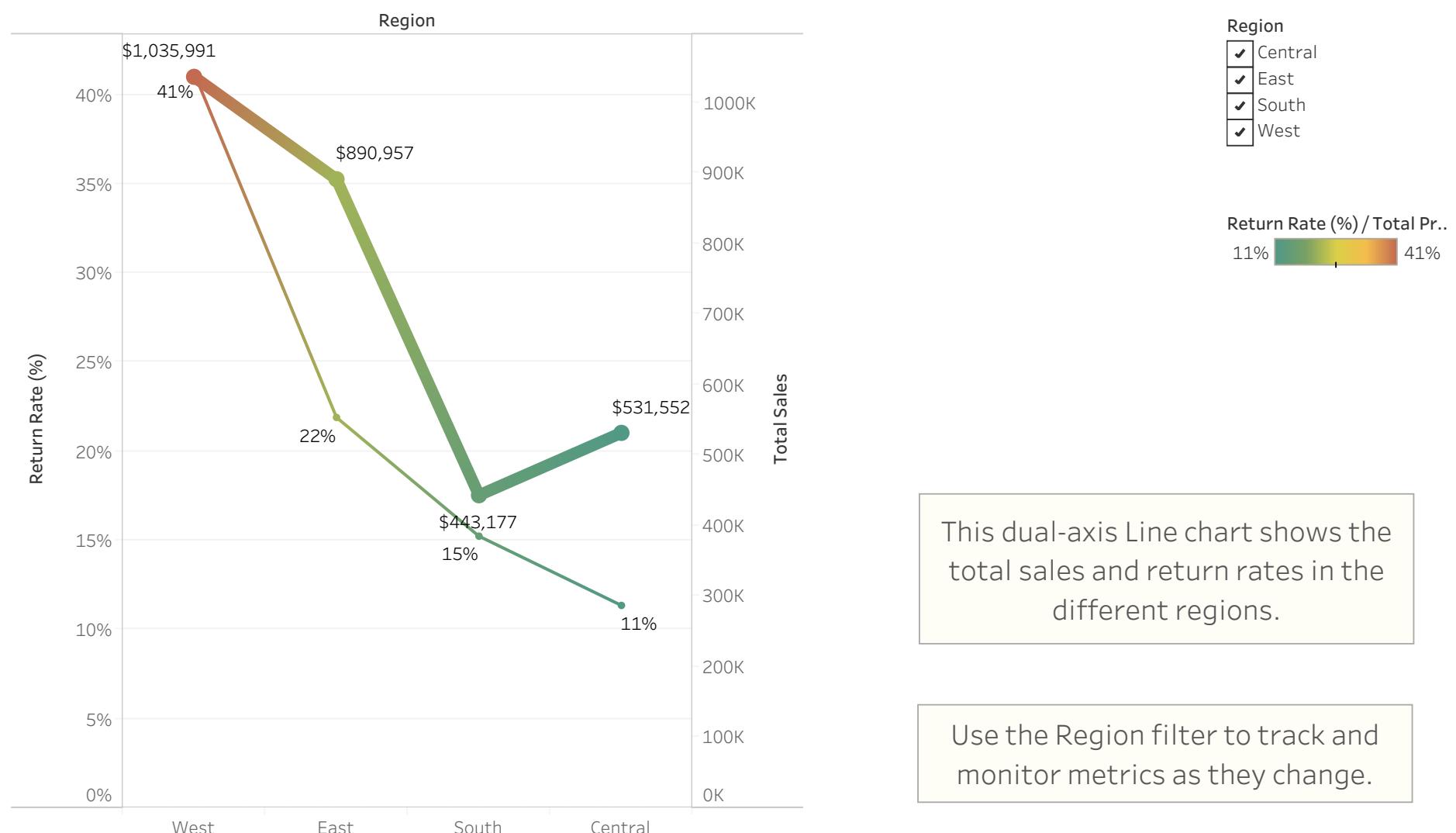
Return Rates (by State)



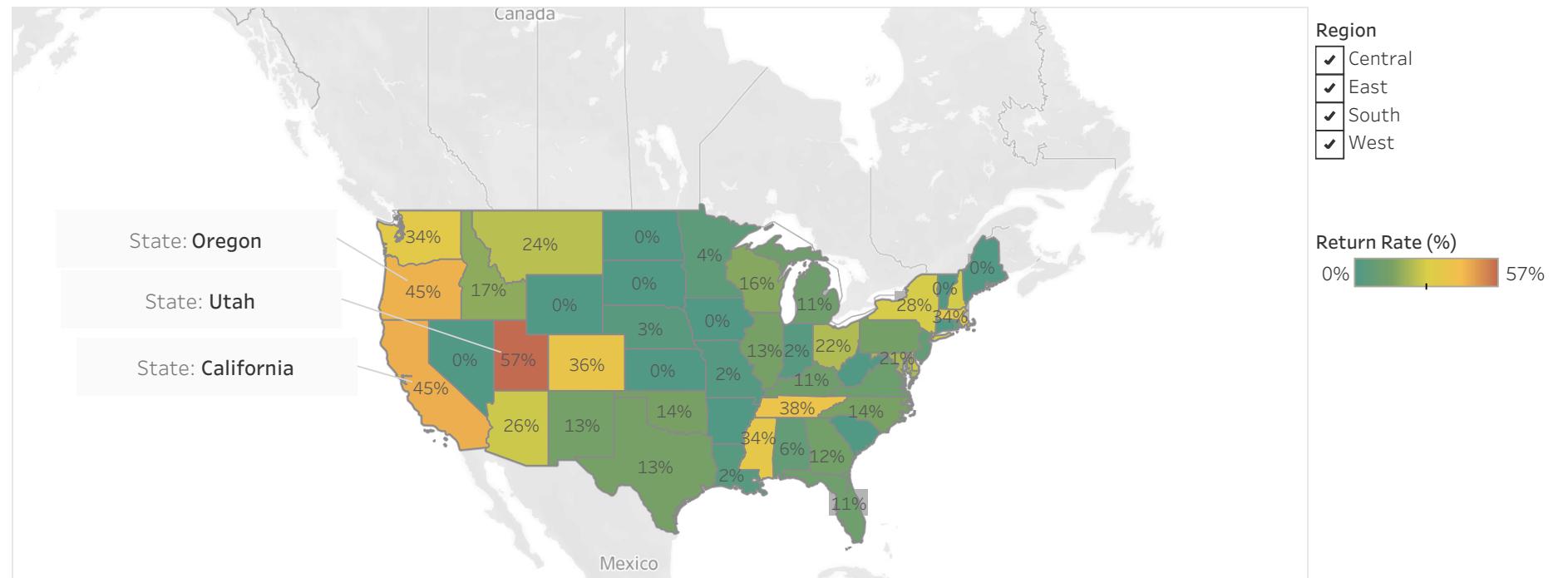
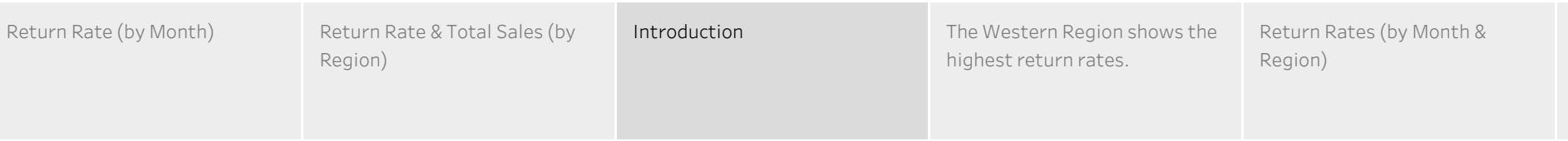
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Introduction – Context of the analysis, what “return rate” is, and why it matters

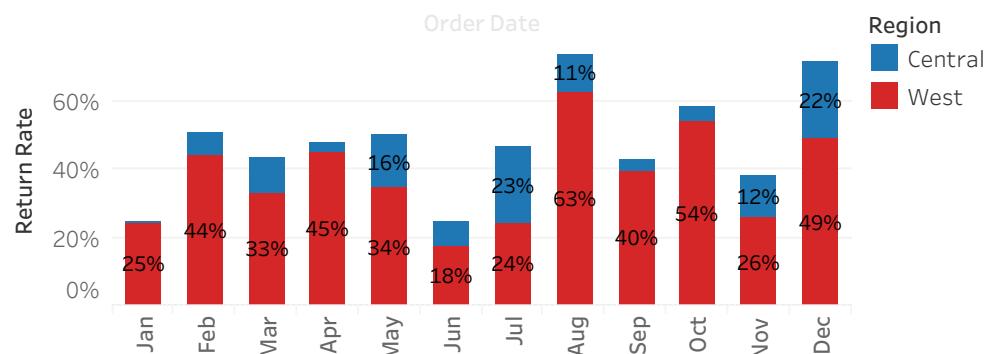
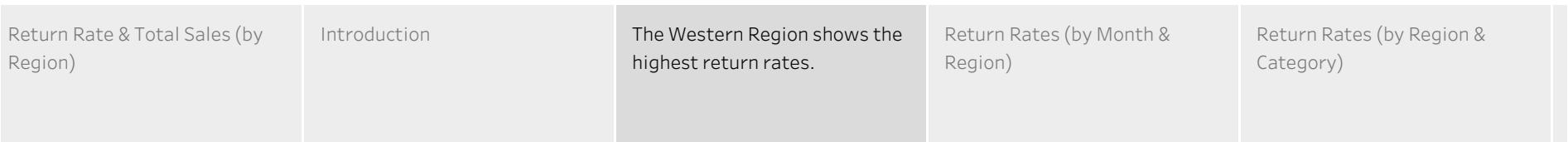
In this Story, I will be highlighting the returned orders from a Superstore. Throughout this project, I will be utilizing the Return Rate, which is a calculated average of the Superstore’s ‘Returned Flags’ field. Transforming the results into a percentage made it so calculations can encompass a wide range of data.

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This map represents the return rates of each State, with a filter to separate them by Region.

The top three states with the highest return rates, are California, Oregon, and Utah.

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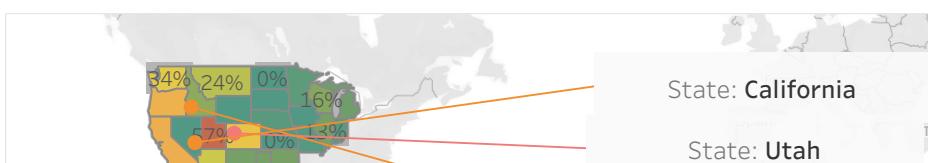
What's the correlation between this super store's Return rates and the origin of the each order?

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

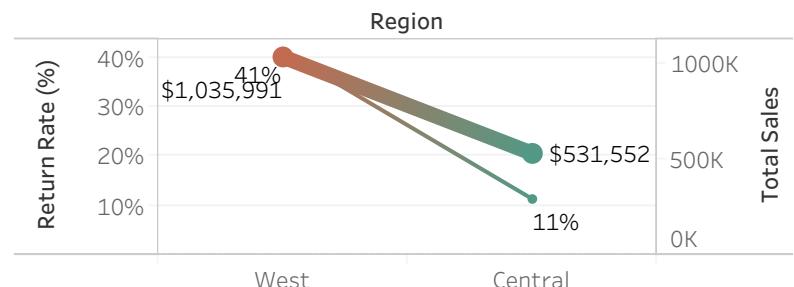
- Most of the returned orders originate from customers in the Western region.
- Utah, California, and Oregon are the leading states in return rates.
- Judging by the map, the Central Region has the lowest return rates, with some of the states showing a 0%.



Return Rates (by State)



Return Rates & Total Sales (by Region)



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.

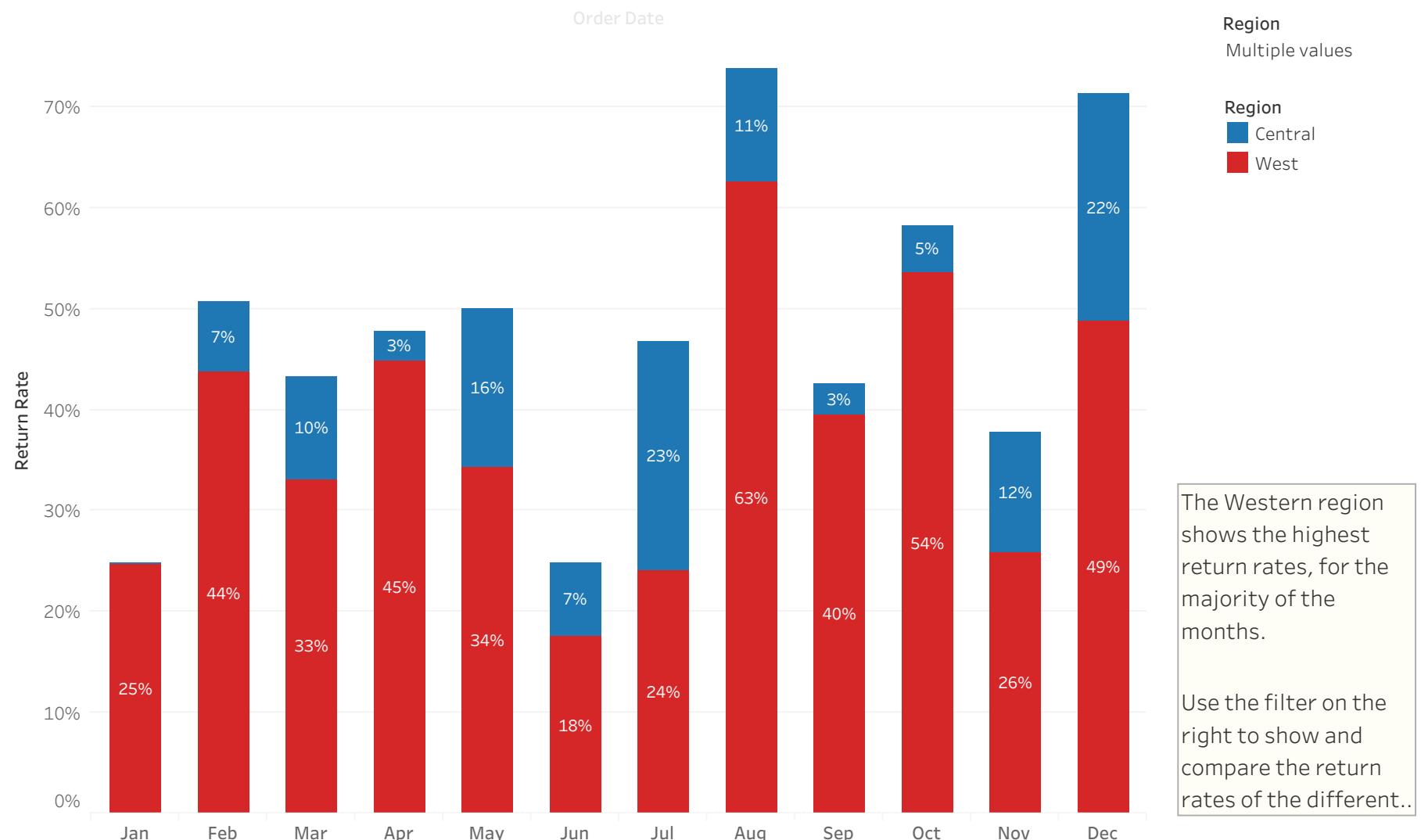
Use the Region and Category filters (right) to track and monitor metrics as they change.

Return Rates (by Region & Category)



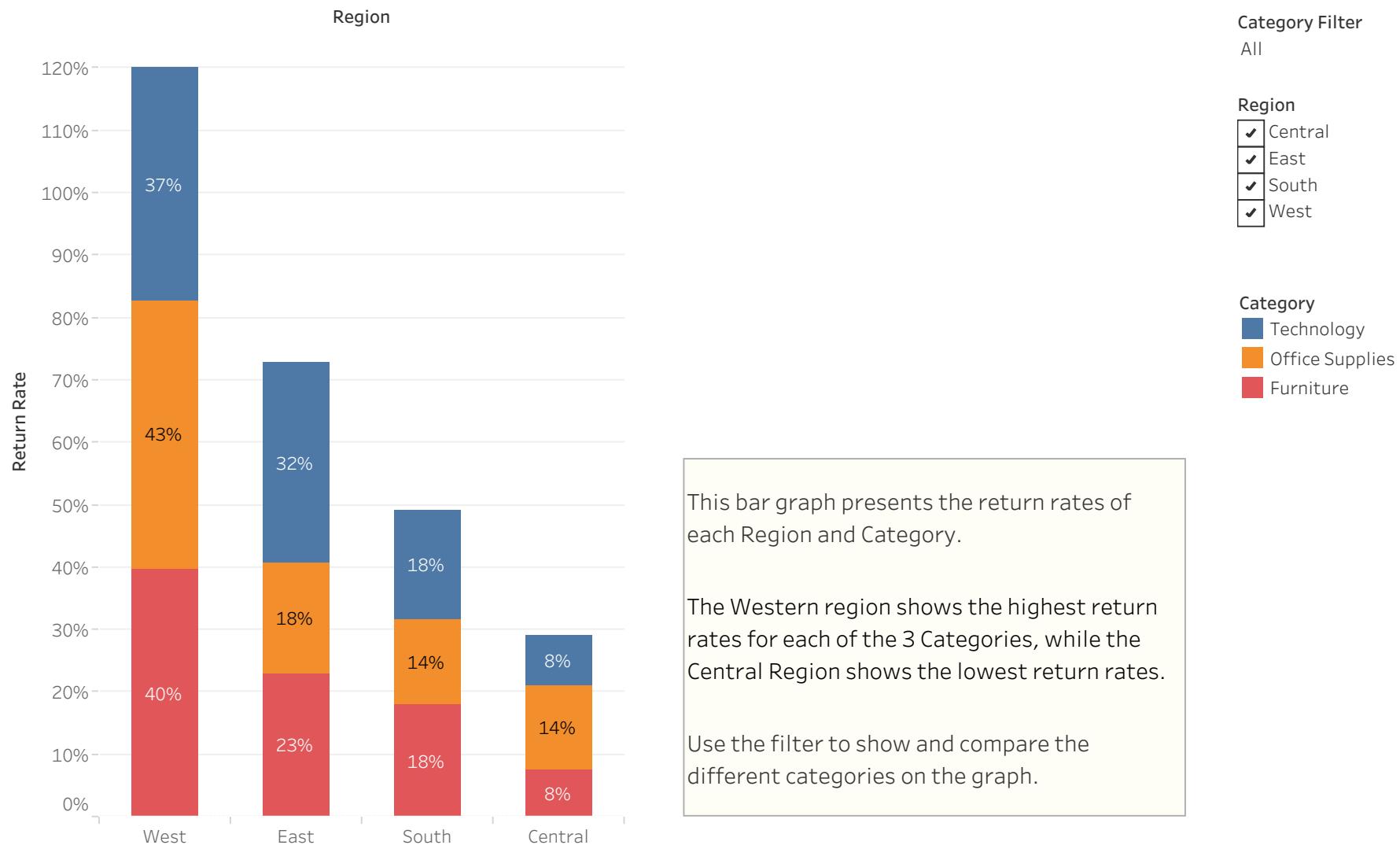
Storytelling with Data Story

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.
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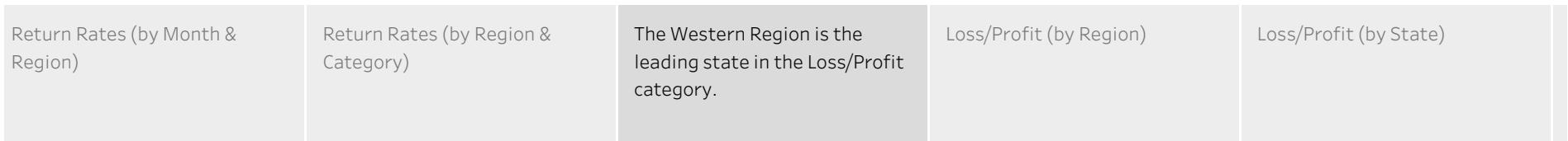


Storytelling with Data Story

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)
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Storytelling with Data Story



Loss/ Profit (by State)

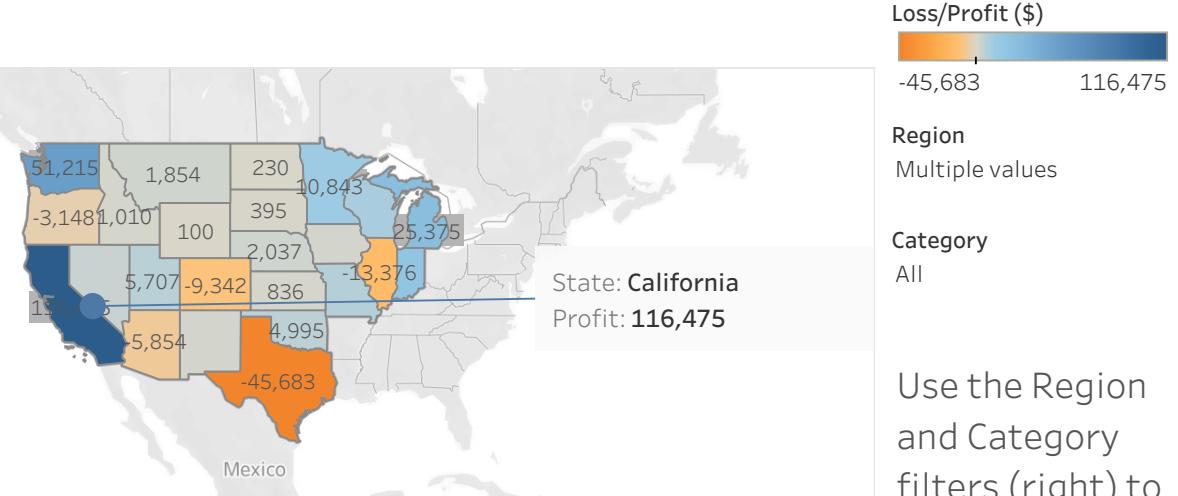
How is the Total Loss/Profit related to the Return Rate?

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

Western Loss/Profit

Loss: -33,049 Profit: 195,544

Central Loss/Profit

Loss: -78,120 Profit: 98,379

Southern Loss/Profit

Loss: -30,021 Profit: 81,891

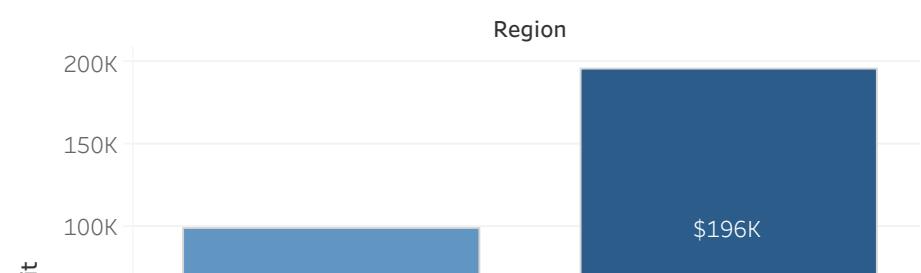
Eastern Loss/Profit

Loss: -61,566 Profit: 187,073

Total Returns (by Sub-Category)

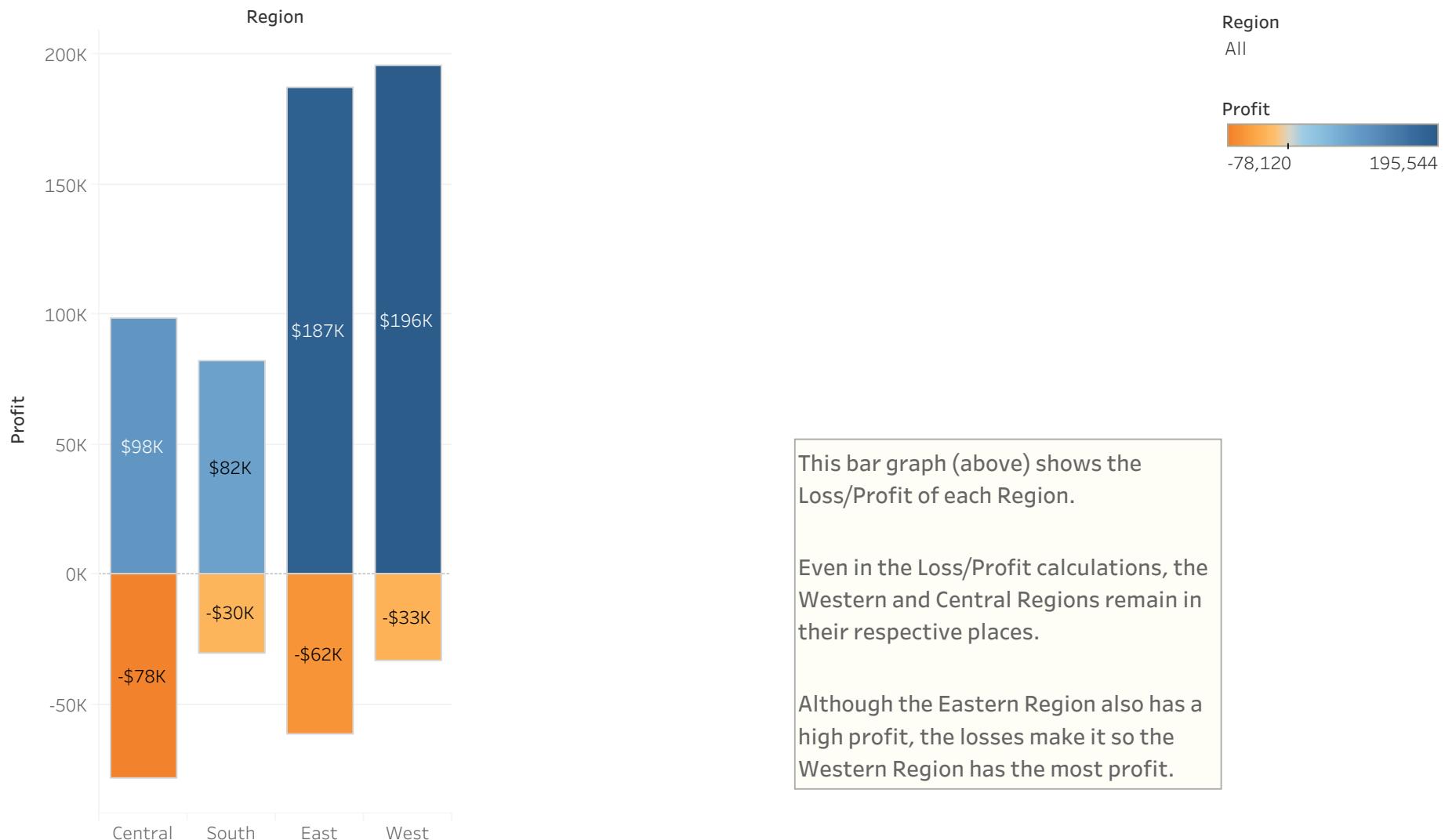


Loss/Profit (by Region)



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

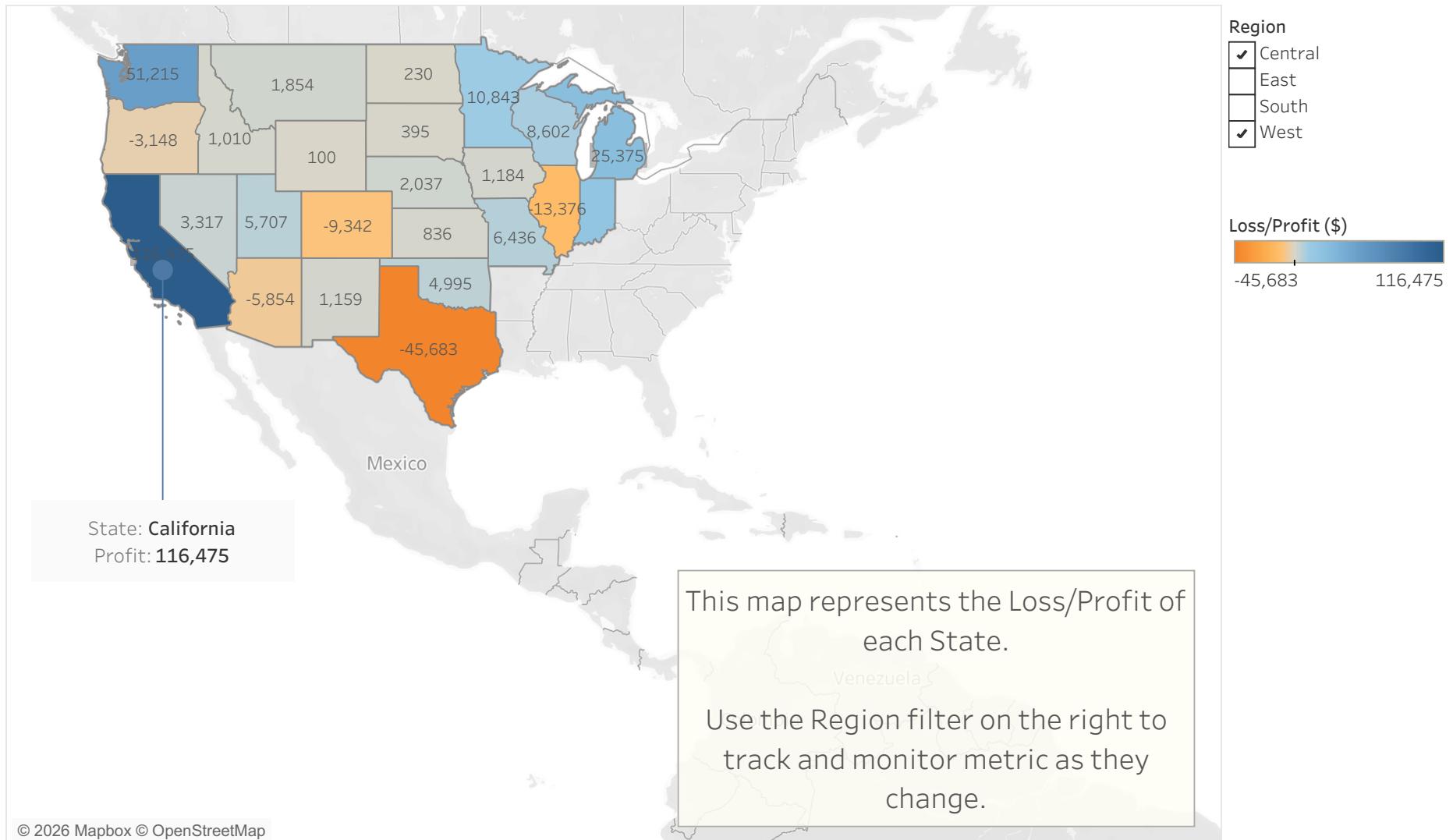
Return Rates (by Region & Category)

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

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.