



# Returned Orders

# Introduction

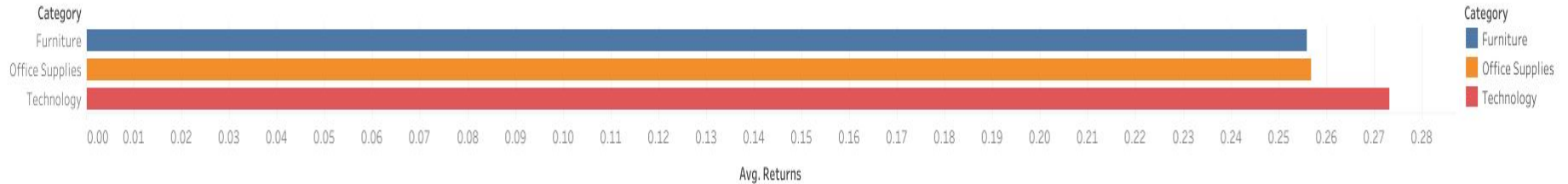
Superstore has been experiencing a high number of returned orders. In this analysis, we identified the key factors for what was causing these returns by examining trends in product categories, order dates, order locations, & more. By identifying these root causes, we can recommend solutions to help reduce & minimize returned orders.



# Return Rate by Product Category

In our analysis, we found that **Technology** was the most returned category amongst all product categories. Followed by Office Supplies with a slight edge over Furniture

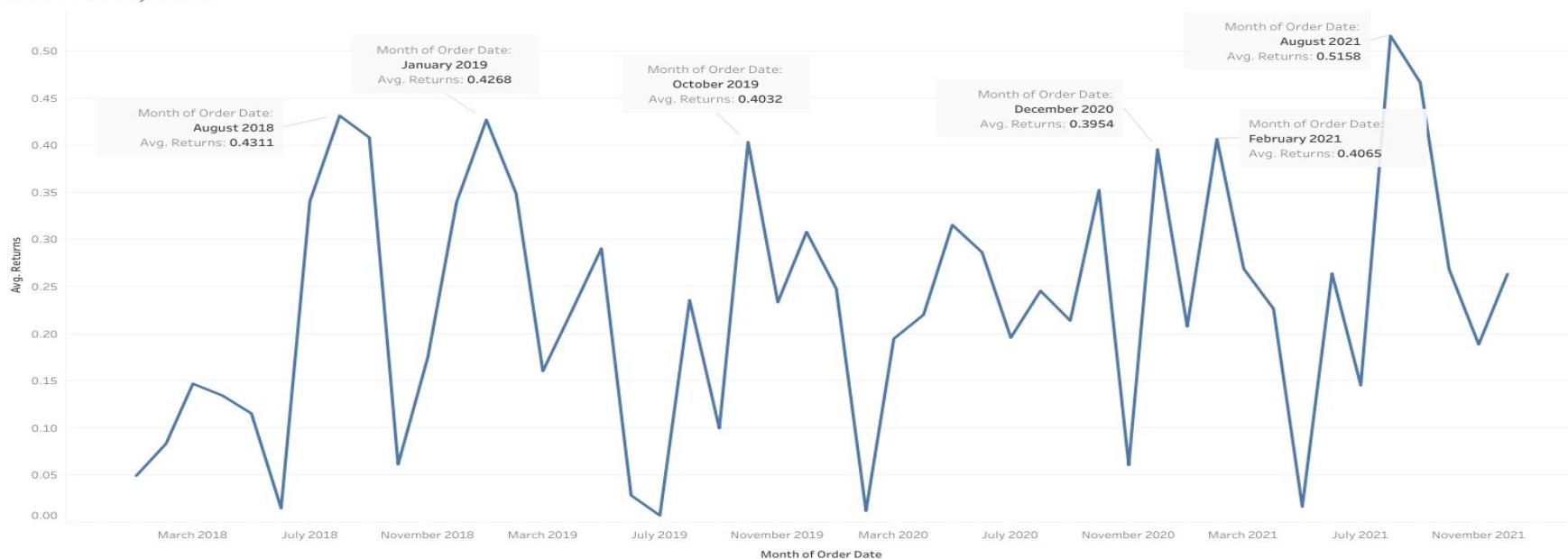
Return Rate by Product Category



# Return Rate by Month

Below, you'll see a line chart over the last 3 years, showing when we saw large spikes in return rates. We see a pattern of spikes around the months of August, December, January, & February.

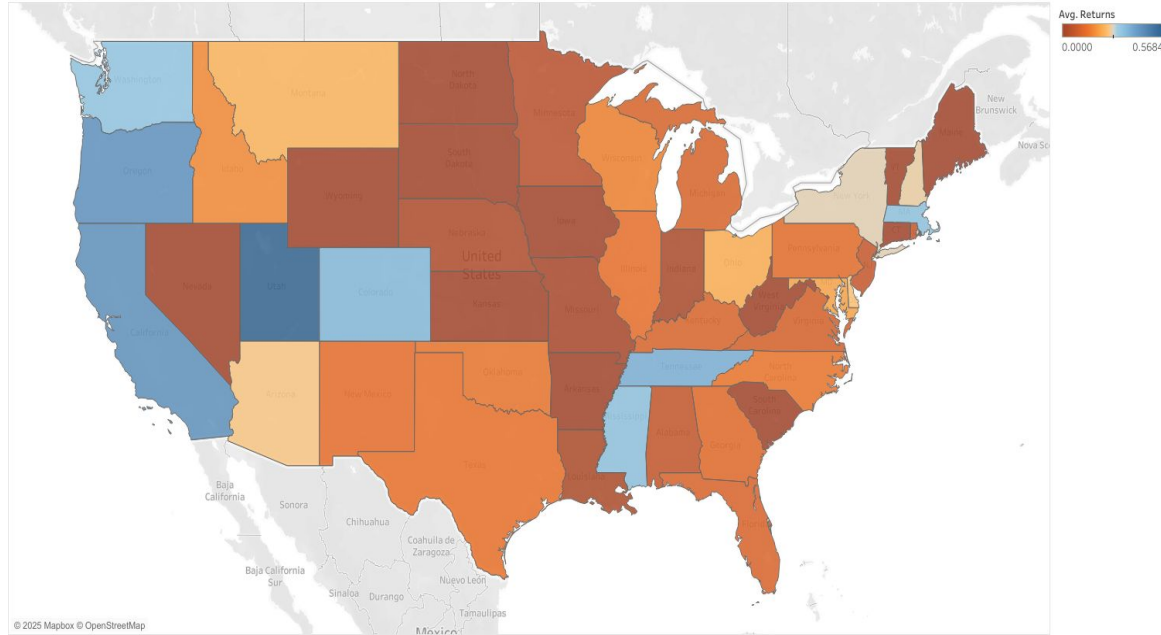
Return Rate by Month



# Return Rate by State

Here we show the highest rate of return by State. With States marked in **blue** having the **highest rate of return** and States in **orange** with the **lowest rate of return**.

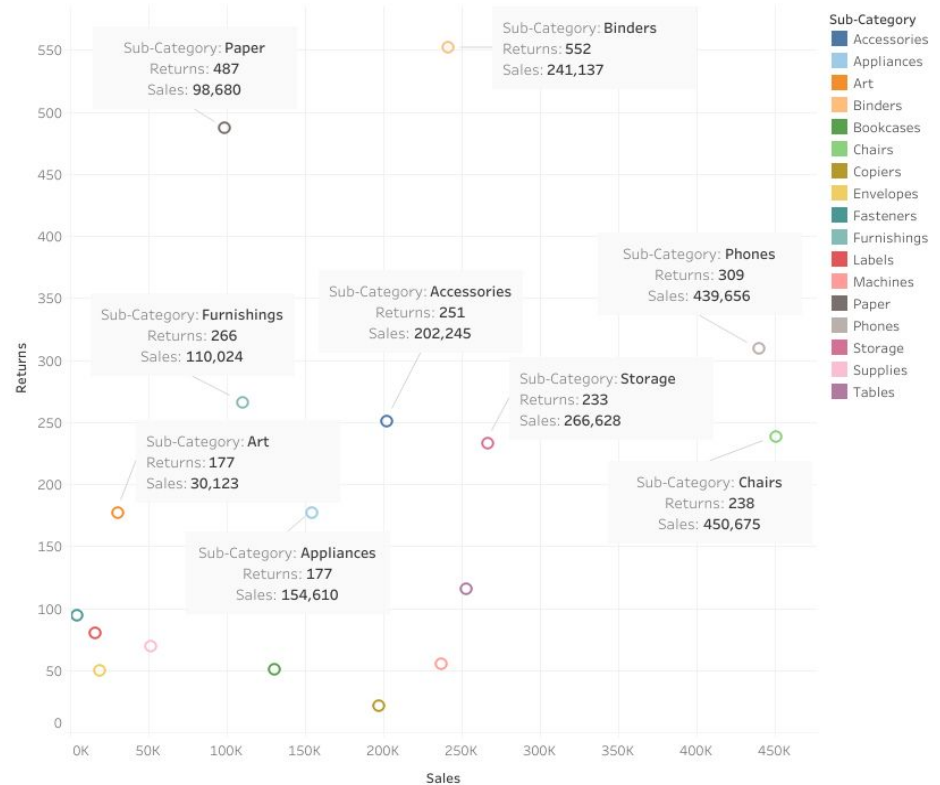
Return Rate by State



# Correlation between Total Sales & Total Returns

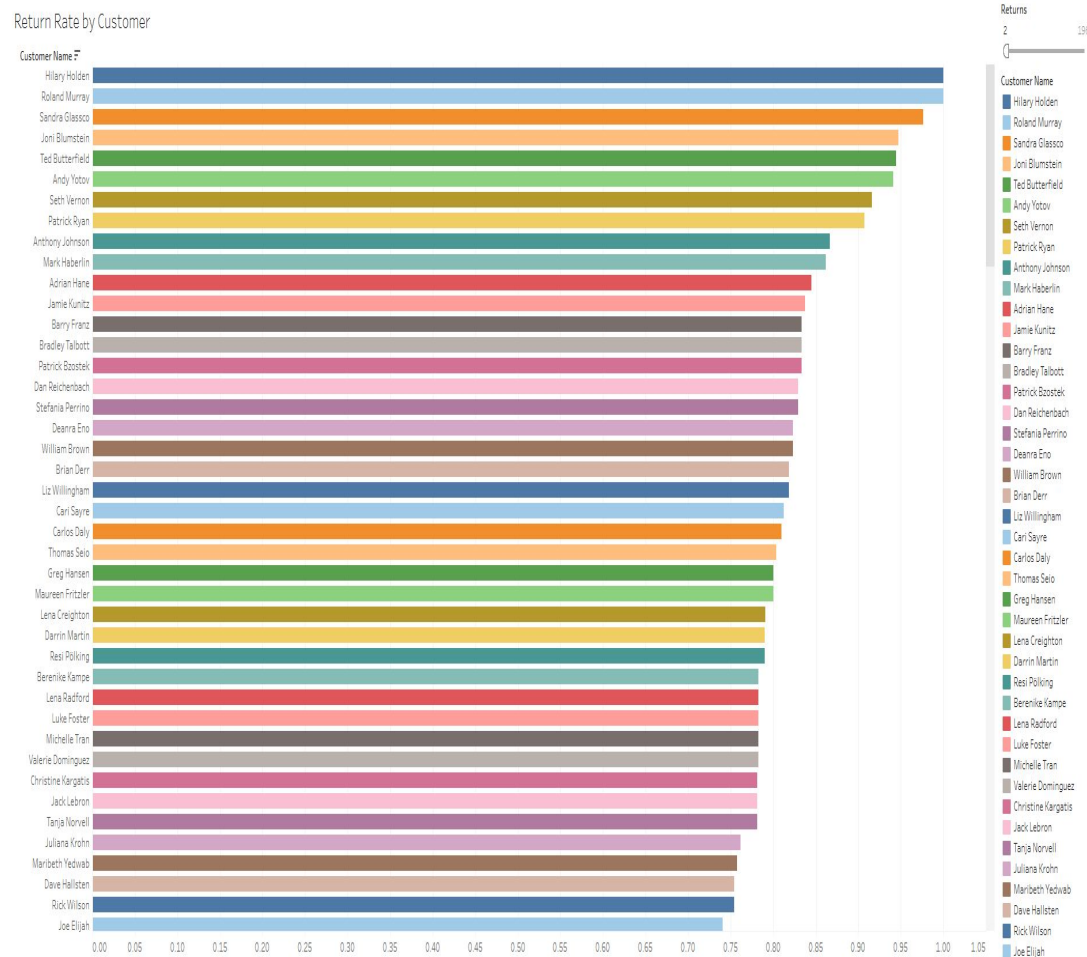
We analyzed the correlation between Total Sales & Total Returns for Sub-Category items. We see that Paper & Binders are the two most returned sub-category items in correlation to their sales.

Correlation Between Sales & Returns



# Return Rate by Customer

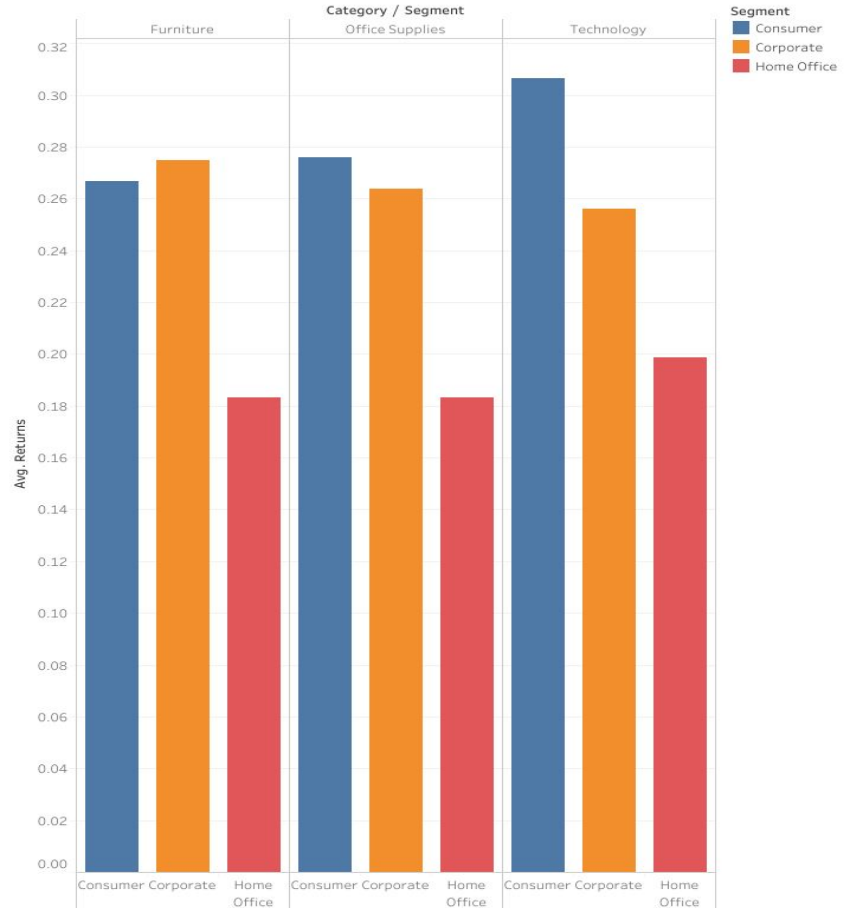
Here we compiled a list of the customers with the highest rate of returns. Note, only customers with a minimum of two returns were taken into consideration for this list.



# Return Rate by Segment & Category

We analyzed what segment of customer, was more likely to return what product type. We see here that Consumers & Home Office most often returned Technology, while Corporate most often returned Furniture & Office Supplies.

Return Rate by Segment & Category

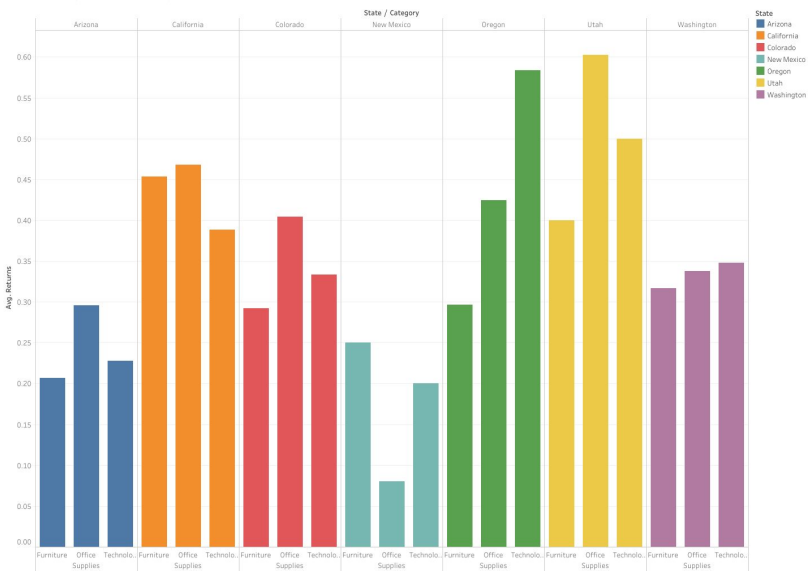




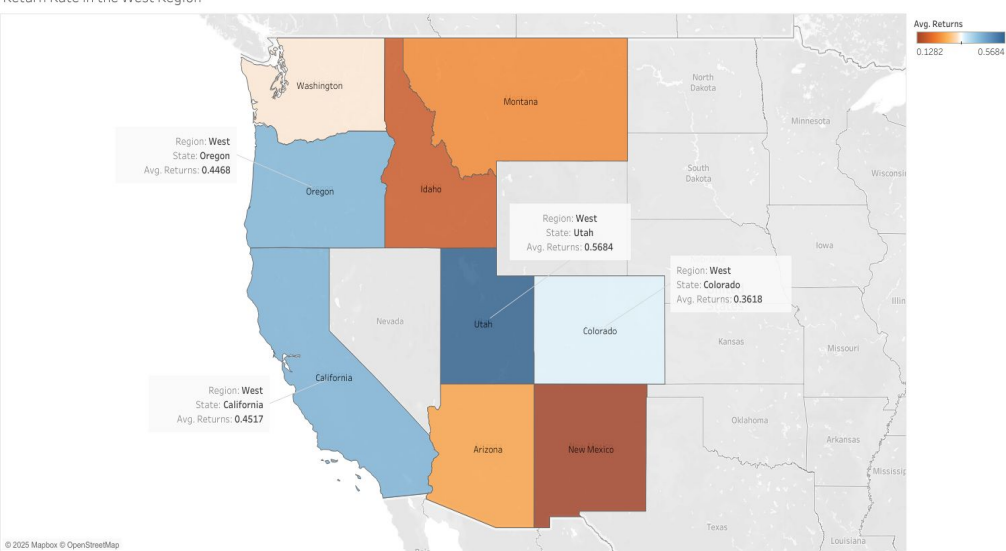
# Return Rate in the West Region

Below we analyzed the Western Region of return and what exactly they were returning, since the Western Region had the highest rate of return compared to the other regions. We found which states were returning what product category the most.

Return Rate by State & Category



Return Rate in the West Region



## Conclusion & Suggestions

Based on our findings, we recommend pinpointing exactly what is causing so many returns in the Western Region of the country, particularly in the Technology & Office Supplies categories. Potential causes could be Product Quality issues, Shipment errors, Customer Dissatisfaction, etc.

This will help reduce and minimize overall returns for the Superstore moving forward. Therefore increasing profit for the Superstore in the long run.

