Project: Returning Worries!
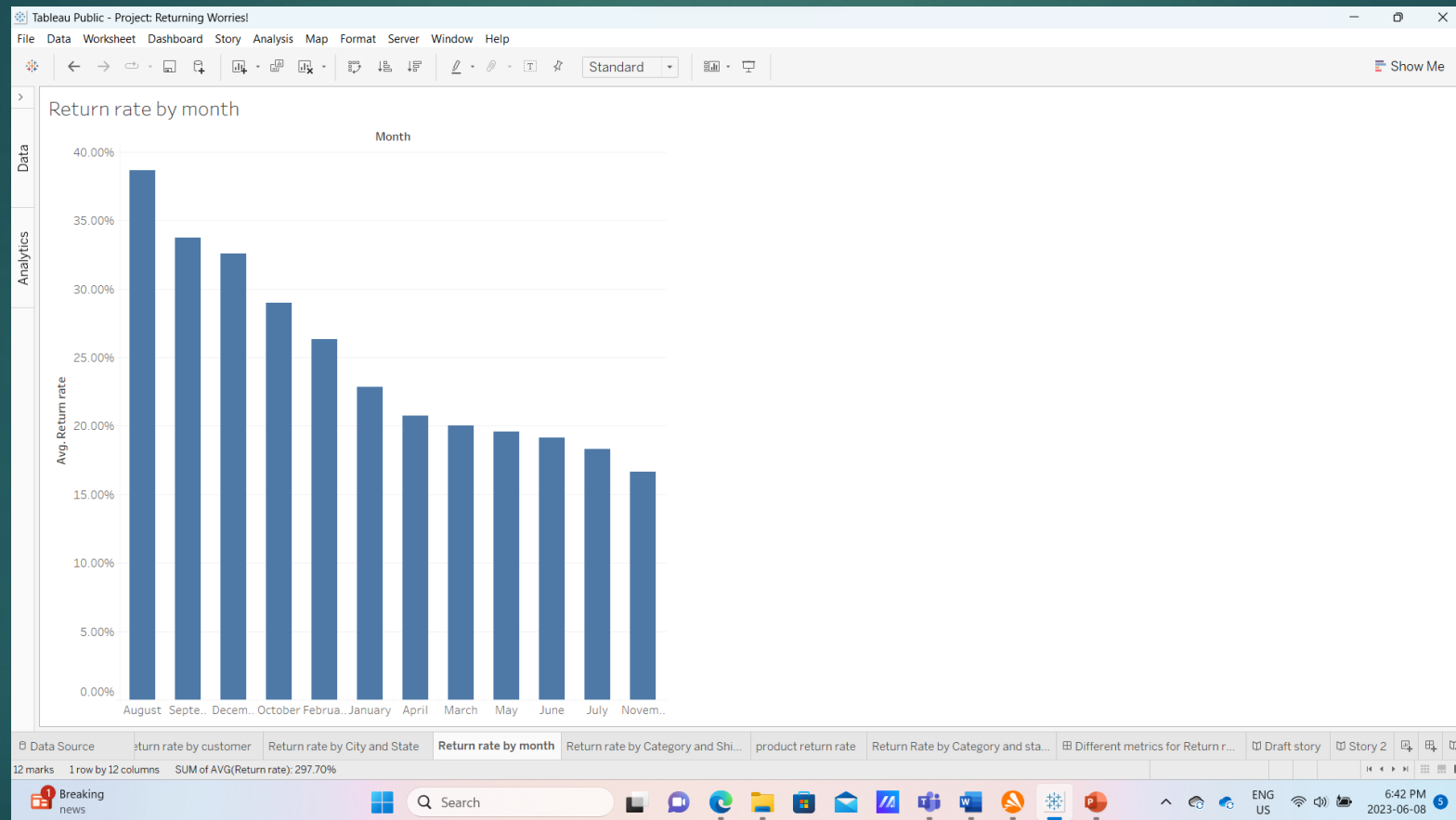
QUICK ANALYSIS OF SUPERSTORE DATA SET

PRESENTED BY: KEVIN HUANG

Factor influence return rate
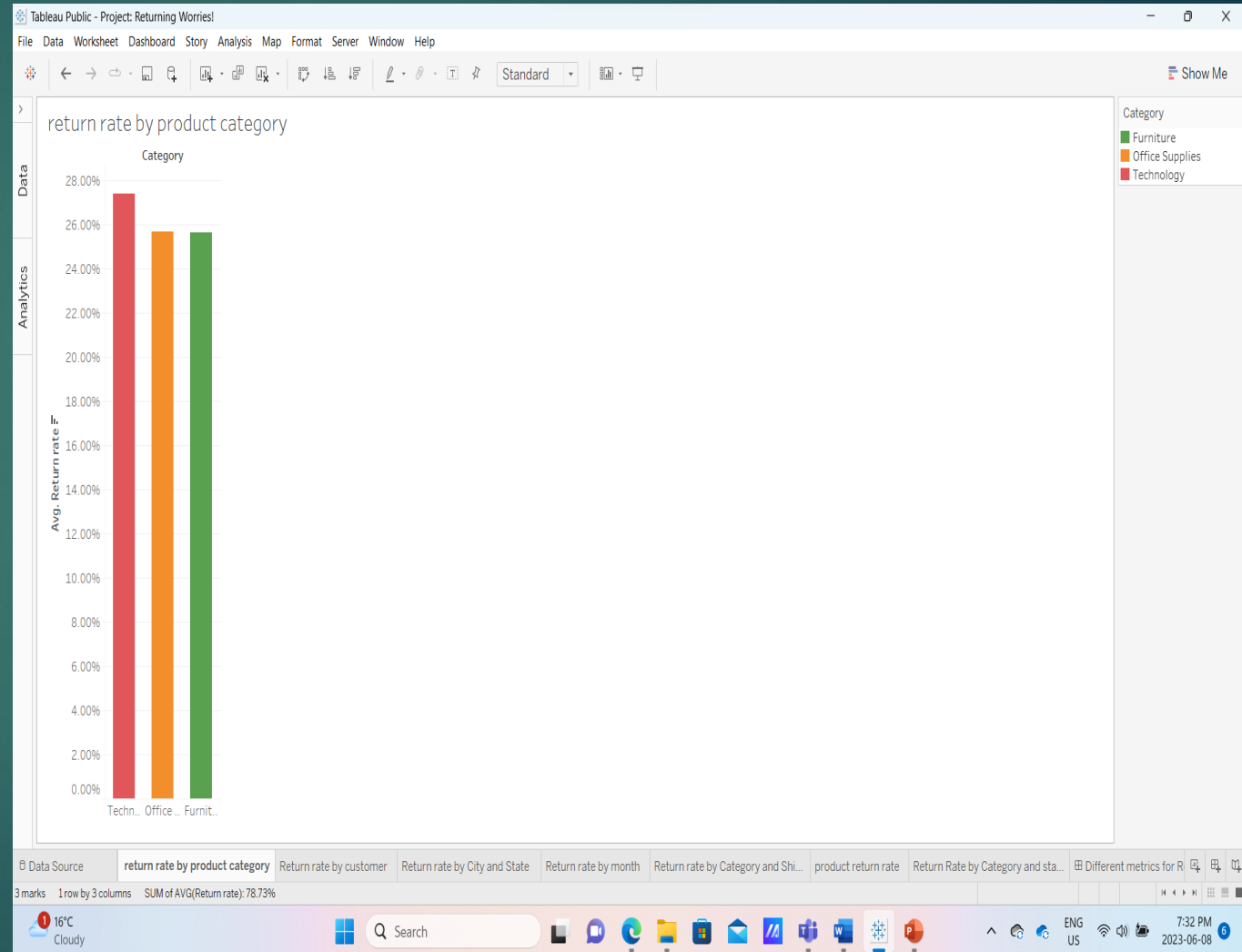
1. Month
2. Category
3. Ship Mode
4. Category
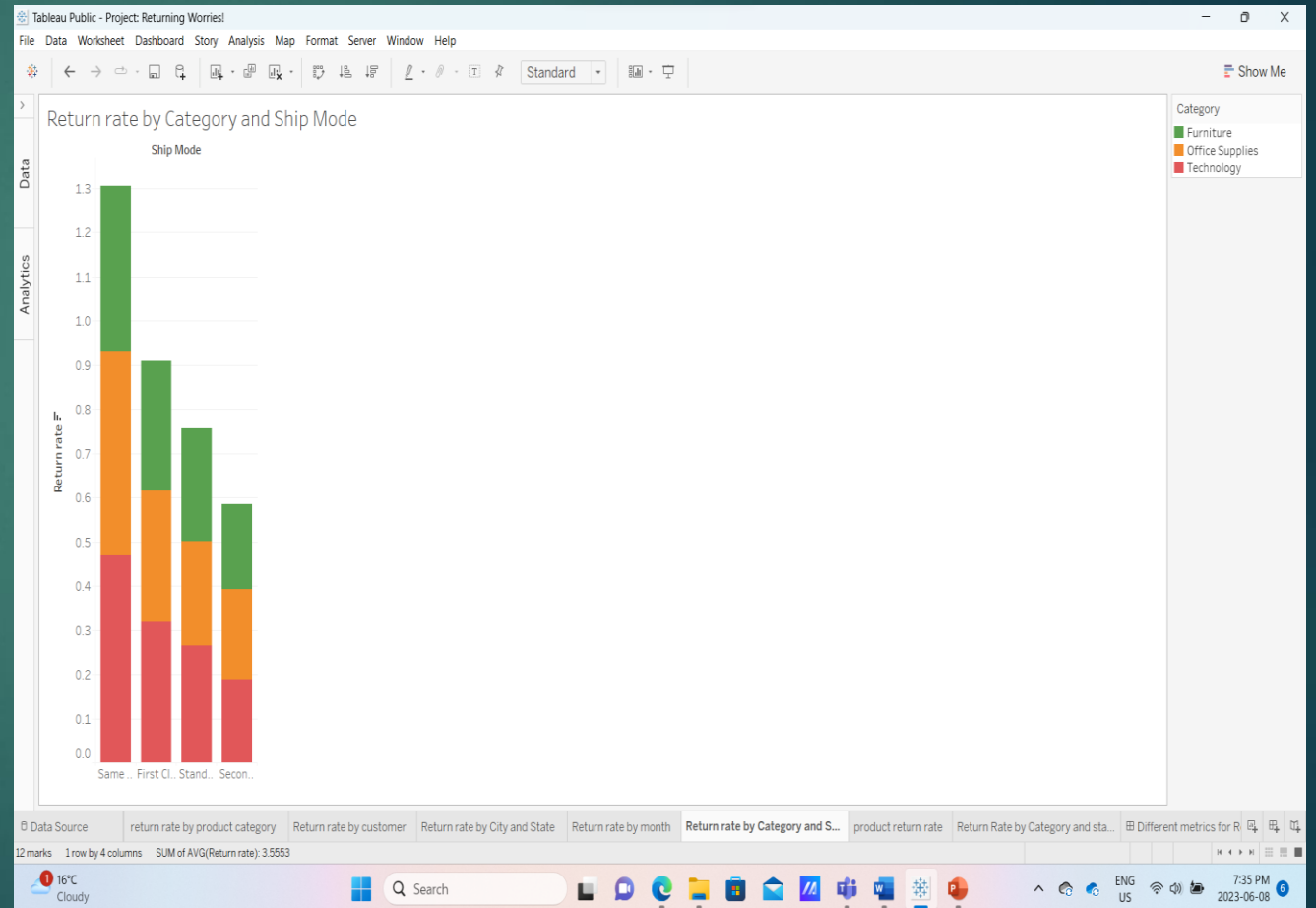5. Customer Name
6. States

Return rate by month

Return rate by product Category
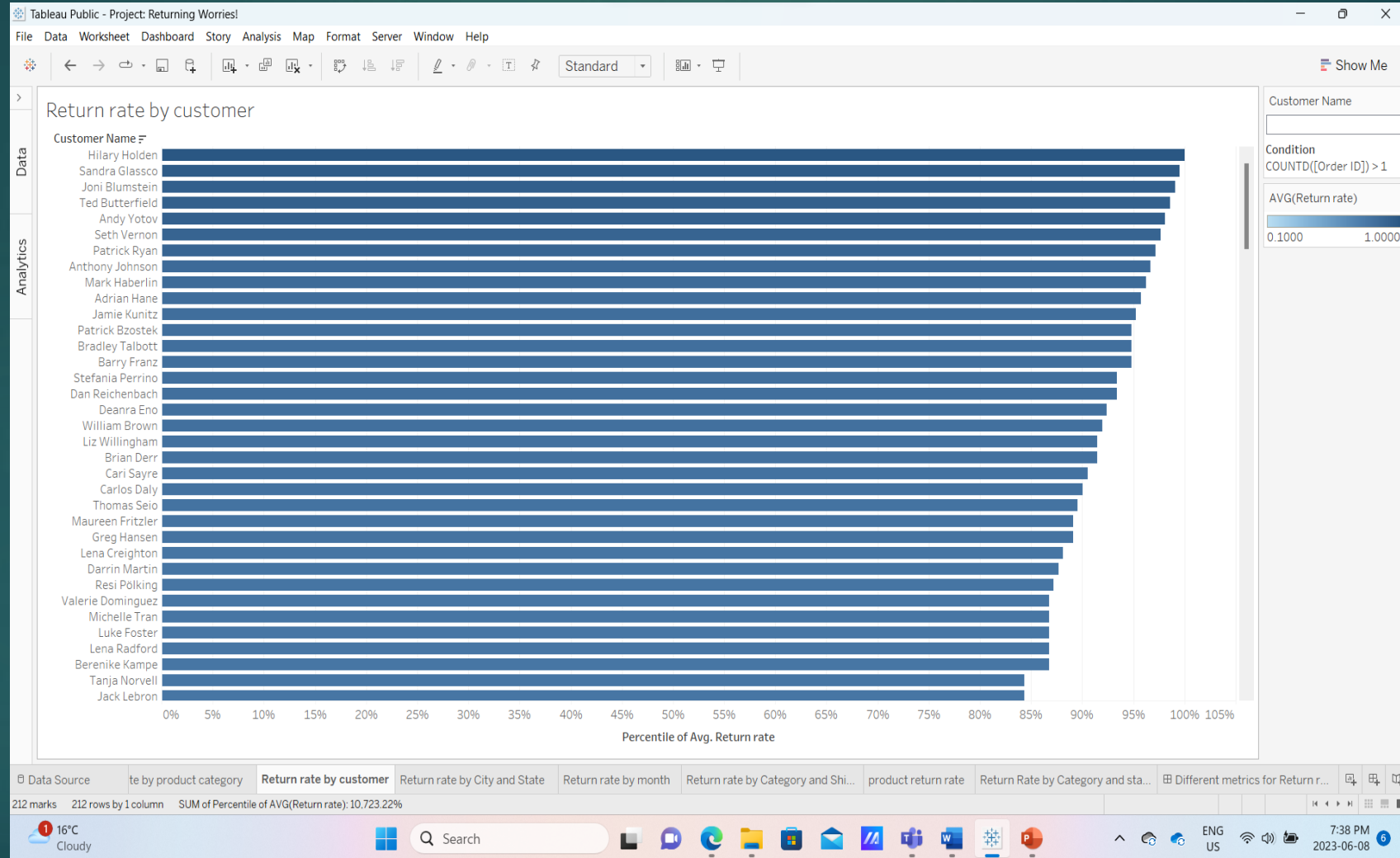
Technology has the highest return rate.

Return Rate by Category and Ship Mode

Same Day Ship Mode and Technology Category have the highest return rate.
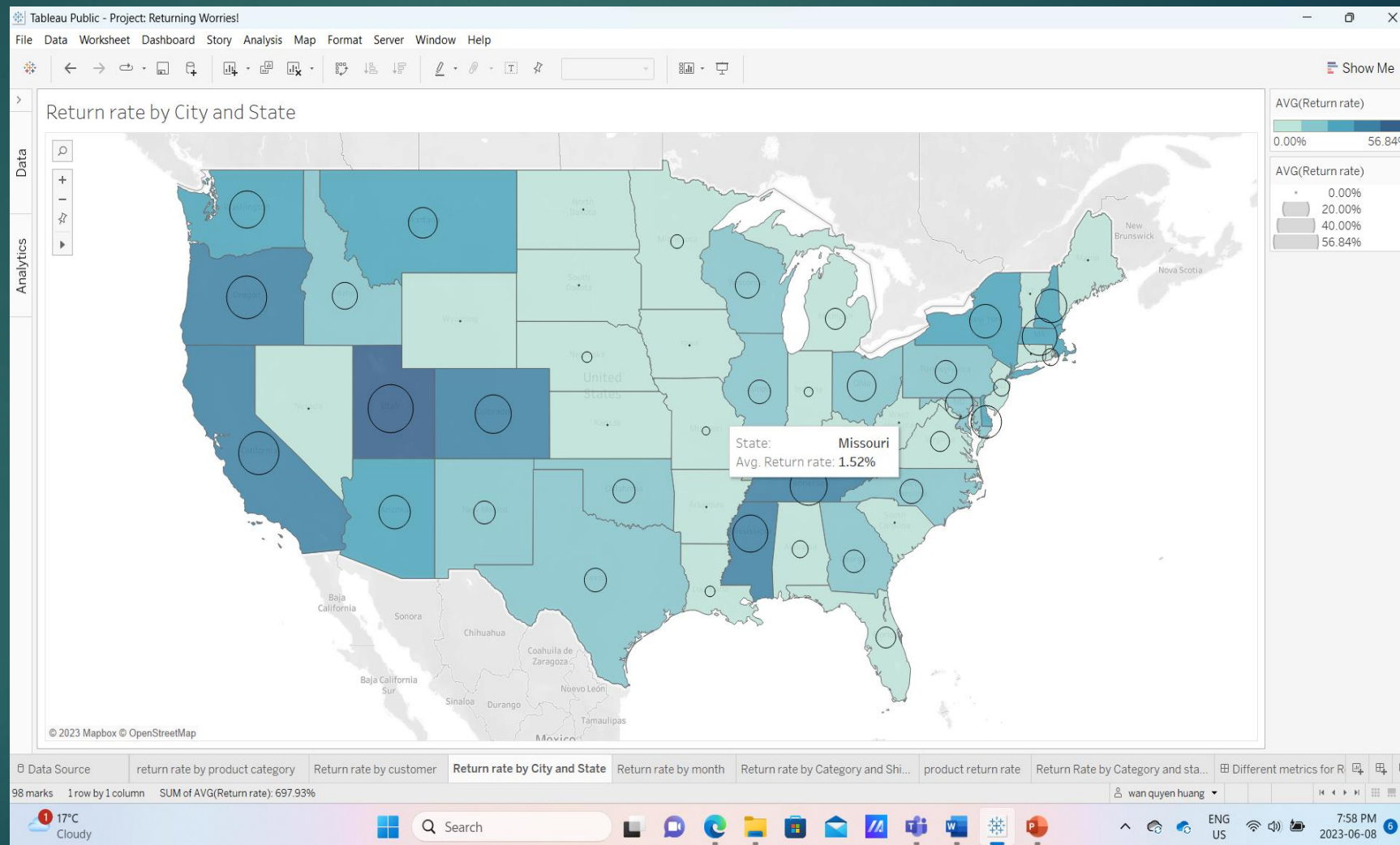
Return Rate by Customer

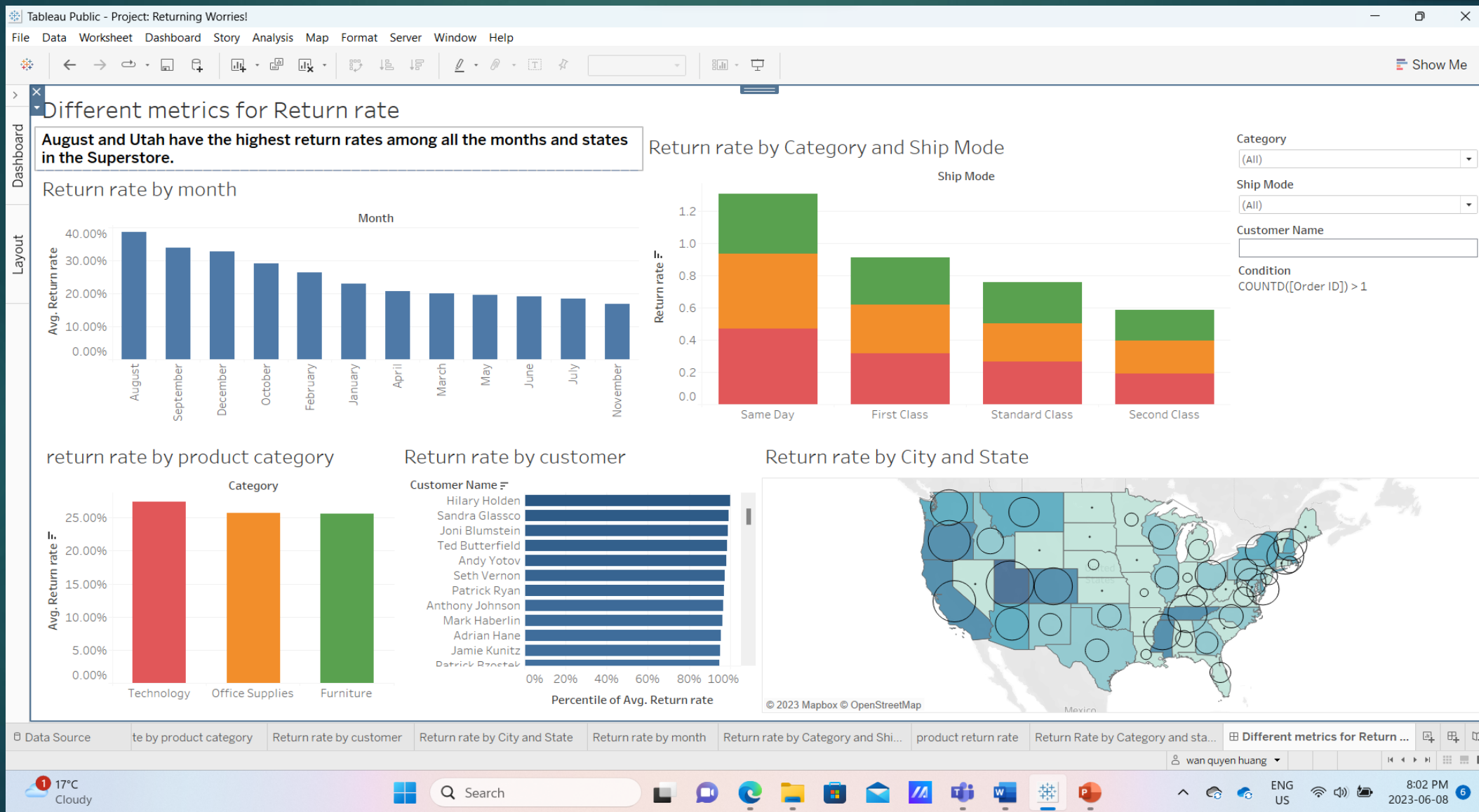- Hilary Holden Is the customer with 100 percent return rate

Return Rate by State

Utah is the state with the highest return rate.

Dashboard for Return Rate Factors

Conclusion

▶ August has been identified as the month with the highest return rate in the Superstore. Among all customers, Hilary Holden stands out with the highest return rate. Furthermore, the technology category and the Same day ship mode exhibit the highest return rates. In terms of states, Utah emerges as the region with the highest return rate. By considering these factors collectively, we can gain insights into the key root causes of the high number of returned products from the Superstore. Armed with this knowledge, we can develop effective solutions to increase profitability and reduce returns.