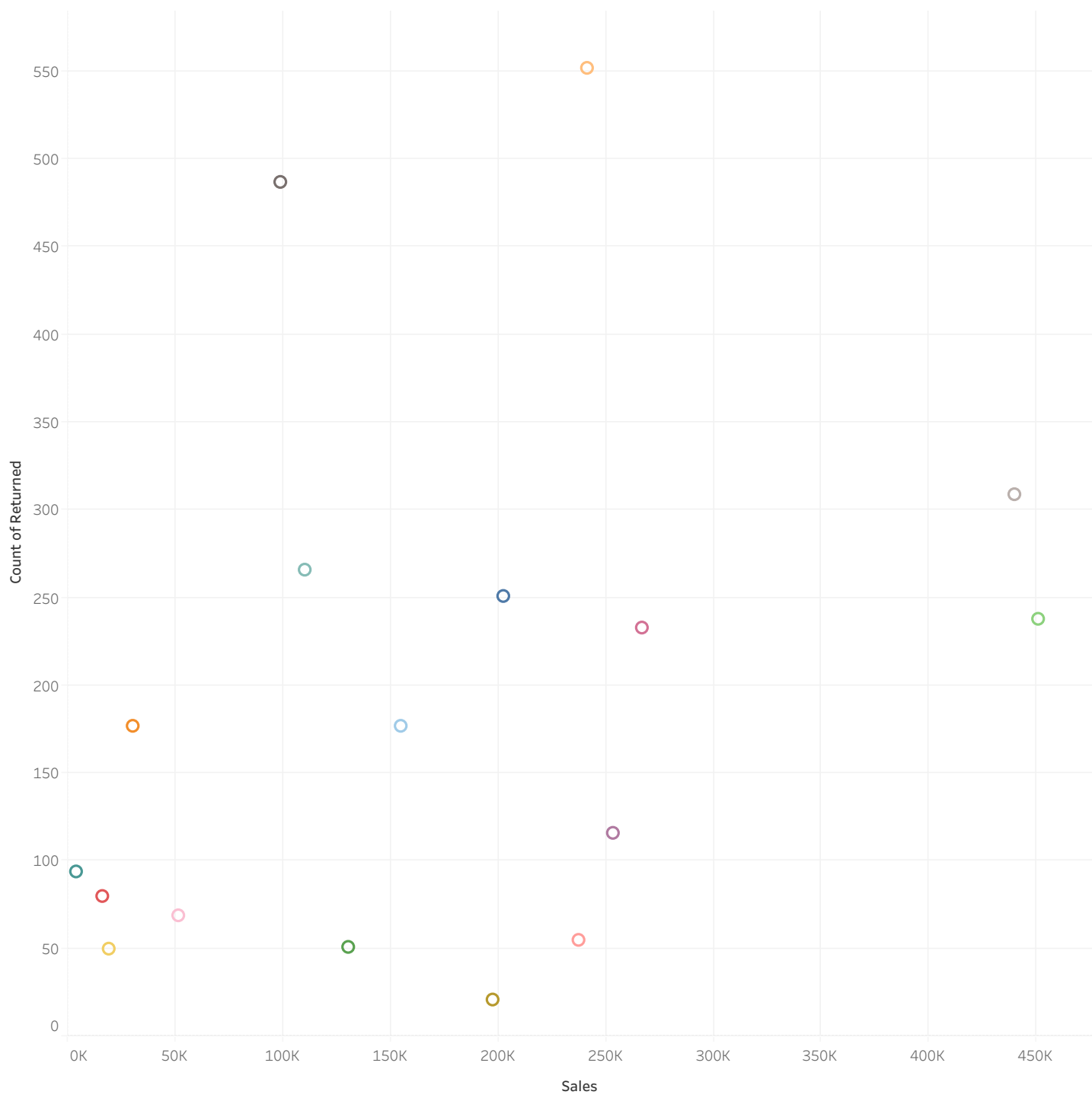
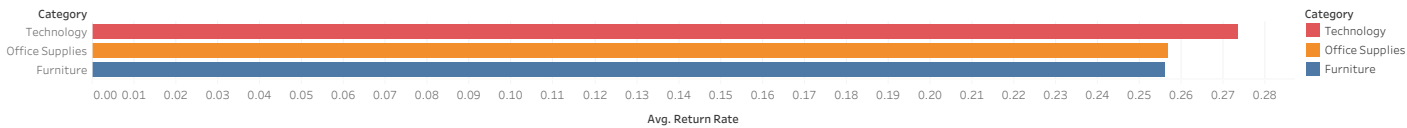


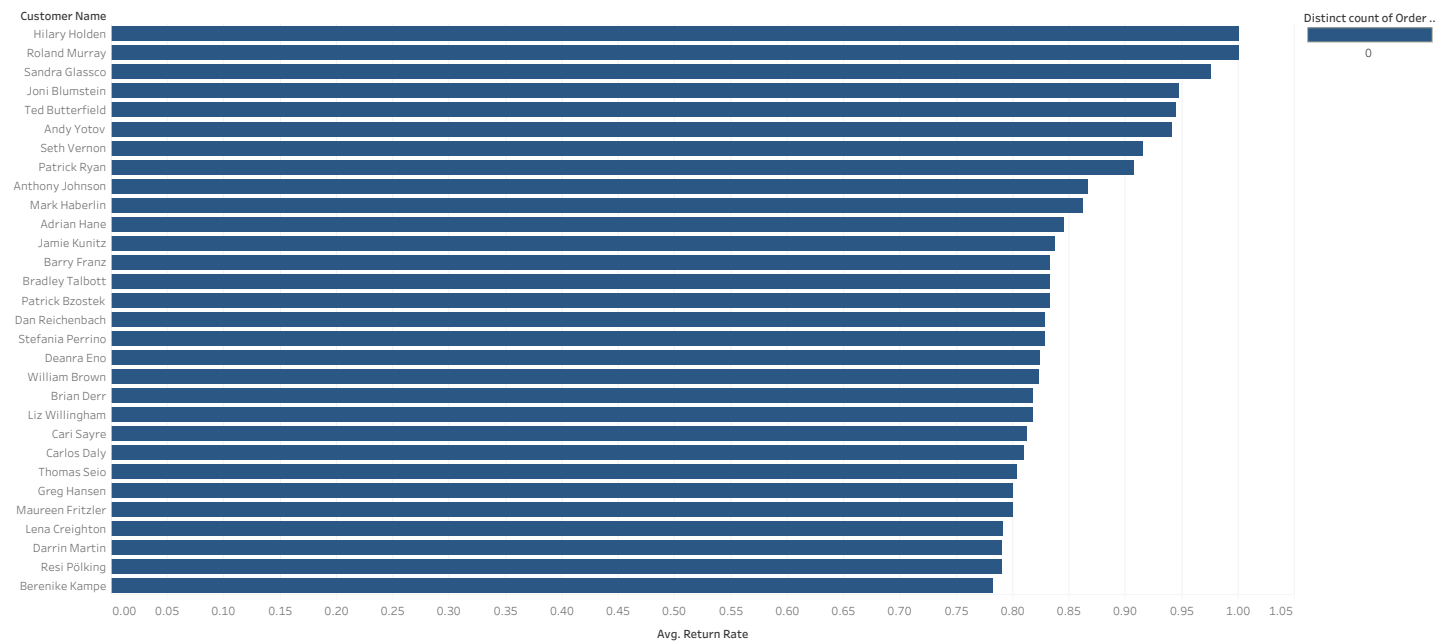
# Sales and Returns



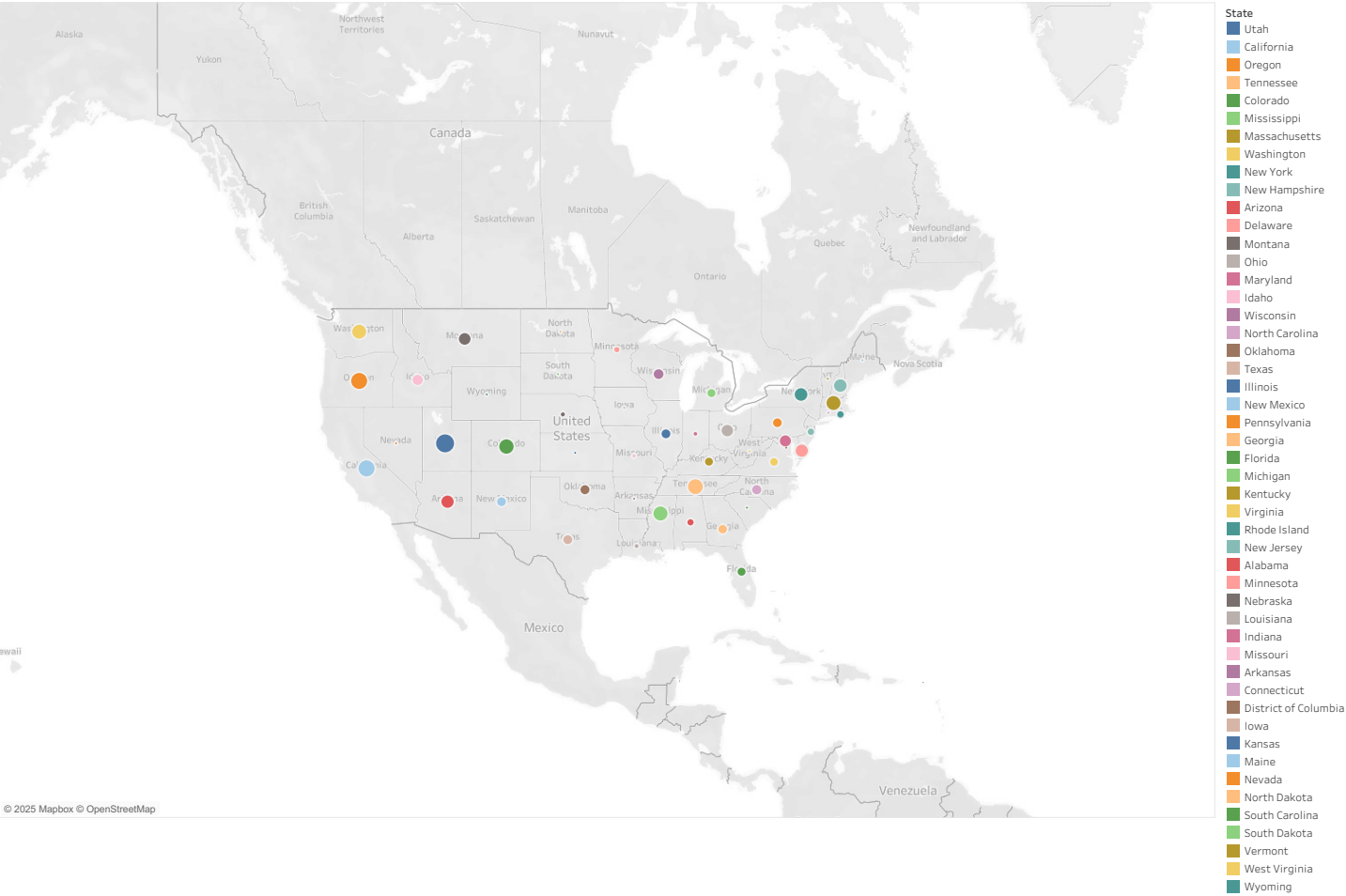
Return Rate by Product



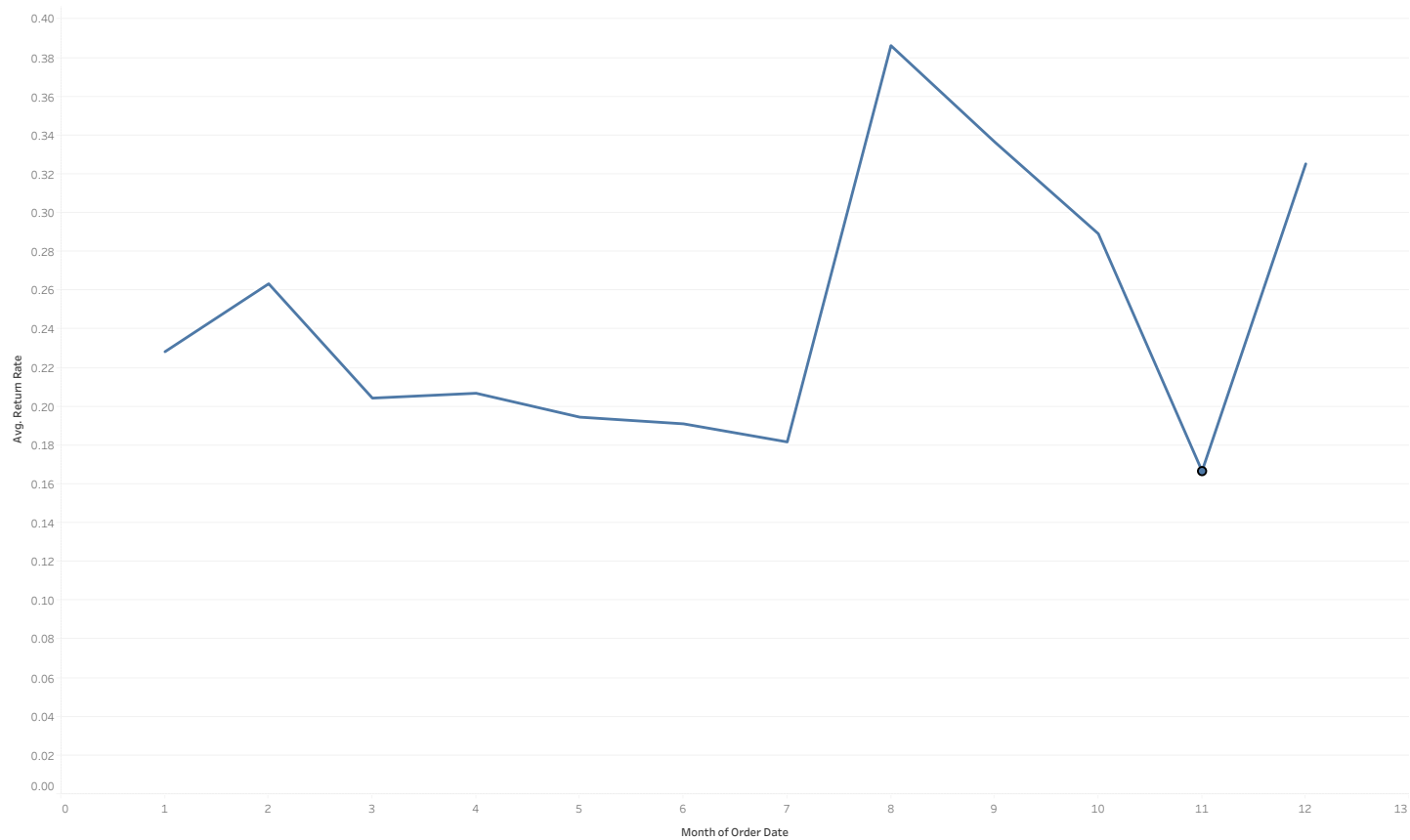
Return Rate by Customer



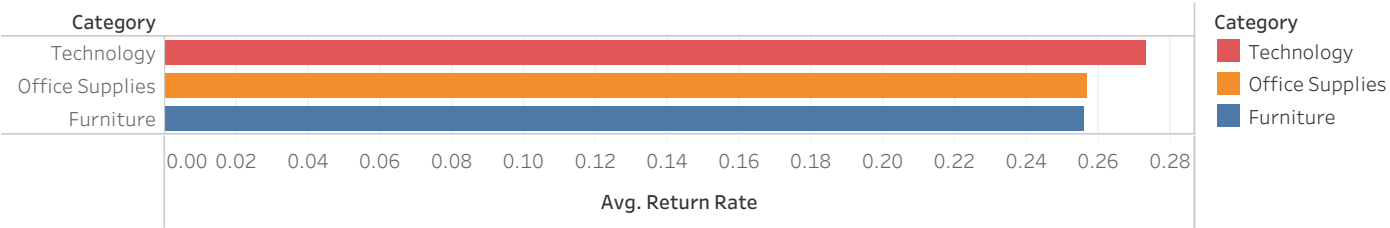
Return Rate by State



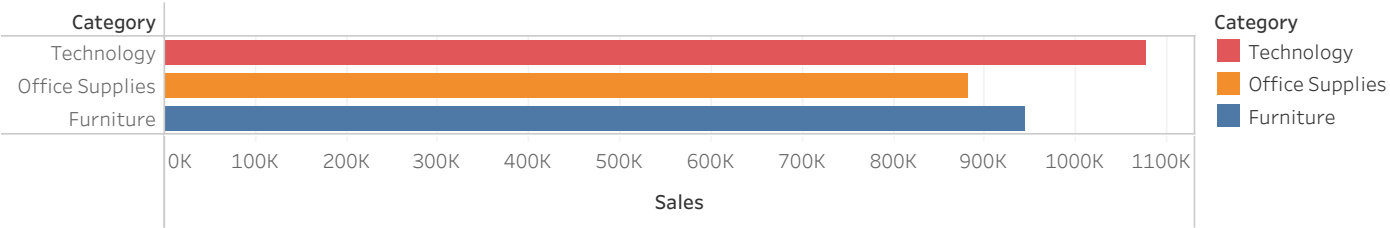
Return Rate by Month



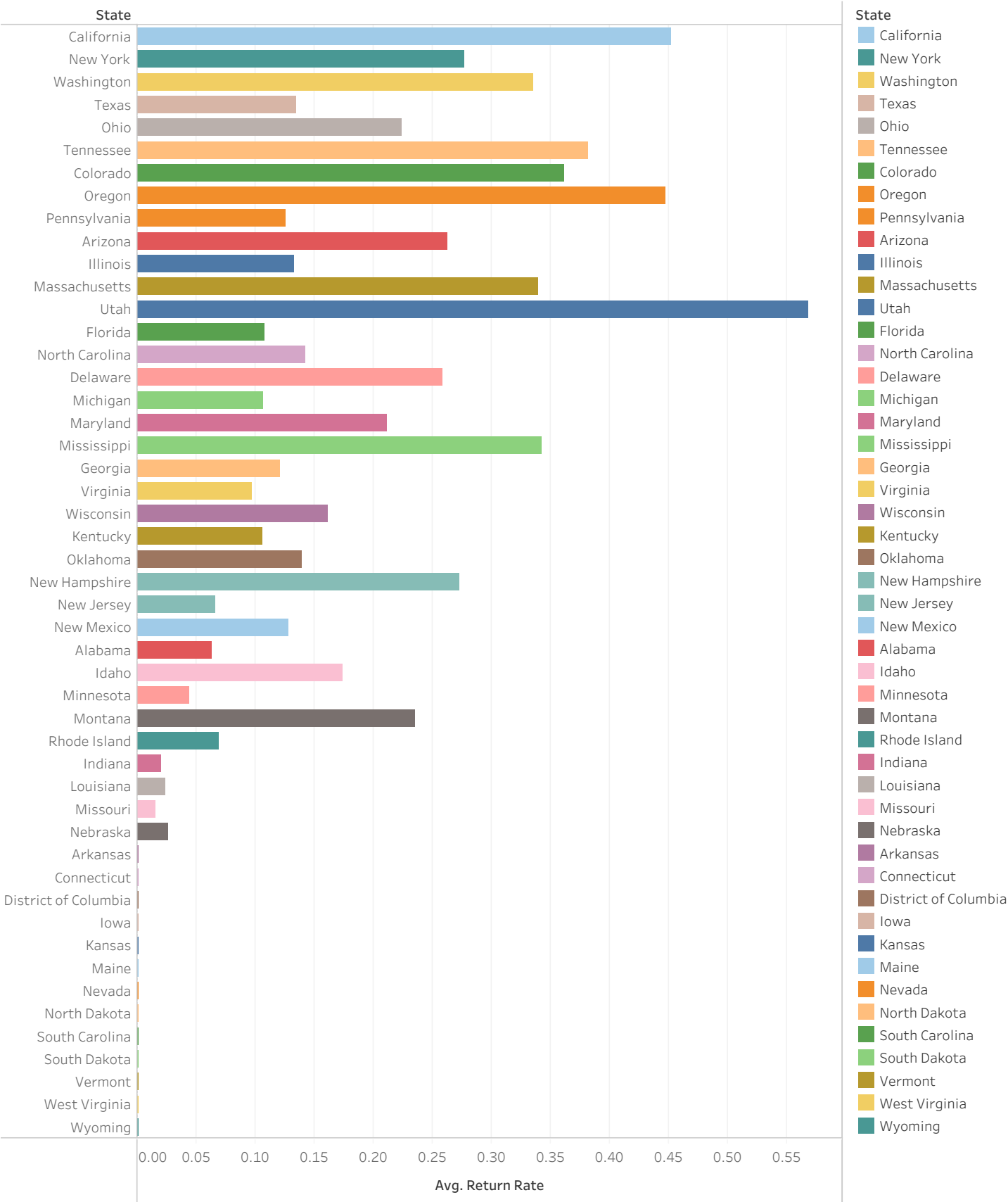
Return Rate Category/Sales Composite Chart



Return Rate Category/Sales Composite Chart

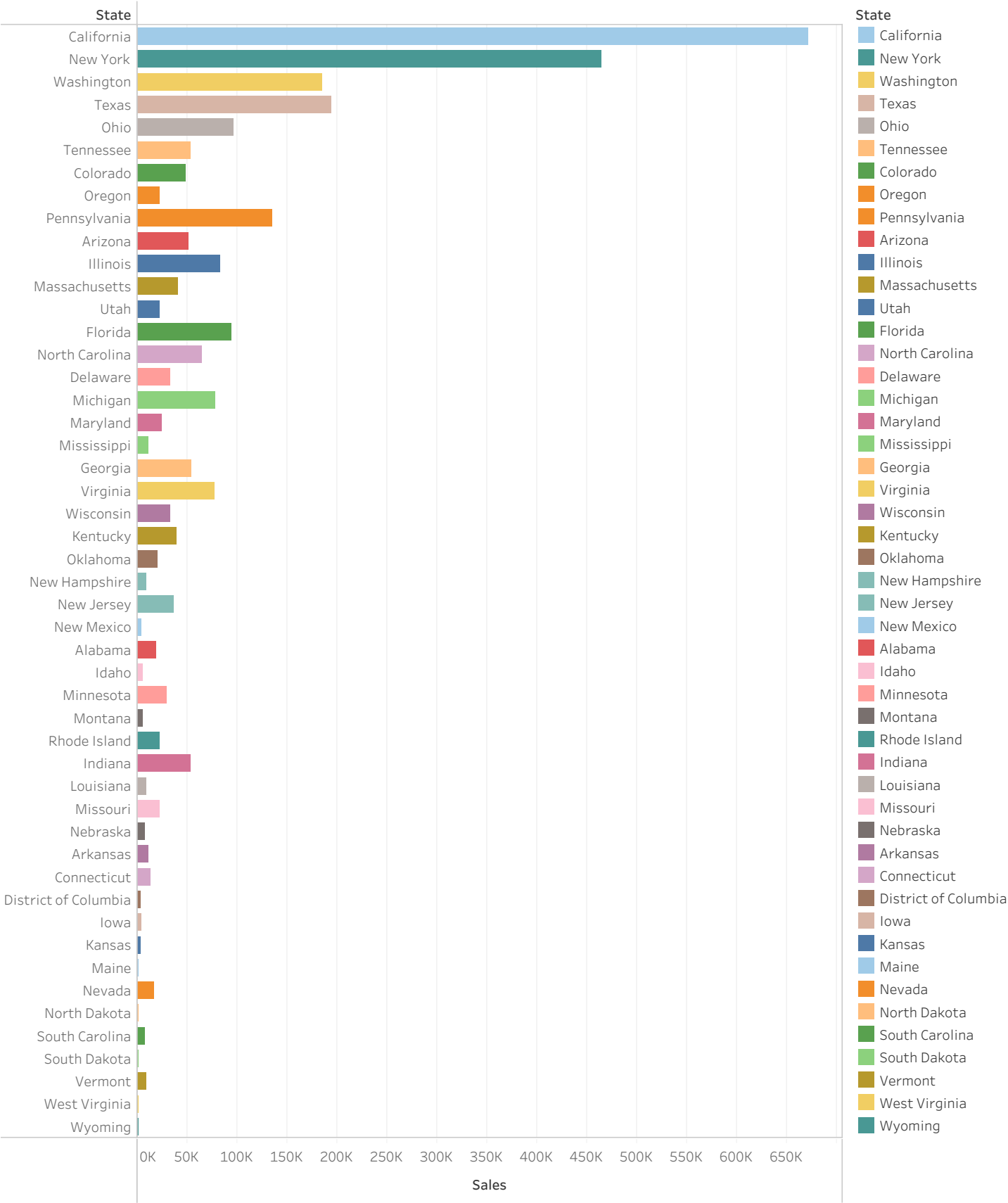


Return Rate State/Sales Composite Chart



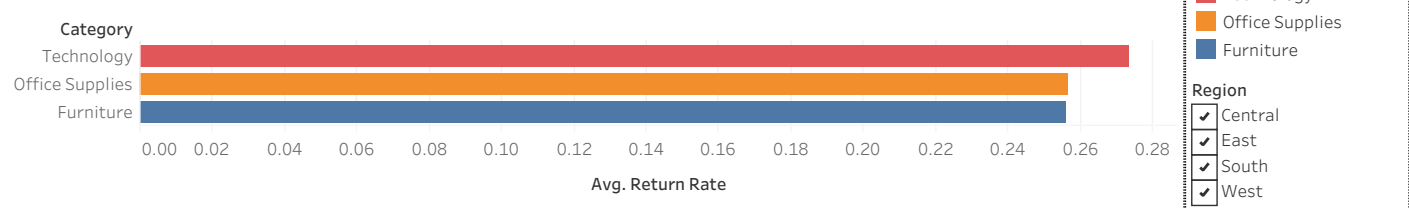


Return Rate State/Sales Composite Chart



# Returns Analysis Dashboard: Identifying Root Causes and Geographic Patterns

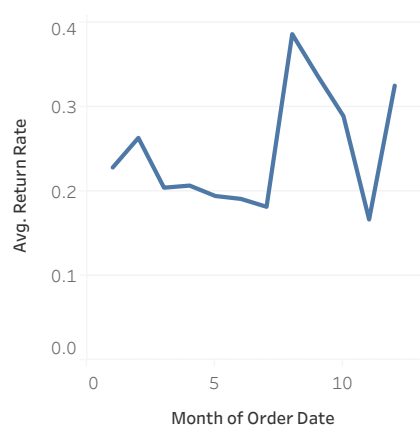
Return Rate by Product



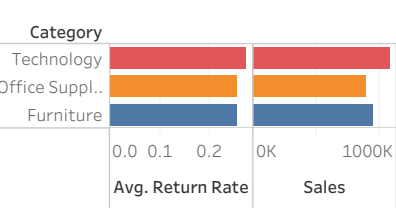
Return Rate by State



Return Rate by Month



Return Rate Category/Sales Composite Chart



# Story Draft

Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
<p>This page is a dashboard overview of charts. Starting with Return Rate by Product, technology products show the highest return rate, while furniture and office supplies are tied at lower but equal rates.</p> <p>According to the Return Rate by State, a pattern of high return rates for technology becomes especially significant when we examine the west region, particularly around Silicon Valley. Technology returns are not just about product defects, but also about customer expectations. Silicon Valley is where technology is mission-critical for daily work and customers have zero tolerance for unreliable products.</p> <p>August, according to the Return Rate by Month chart, has the highest return rate for any month of the year. This indicates extensive usage or critical mission time of the year.</p> <p>Finally, the Return Rate Category/Sales Composite Chart compares how product categories returns to sales. This compares a ratio of the return rate to sales.</p>					

# Story Draft

Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
--------------------	-------------------	-----------------------------------------------	--------------------------------------------	----------------------------------------	-------------------------------------------

This page displays a scatterbox chart and shows the correlation between total sales sum) and total returns (count) aggregated by product subcategory in order to identify if higher sales volumes consistently lead to more returns.

The X-axis shows the total sales amount for each subcategory and Y-axis show the total count of returned products. Higher and to the right positions indicate subcategories with both high sales and high return counts.

The analysis reveals 3 distinct patterns; 1) binders shows disproportionately high returns relative to sales volume; 2) copiers shows excellent performance with low returns with substantial sales; and 3) chairs and phones follow expected sales to returns correlation.

According to the scatter box chart, returns do not correlate with sales volume.

# Story Draft

Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
--------------------	-------------------	-----------------------------------------------	--------------------------------------------	----------------------------------------	-------------------------------------------

The bar chart displays the return rate by product category and identifies which categories have the highest proportion of returned products. One bar represents a product category, higher bars indicate categories with problems and needs more analyzing.

Technological products displays the highest return rate among all categories. This suggest potential issues with possible defects and customer satisfaction. Furniture products has the lowest return rate, suggesting strong customer satisfaction.

Technoogy’s high return rate calls for immediate action into the root causes such as product defects, mismatched expectations, or customer training needs. Office supplies performance similar to furniture’s success. Analyzation of the success of the category of furniture may shed some light on best practices that could be applied to other categories.

# Story Draft

Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
--------------------	-------------------	-----------------------------------------------	--------------------------------------------	----------------------------------------	-------------------------------------------

This map shows return rates by state. Geographic analysis reveals that Utah at 57%, California and Oregon both at 45% show the three highest return rates. Located all on the west coast, this pattern suggests that longer distances from the shipping centers indicates longer shipping times resulting in delivery delays and customer dissatisfaction equating to higher return rates.

The correlation between geographic distance and return rates shows that delivery delays is one of the main root causes of returns impacting customer satisfaction in western regions.

# Story Draft

Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
--------------------	-------------------	-----------------------------------------------	--------------------------------------------	----------------------------------------	-------------------------------------------

This page is a line chart of seasonal analysis revealing August is the highest rate of returns with 39% while November is the lowest with 17%.

The August spike appears driven by customers discovering product defects or issues during end-of-summer vacations, when products face intensive use on vacation. In contrast, November’s low return rates reflect a lag in time when gift recipients do not discover sizing issues or defects until December, creating a delay in returns that does not appear in November.

# Story Draft

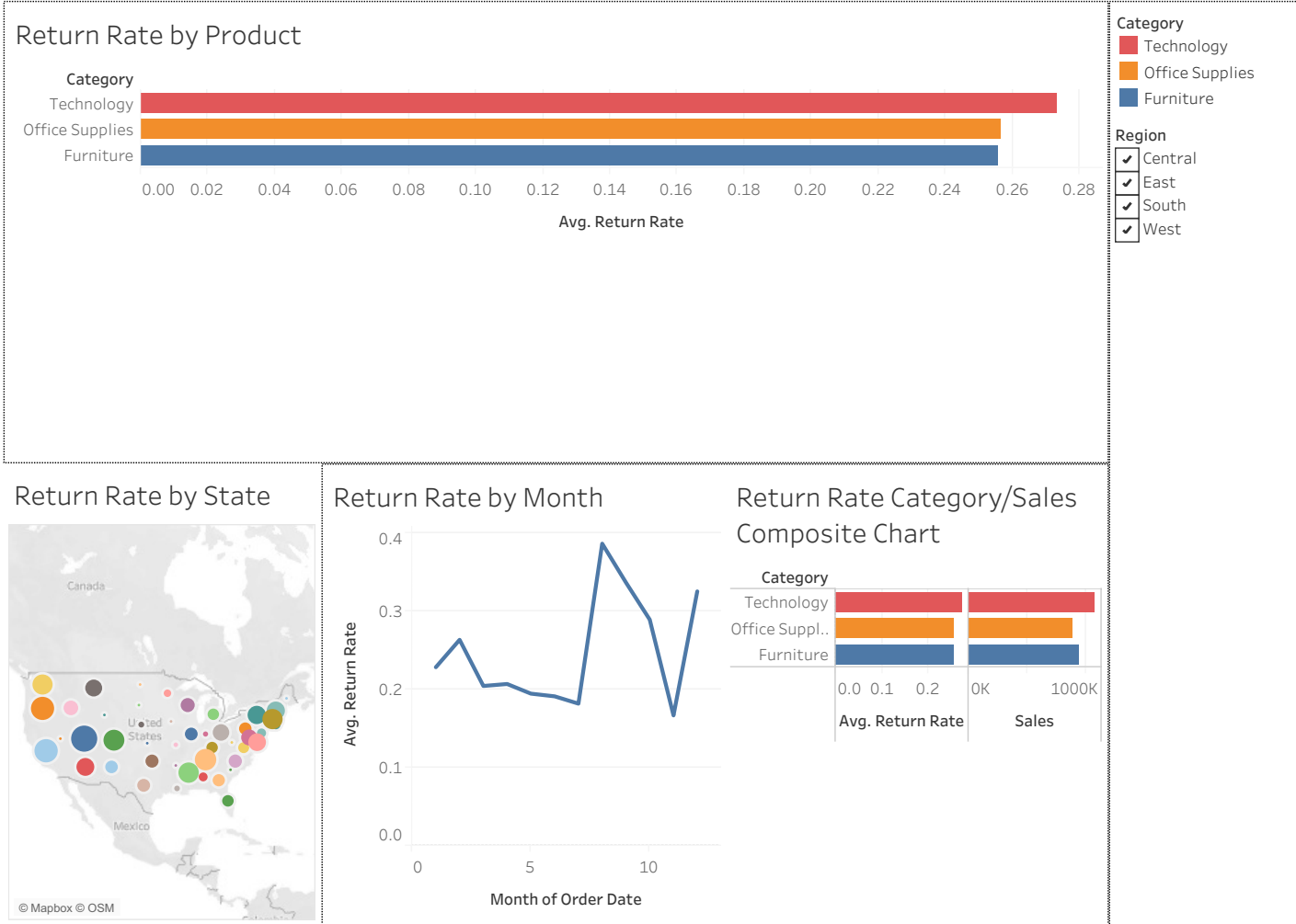
Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
<p>This page shows a composite analysis of product categories and sales reveals technology leads in both sales and return rates, showing potential quality issues despite strong market demand. Furniture and office have similar return rates, but higher sales volume suggests different underlying factors driving returns. The patterns point to category-specific issues that may be brand-related, requiring targeted quality investigations to protect revenue and customer satisfaction.</p> <p>While technology leads in both sales and returns across all categories, building on seasonal trends, August vacation spike suggests these defects become most apparent during intensive use periods.</p> <p>Seasonal August peak combined with technology’s high return rates suggests vacation travel exposes product durability issues that are not apparent in normal home use.</p>					



Story

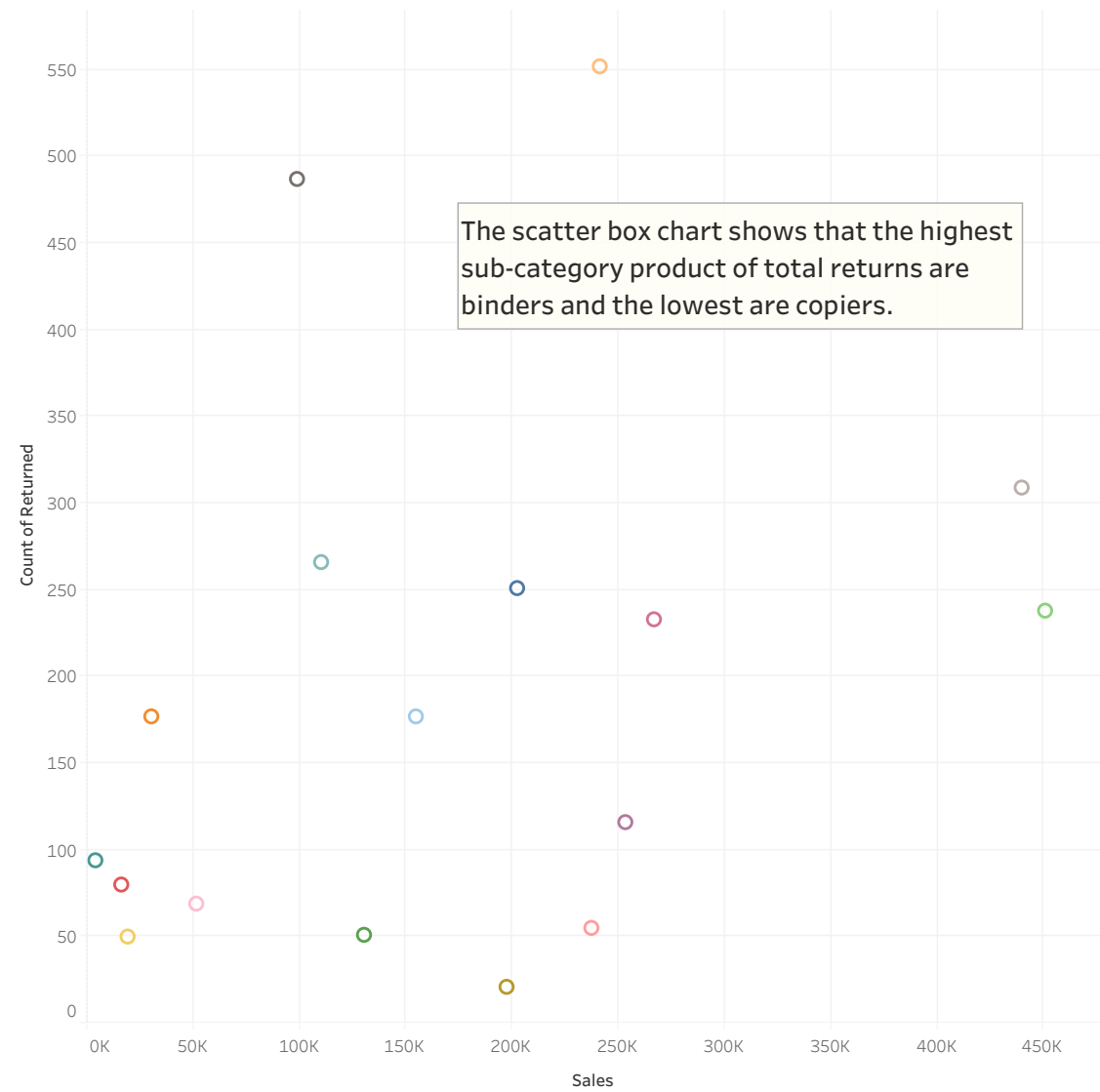
Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
--------------------	-------------------	-----------------------------------------------	--------------------------------------------	----------------------------------------	-------------------------------------------

Returns Analysis Dashboard: Identifying Root Causes and Geographic Patterns



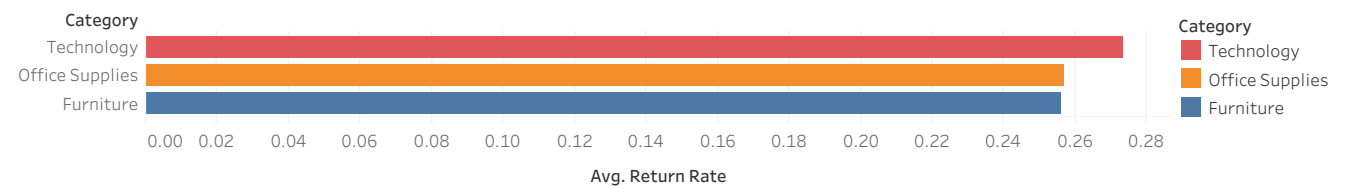
# Story

Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
--------------------	-------------------	-----------------------------------------------	--------------------------------------------	----------------------------------------	-------------------------------------------



# Story

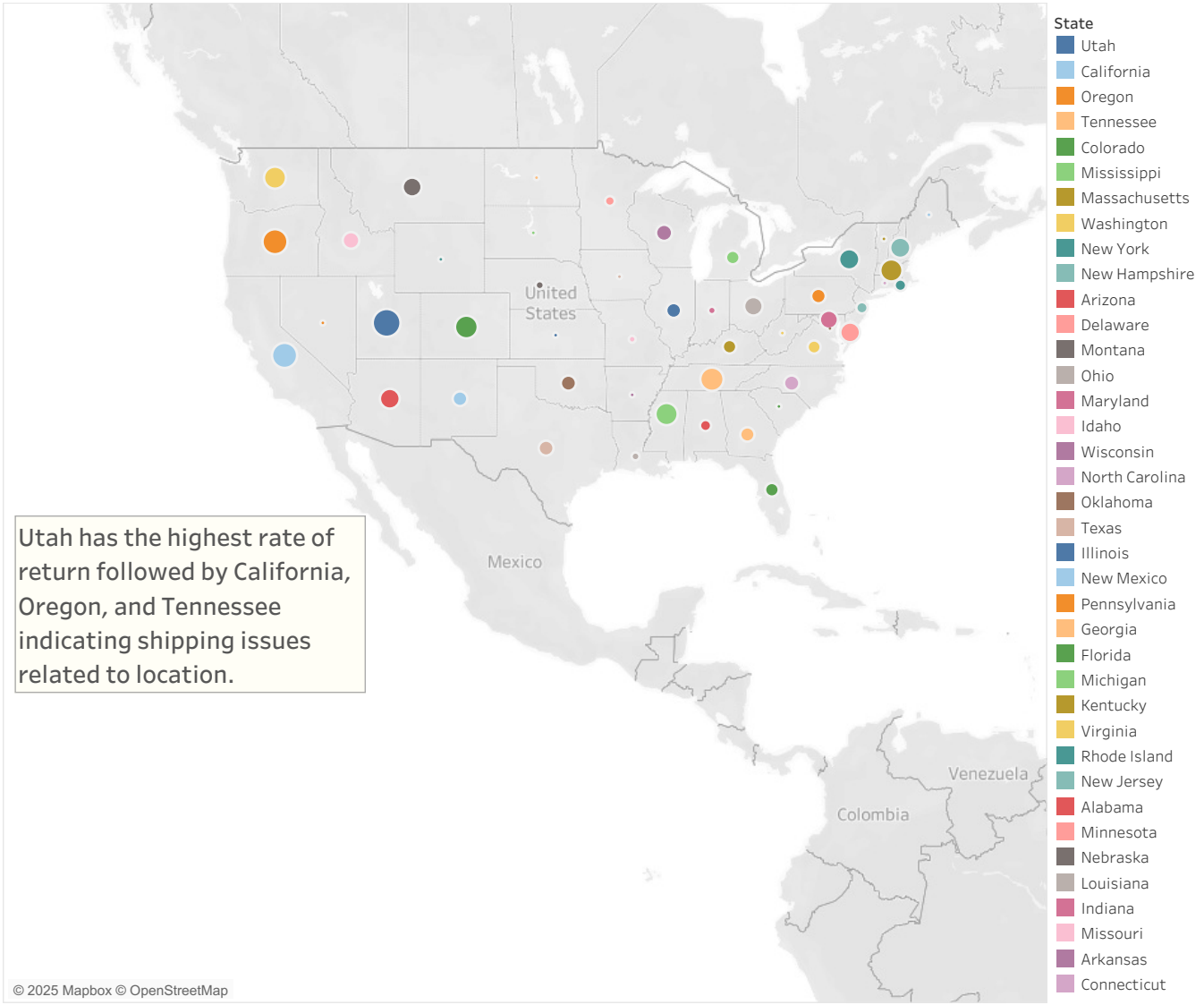
Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
--------------------	-------------------	-----------------------------------------------	--------------------------------------------	----------------------------------------	-------------------------------------------



The sub-catergory technololgy has the highest rate of return rounding at .28.

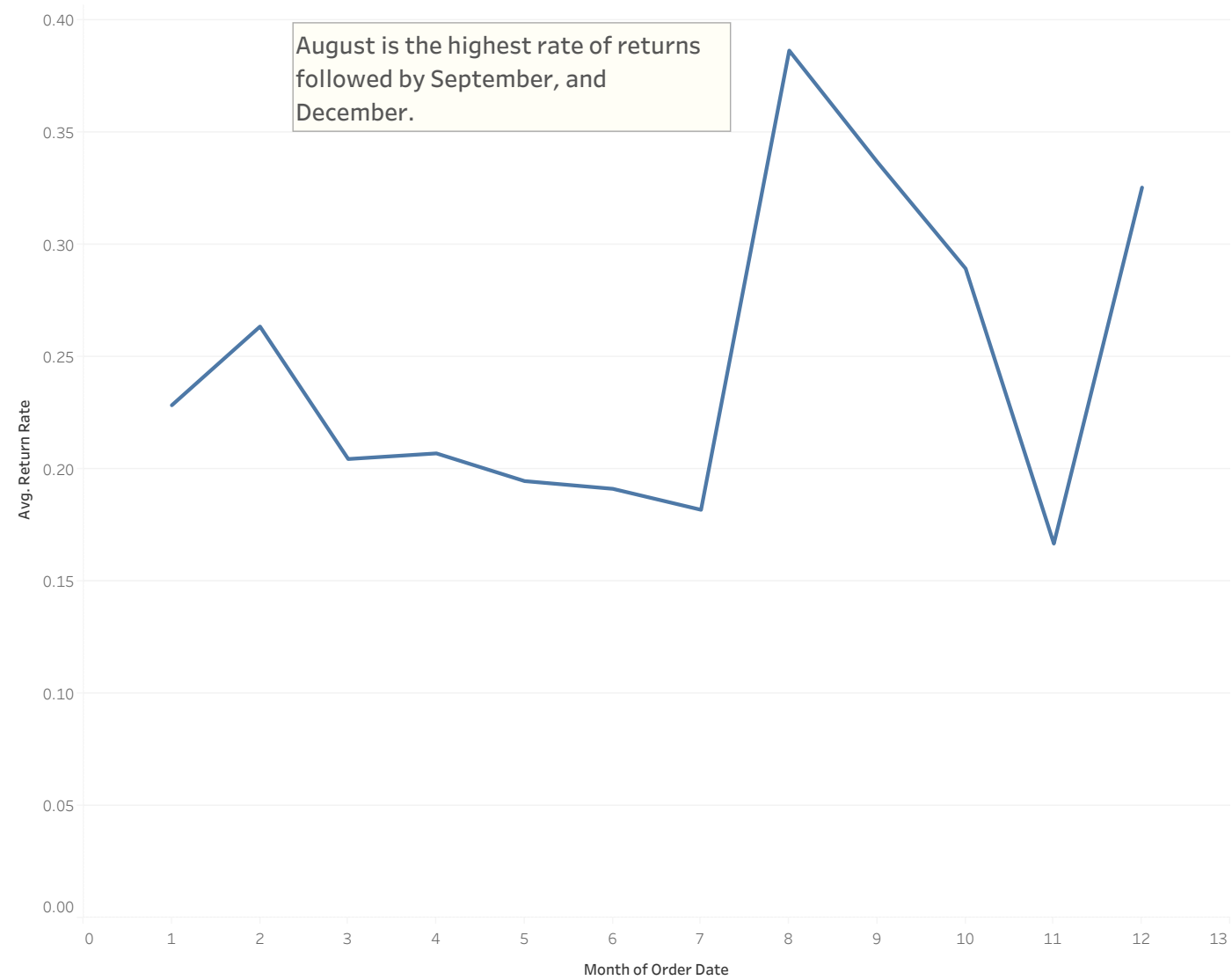
Story

Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
--------------------	-------------------	-----------------------------------------------	--------------------------------------------	----------------------------------------	-------------------------------------------

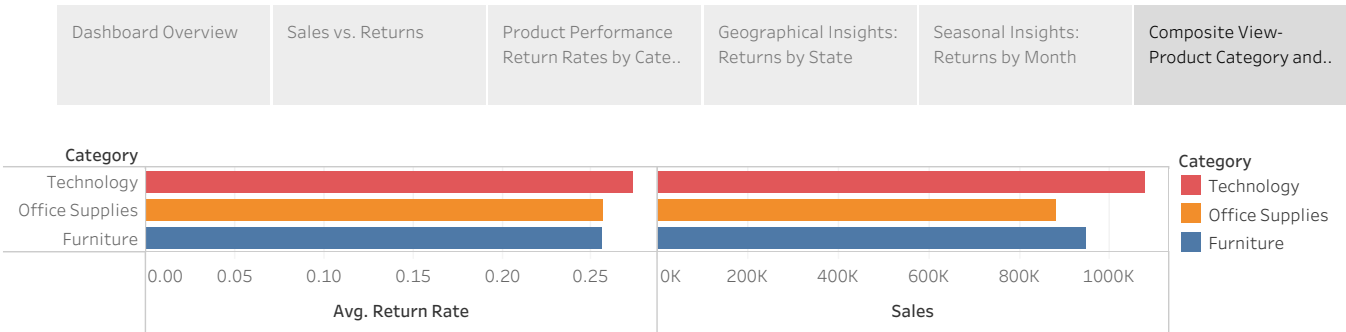


# Story

Dashboard Overview	Sales vs. Returns	Product Performance Return Rates by Cate..	Geographical Insights: Returns by State	Seasonal Insights: Returns by Month	Composite View- Product Category and..
--------------------	-------------------	-----------------------------------------------	--------------------------------------------	----------------------------------------	-------------------------------------------



# Story



The composite chart is comparing the product category average return rate with total sales to determine how to reduce the high rate of return.