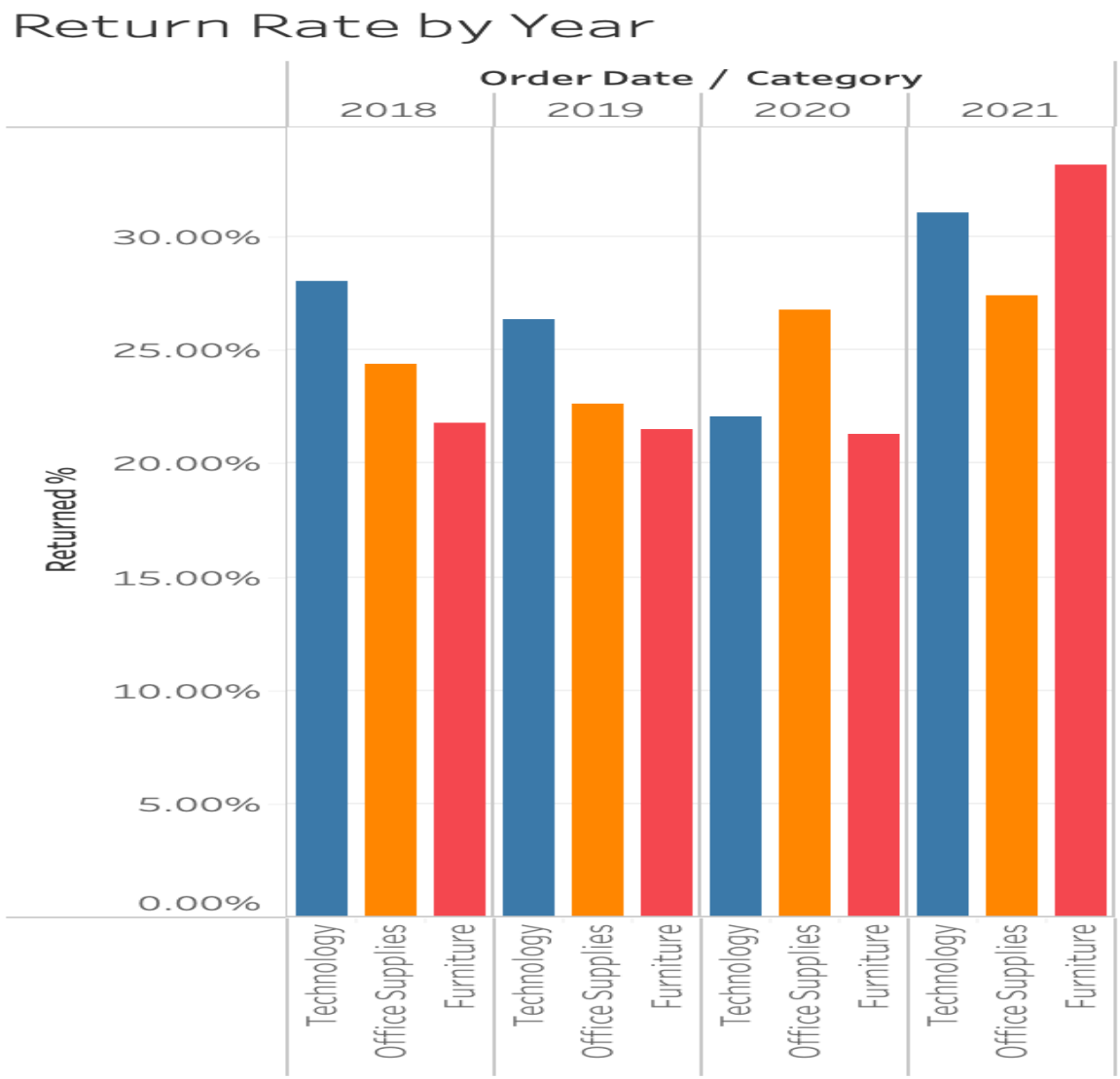
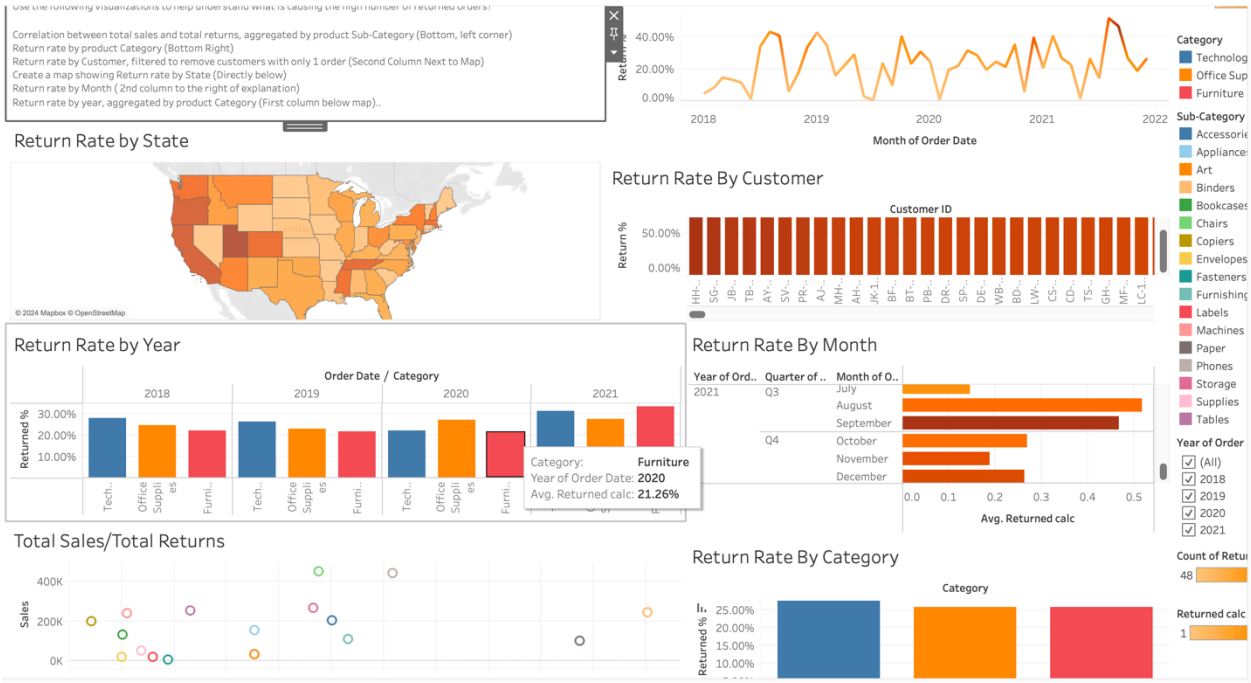
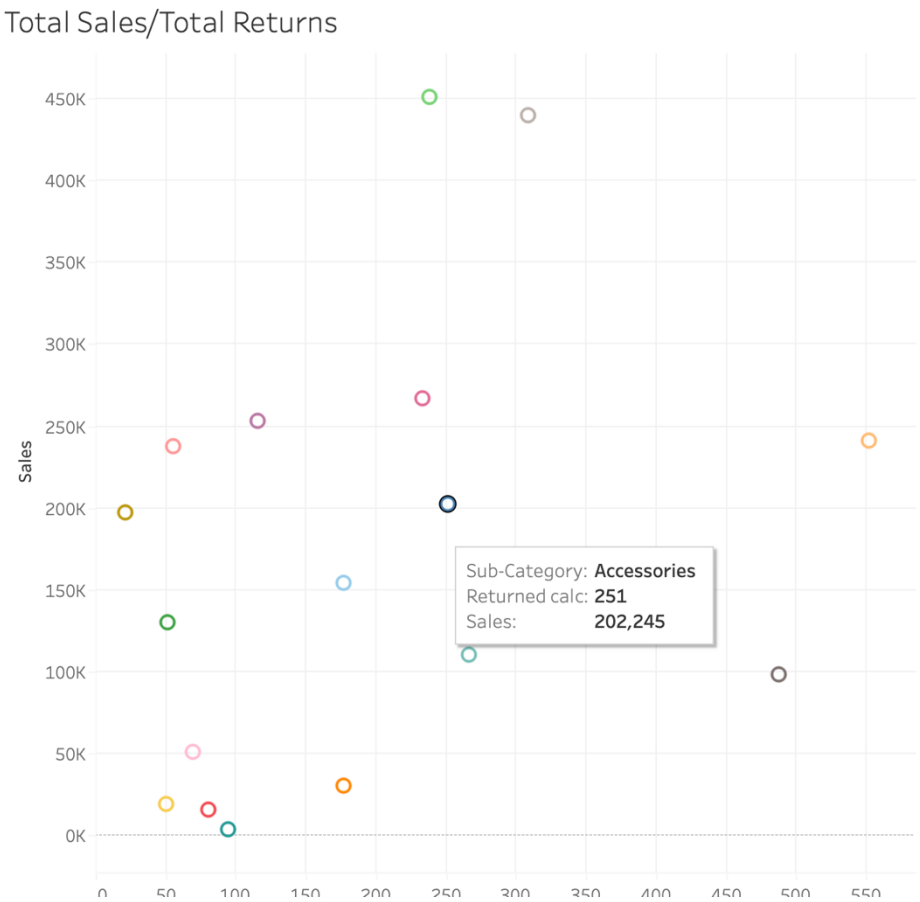


When taking a dive into the return Rate of the superstore I figured the most basic way to start to see the picture would be to display the return rate by the three major categories that are sold. While looking at this data it gave me an understanding of our trends and I quickly realized that something very impactful happened between the year of 2020-2021 to increase returned products. Sighting a substantial 13% increase in furniture and 9% in technology. What is the underlying reason behind this?

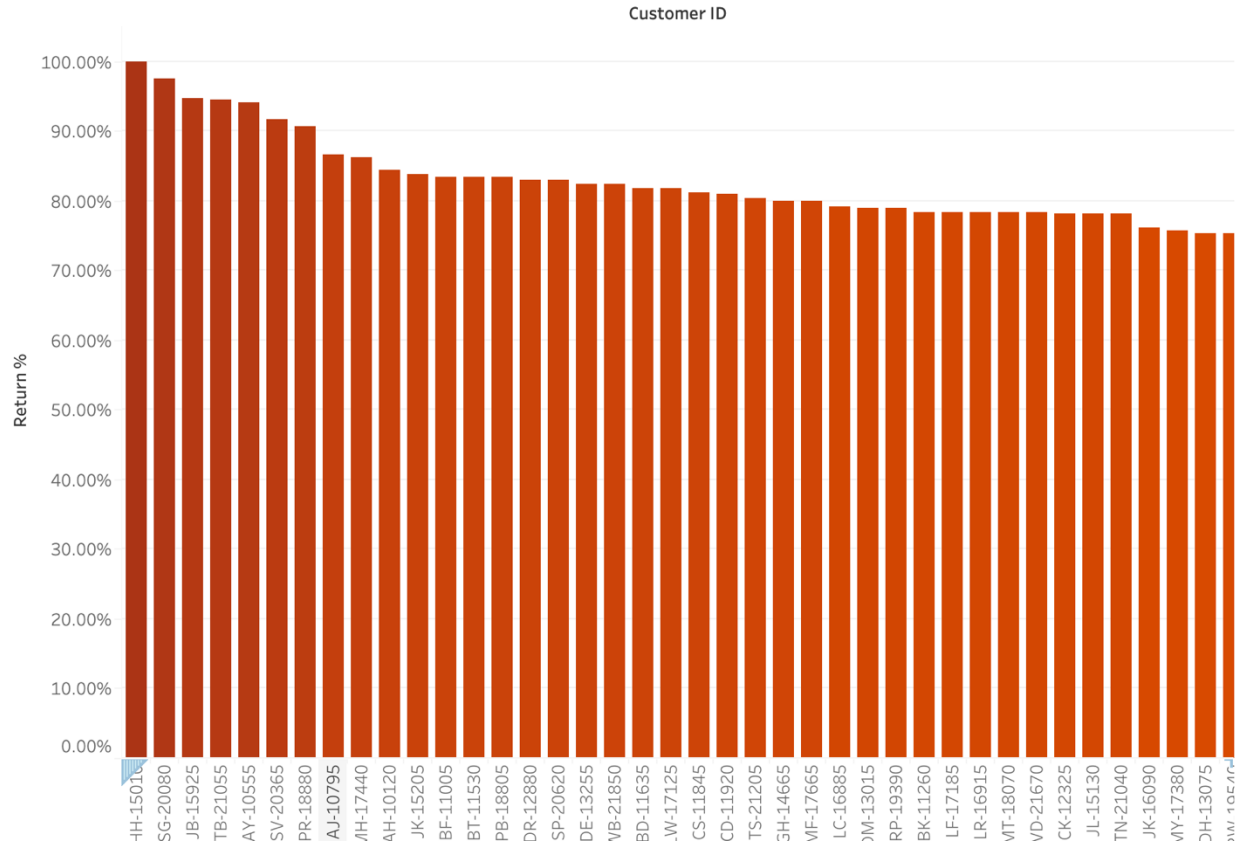


Here is all the data that was compiled and transformed into visuals for you all on one dashboard. All the different charts are interactive giving you the opportunity to hover over them with your cursor for a more advanced view of the data. Looking at the total sales and total returns of the subcategories first.

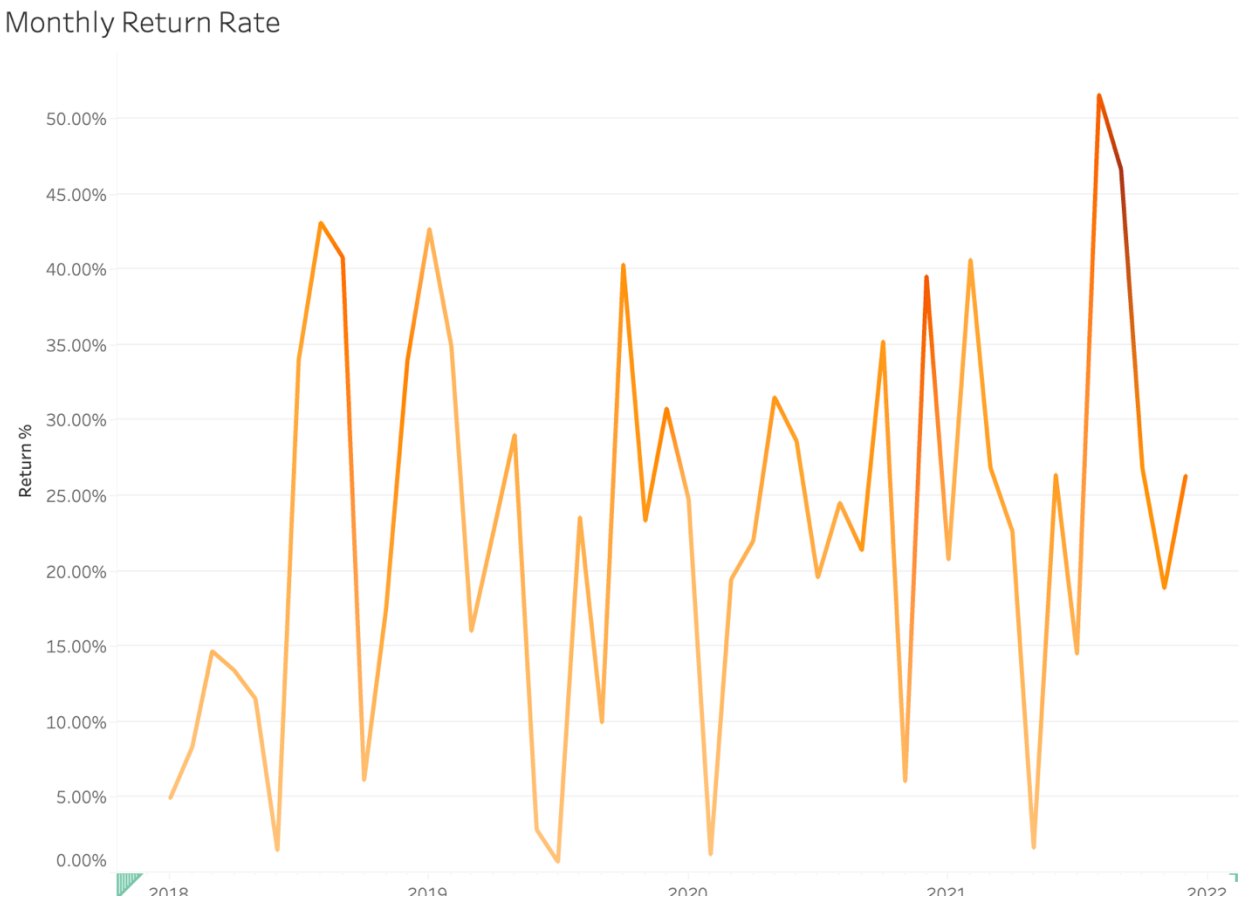


This gives us an understanding on what products are selling well as well as what ones are being returned most frequently for us. For example paper and binders are the highest returned items while chairs and phones are the most sold. We want to bring the products on the far right back to the left to help our profitability.

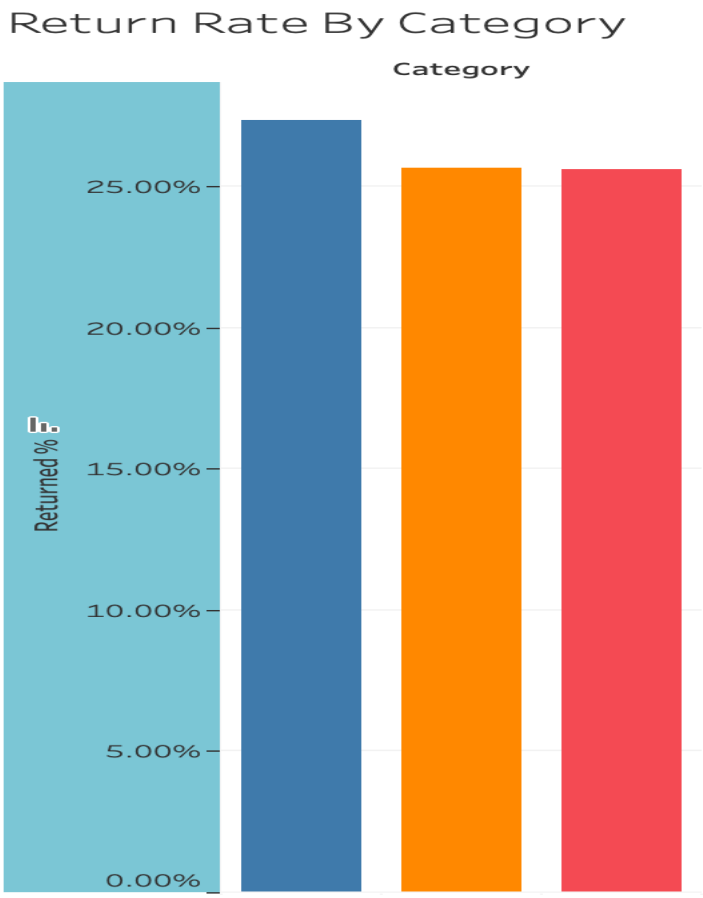
Return Rate By Customer



Here is the return rates by customer ID's. Rather than the name the ID allows us to pull up the unique information for each customer. These are the ones who return the majority of what they buy. Reaching out to them to see what was wrong with the product or why they returned it could help us eliminate some future losses,

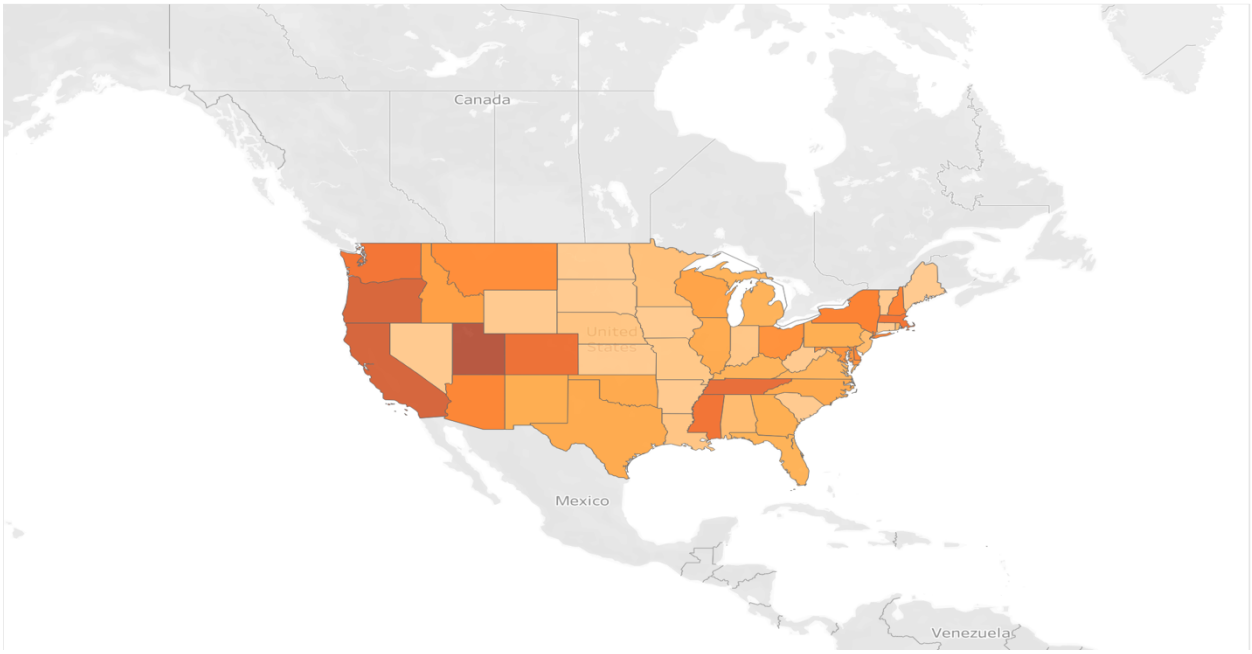


This line graph shows us the monthly return rate by year and month subsequently. You can see that our return rates spike during the early part of the school year in quarter 3. But as of late our rates have spiked a substantial amount in 2021.

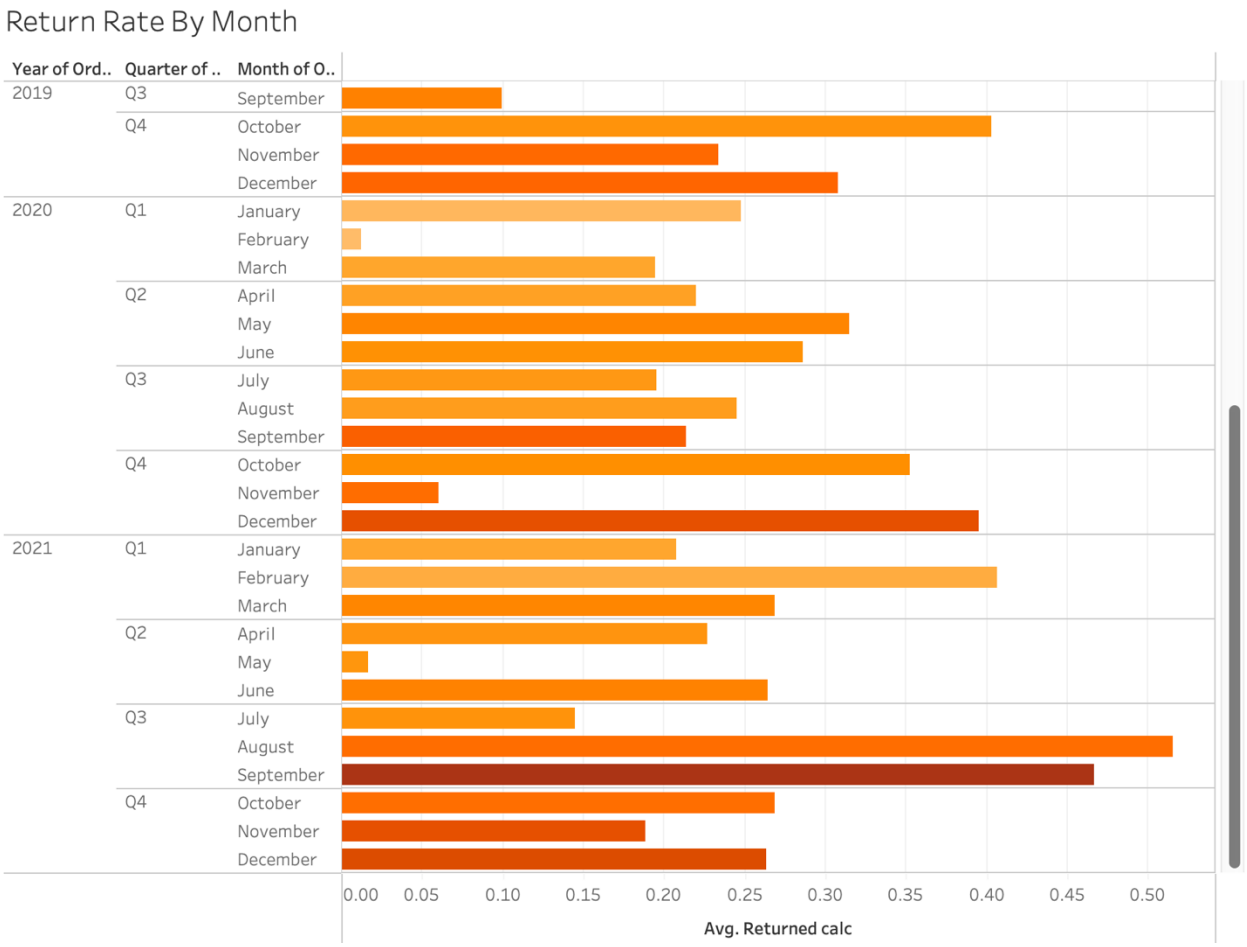


This graph illustrates to us that the return rate for all 3 major categories is very similar. This data tells me that we have our issues in each individual category and need to take a deeper look at what we need to eliminate from our shelves.

Return Rate by State



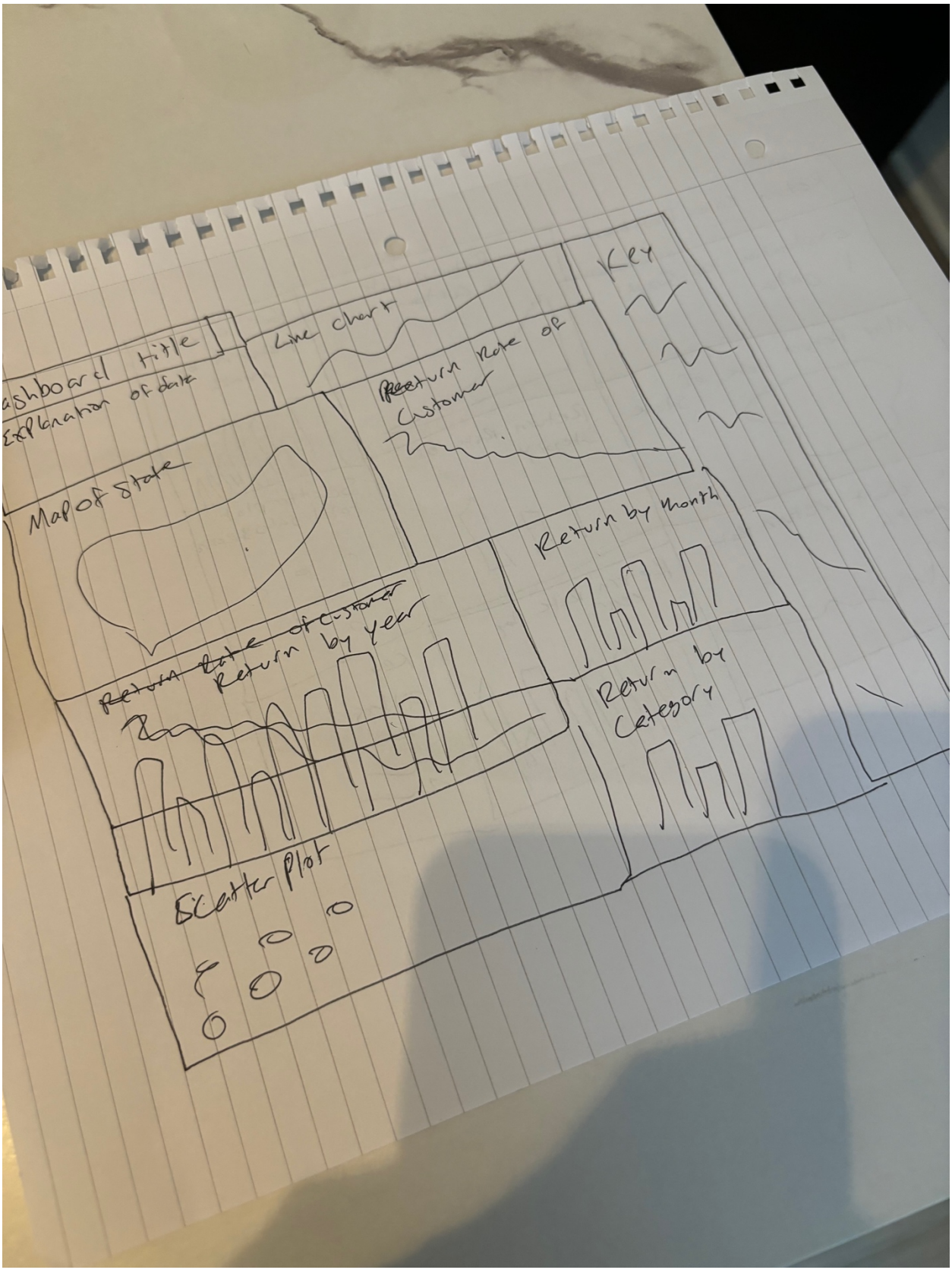
After looking at the data it is obvious that we have an issue with returns specifically on the west coast with the three highest return rates per state located there. If we take out Nevada the states on the western half of the United States have a much higher return rate. What are the reasons for this specifically? Is there another superstore on the west coast with cheaper prices?

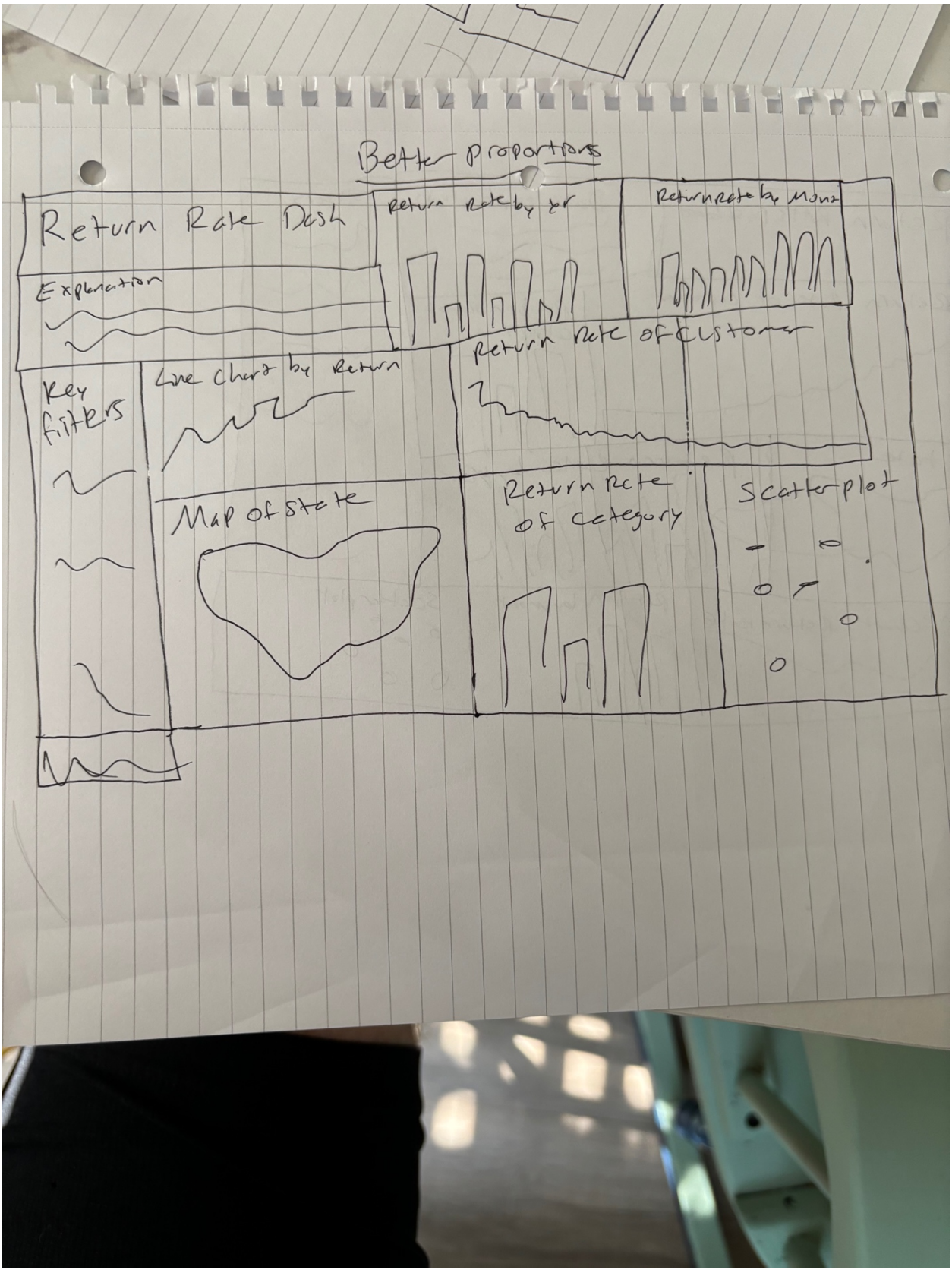


Quarter 3 is where the return rates spike. Due to students going back to school that seems to be a time of high returns. Quarter 3 in 2021 showed substantial growth in the return rates. While examining these results that is an area that needs to be looked at with the potential to increase the yearly. Revenue substantially.

Conclusion:
With the data presented I suggest we first take a look at the states on the west coast, get in touch with the managers and leaders over there and find out what the reasoning is behind the influx in returns. With the data on the yearly and monthly returns I believe we need to create a survey for our customers and find out why they are returning these items. Are we outdated? Is there a new and cheaper product that we do not have in our selection? If we find out the issues in these specific areas It will make the company more profitable.

MOCK DATA PART 2:


ashboard title
Explanation of data
Line chart
Key
Return Rate of Customer
Map of State
Return by Month
Return Rate of Customer
Return by year
Return by Category
Scatter Plot


Better proportions
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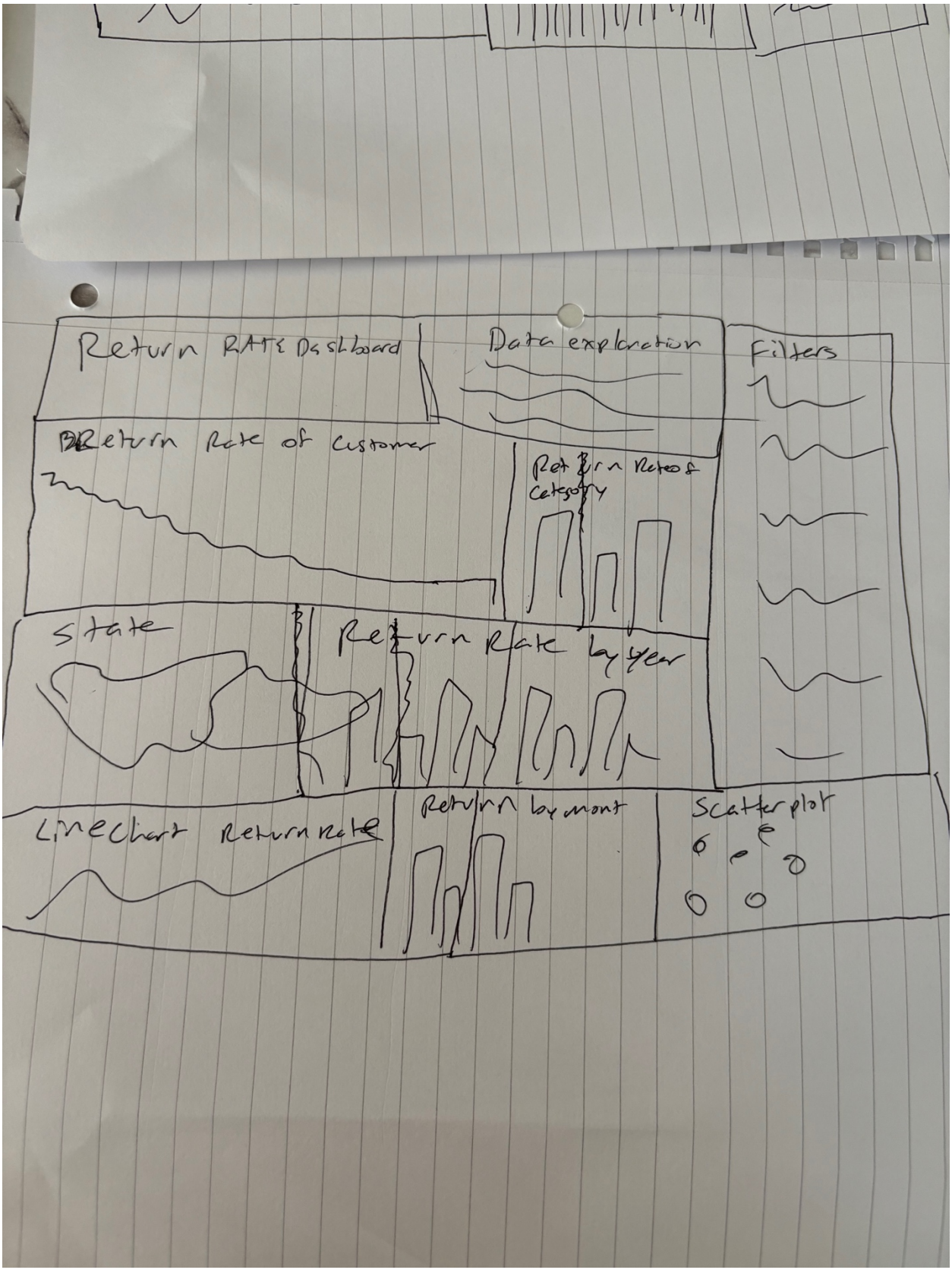
Return Rate by Yr
Return Rate by Mont
Explanation
Key filters
Line Chart by Return
Return Rate of Customer
Map of State
Return Rate of category
Scatterplot


Return RATE Dashboard
Data exploration
Filters
Return Rate of customer
Return Rate of Category
State
Return Rate by Year
Linechart Return Rate
Return by month
Scatterplot

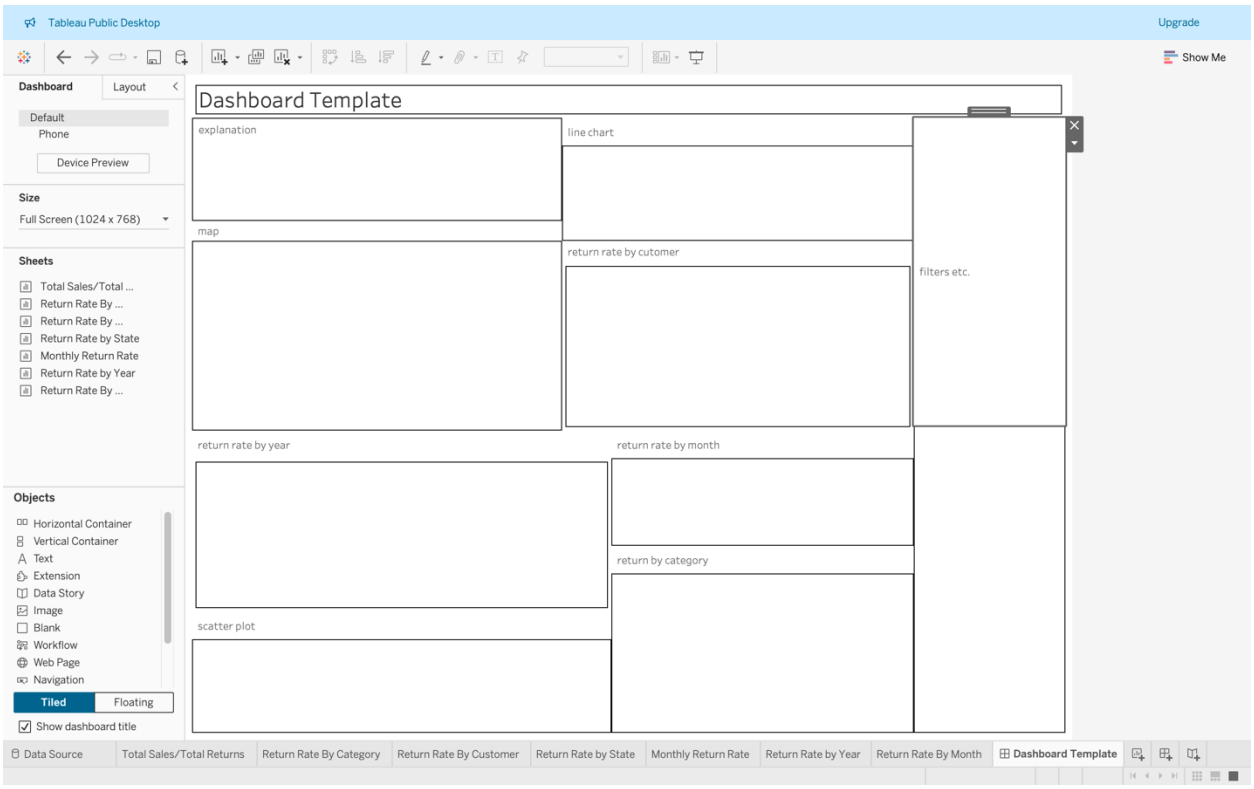


Tableau Public Desktop
Upgrade
Show Me
Dashboard
Layout
Default
Phone
Device Preview
Size
Full Screen (1024 x 768)
Sheets
Total Sales/Total ...
Return Rate By ...
Return Rate By ...
Return Rate by State
Monthly Return Rate
Return Rate by Year
Return Rate By ...
Objects
Horizontal Container
Vertical Container
Text
Extension
Data Story
Image
Blank
Workflow
Web Page
Navigation
Tiled
Floating
Show dashboard title
Dashboard Template
explanation
line chart
map
return rate by cutomer
filters etc.
return rate by year
return rate by month
return by category
scatter plot
Data Source
Total Sales/Total Returns
Return Rate By Category
Return Rate By Customer
Return Rate by State
Monthly Return Rate
Return Rate by Year
Return Rate By Month
Dashboard Template