

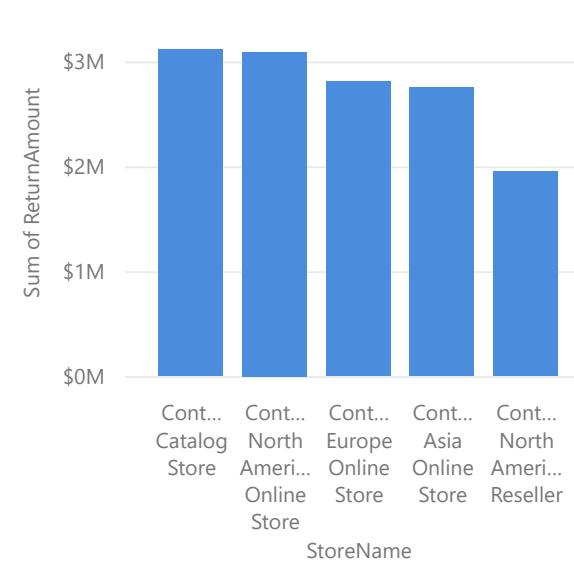
# RETURN OVERVIEW

Total Return Amount	Avg of Return Amount	Total Return Quantity	Total Discount Amount	Total Discount Quantity	Return Rate
\$41.24M	\$47.98	125K	\$53.48M	1M	0.92%

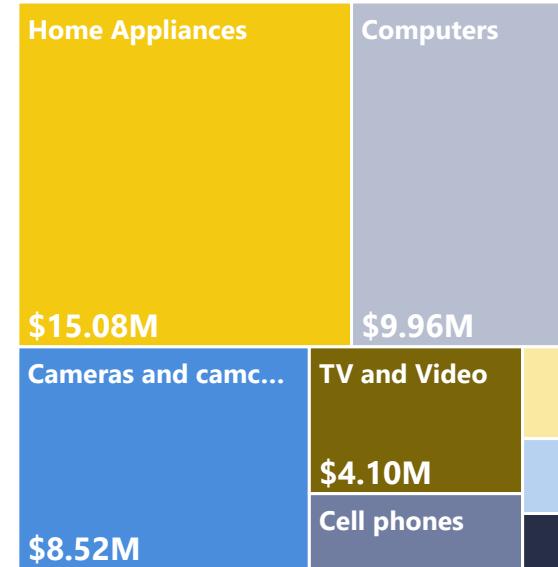
## Sales Quantity and Return Quantity over time



## Top 5 Stores (Return Amount)



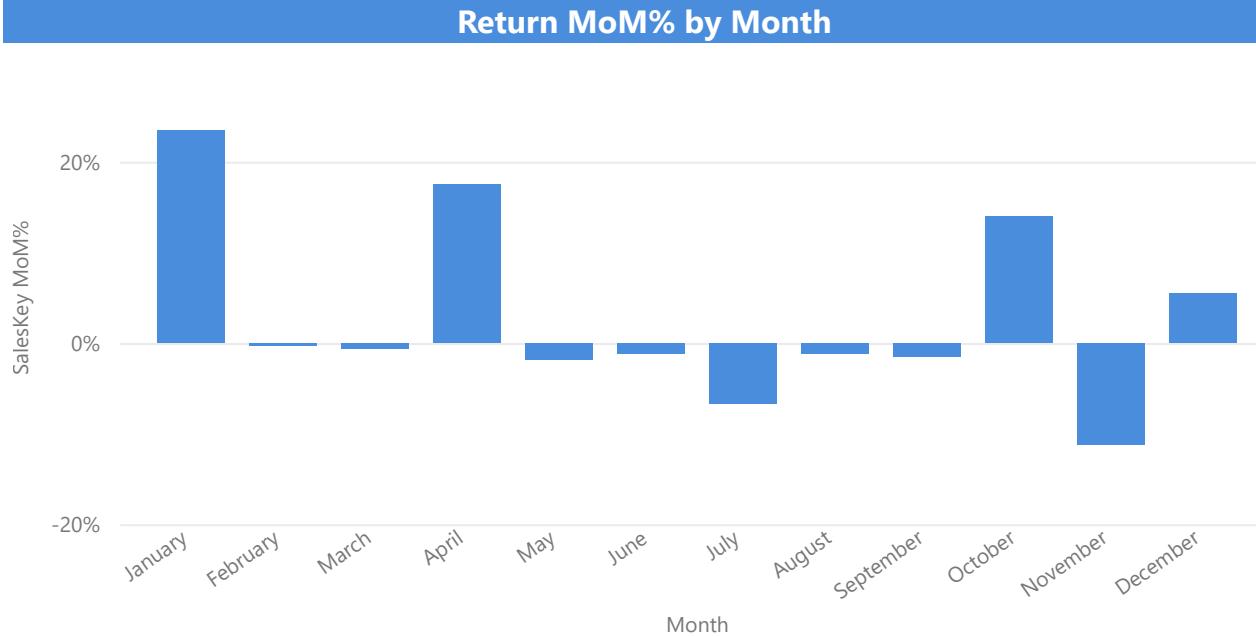
## Return Amount by Product Category



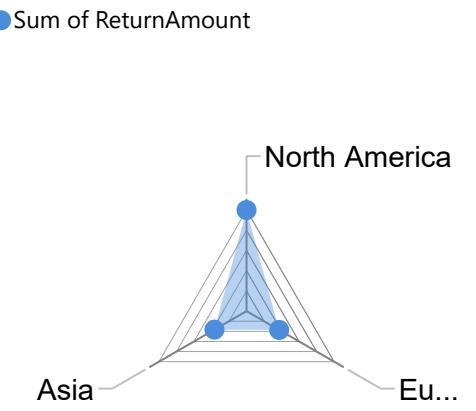
## Return Amount by Geo



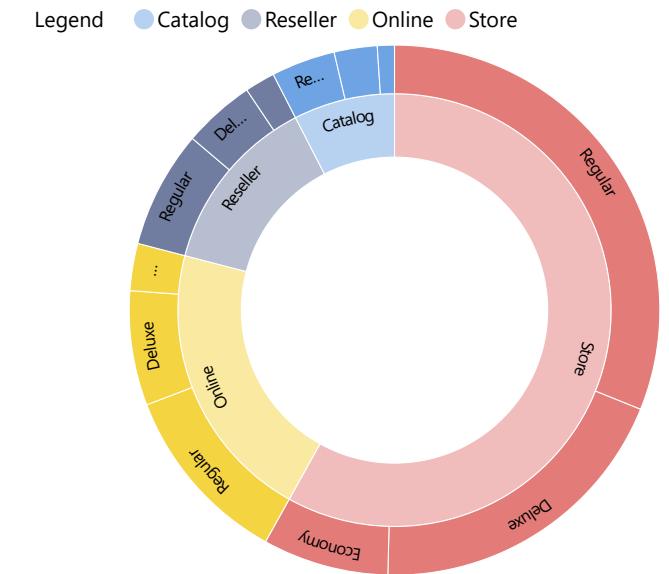
## Return MoM% by Month



## Return Amount by Continent



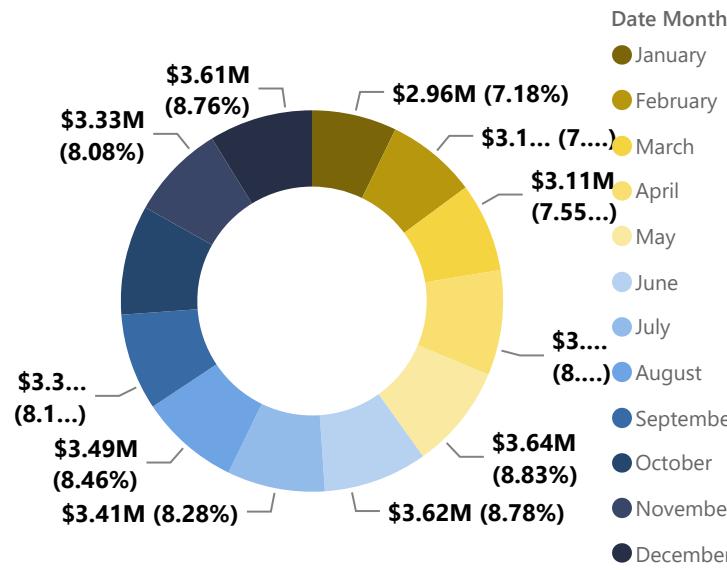
## Return Amount by Channel/ Product Class



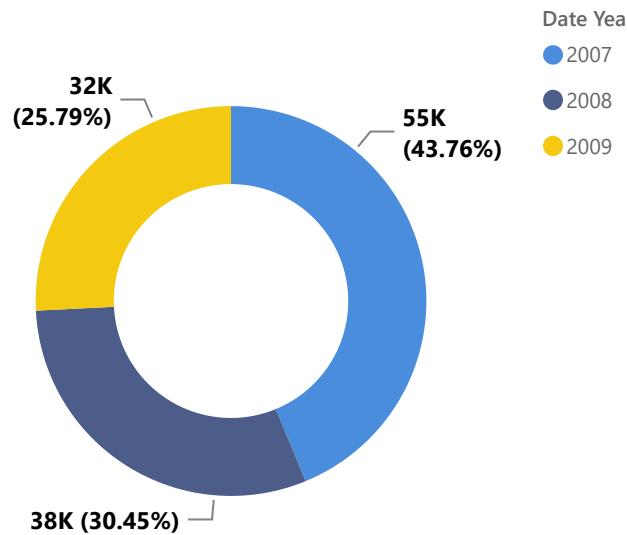
# RETURN OVERVIEW

Total Return Amount	Avg of Return Amount	Total Return Quantity	Total Discount Amount	Total Discount Quantity	Return Rate
\$41.24M	\$47.98	125K	\$53.48M	1M	0.92%

Return Amount over time



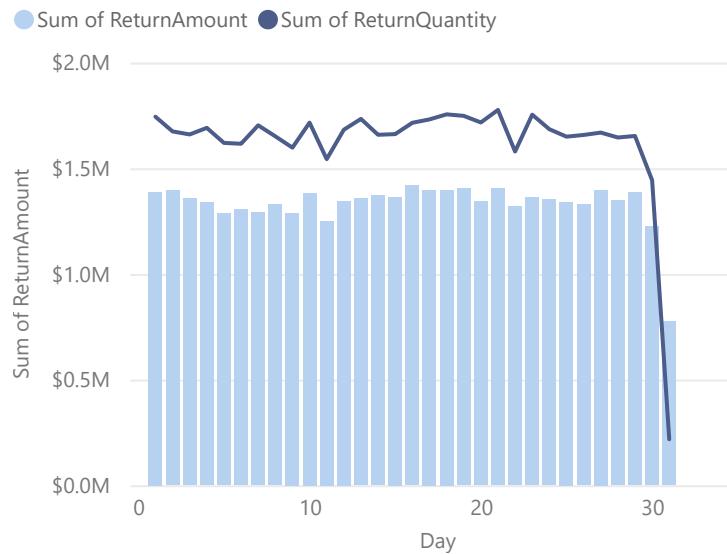
Return Quantity over time



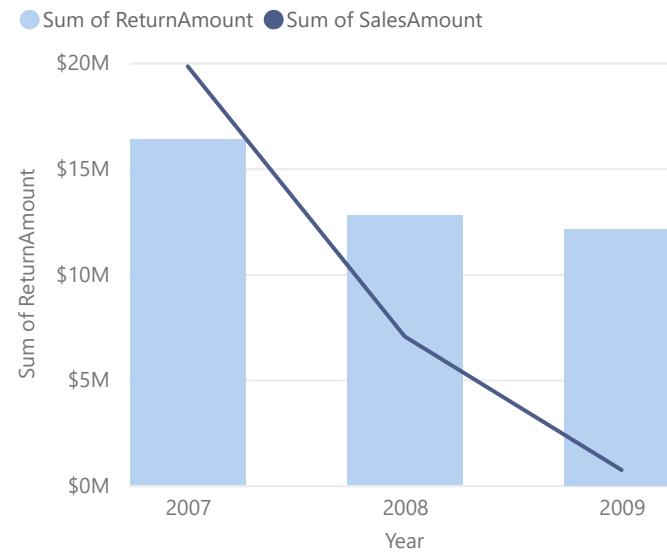
Return Amount Contribution over time



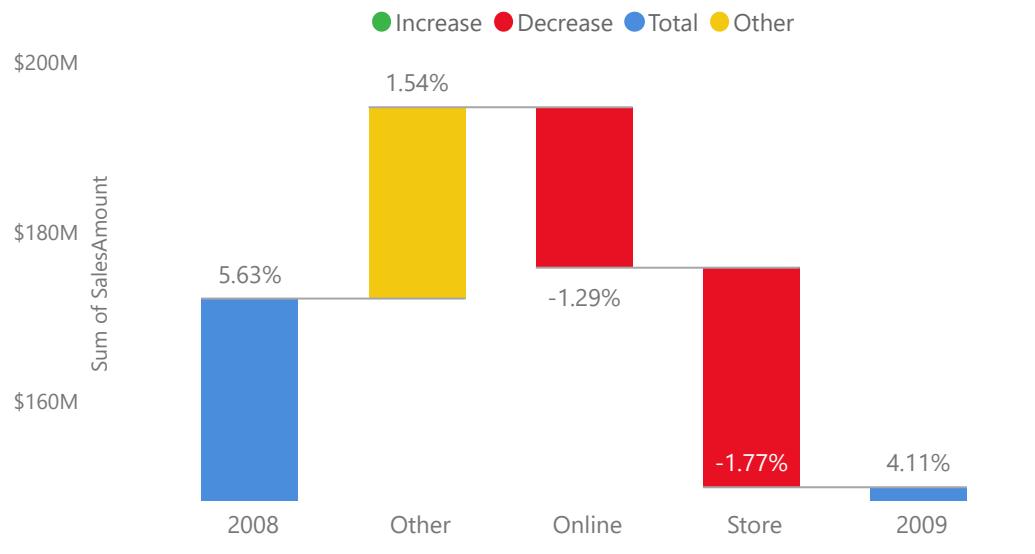
Return Amount and Return Quantity over time



Return Amount and Return Quantity over time



Return Rate by Channel over time



# RETURN OVERVIEW

Total Return Amount

**\$41.24M**

Avg of Return Amount

**\$47.98**

Total Return Quantity

**125K**

Total Discount Amount

**\$53.48M**

Total Discount Quantity

**1M**

Return Rate

**0.92%**

## Return Amount by Channel, Continent, Product Category and Product SubCategory

All

### ChannelName

Store

Online

Reseller

Catalog

### ContinentName

North America

Europe

Asia

### ProductCategoryName

Home Appliances

Computers

Cameras and camco...

TV and ...

Cell...

### ProductSubcategoryName

<Other...>

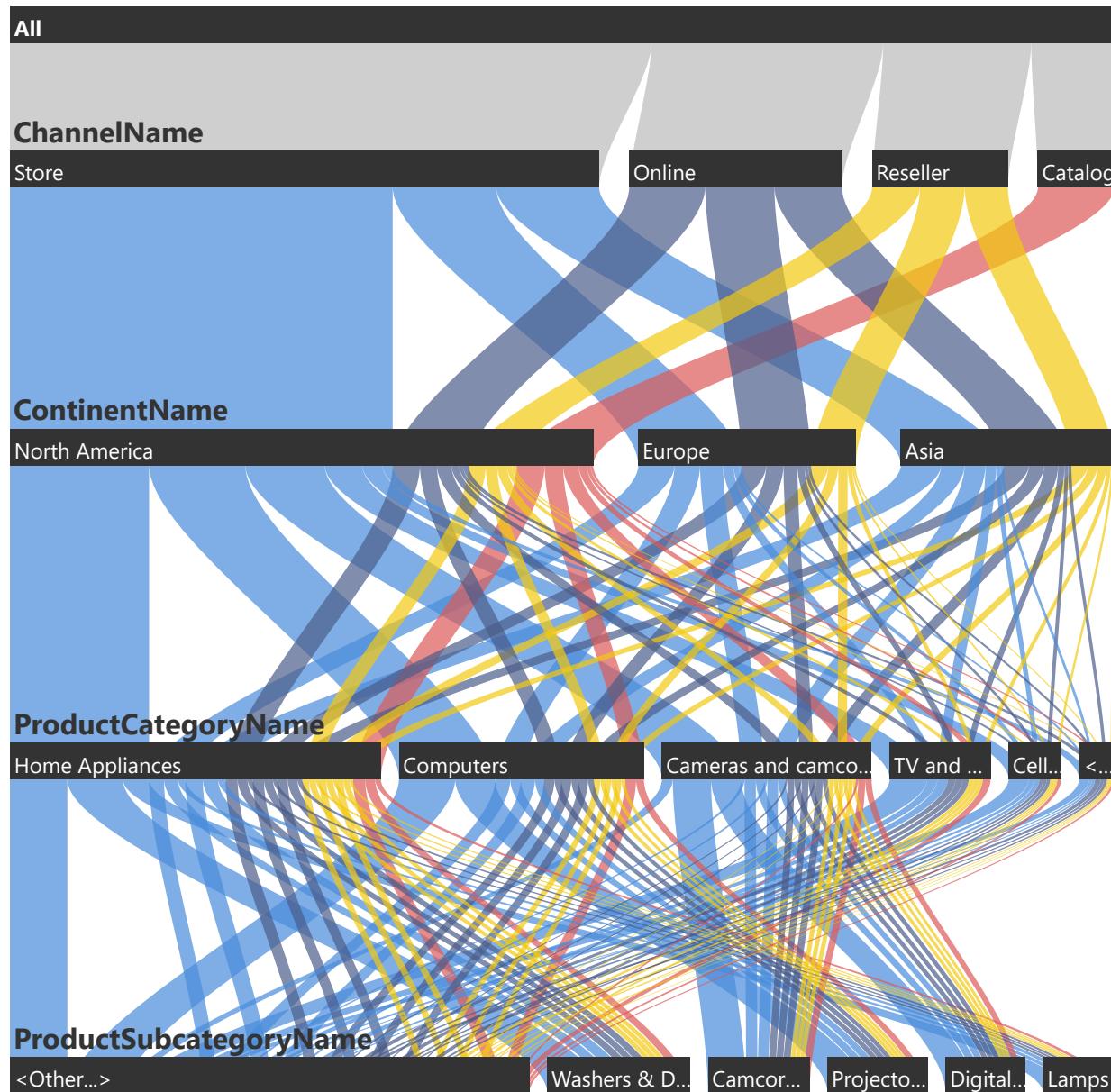
Washers & D...

Camcor...

Projecto...

Digital...

Lamps



## Key influencers Top segments

What influences Sum of ReturnAmount to  Increase  ?

When...

....the average of Sum of ReturnAmount increases by

DiscountAmount is more than \$241.6

→ \$726.5

ClassName is Deluxe

→ \$495.6

UnitPrice goes up 423.58

→ \$400.9

ProductSubcategoryName is Digital SLR Cameras

→ \$342.1

BrandName is Fabrikam

→ \$257.3

DiscountAmount is \$121.455 - \$241.6

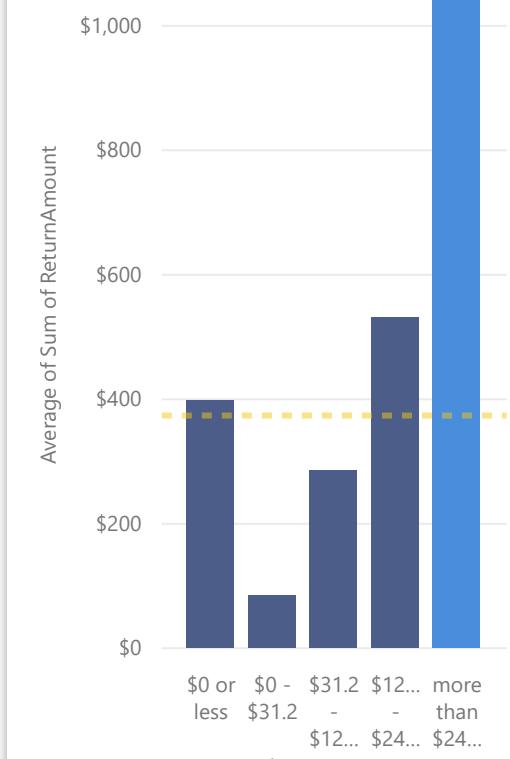
→ \$190.3

ProductCategoryName is Home Appliances

→ \$179.1

Sort by: Impact Count

← Sum of ReturnAmount is more likely to increase when DiscountAmount is more than \$241.6 than otherwise (on average).



Only show values that are influencers

# RETURN OVERVIEW

Total Return Amount

**\$41.24M**

Avg of Return Amount

**\$47.98**

Total Return Quantity

**125K**

Total Discount Amount

**\$53.48M**

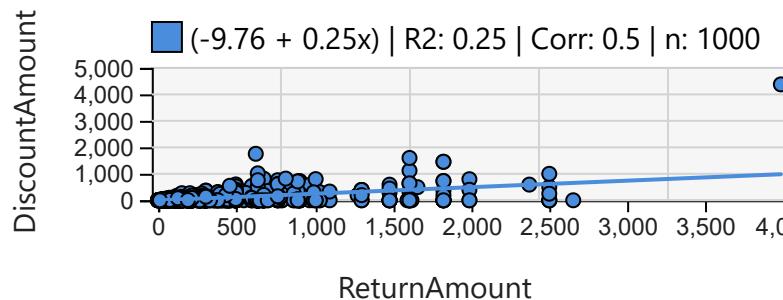
Total Discount Quantity

**1M**

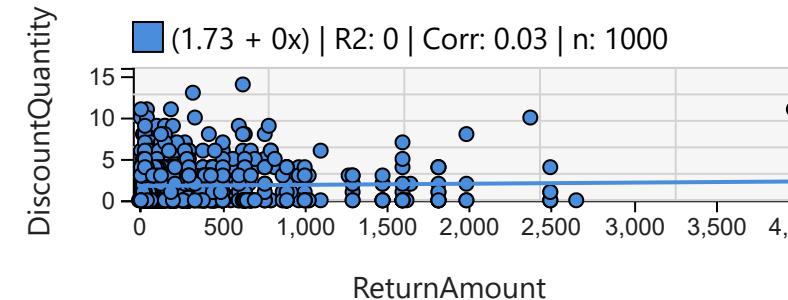
Return Rate

**0.92%**

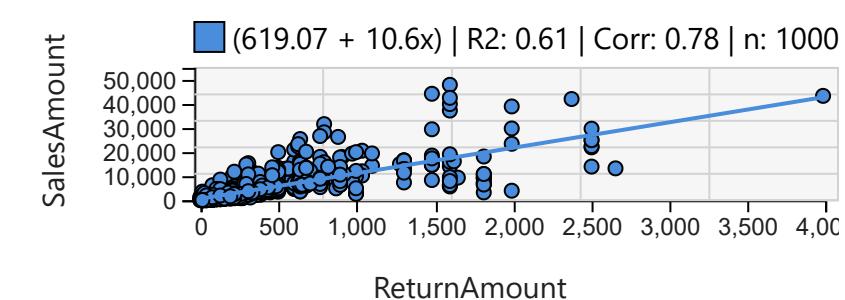
Return Amount and Discount Amount



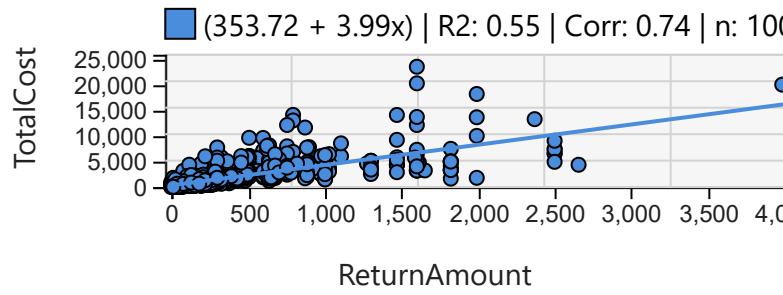
Return Amount and Discount Quantity



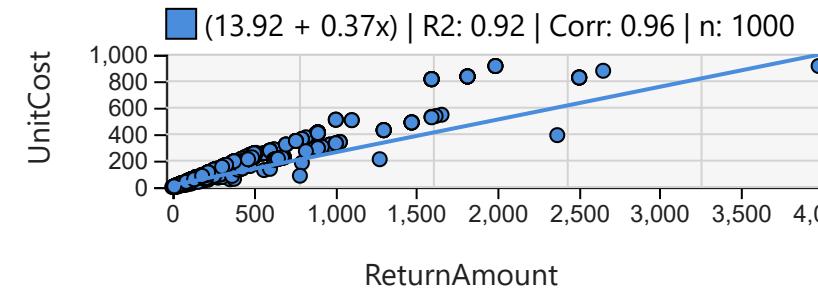
Return Amount and Sales Amount



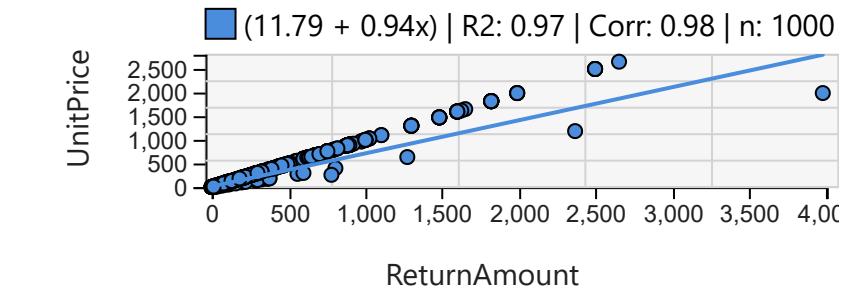
Return Amount and Total Cost



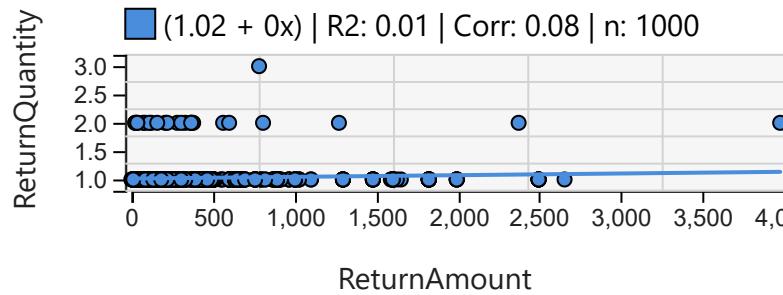
Return Amount and Unit Cost



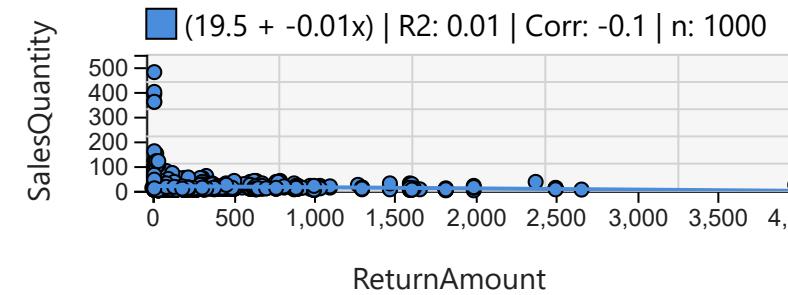
Return Amount and Unit Price



Return Amount and Return Quantity



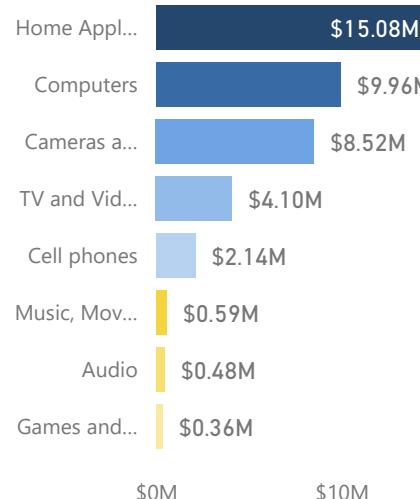
Return Amount and Sales Quantity



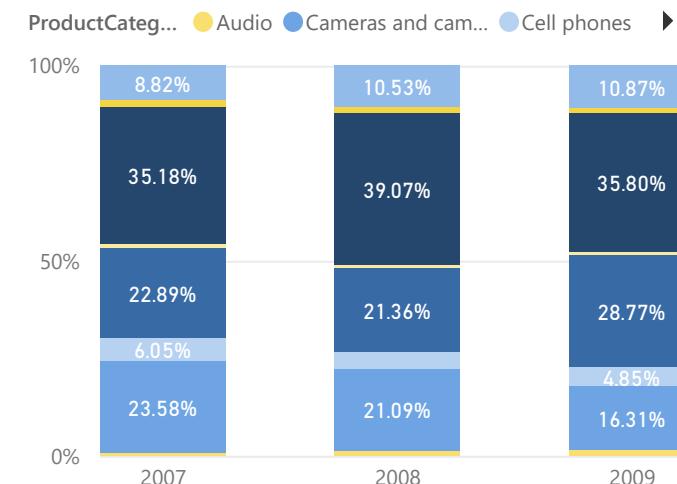
## RETURN AMOUNT (PRODUCT)

Return Amount of Audio	Return Amount of Camera and camcorders	Return Amount of Cell phones	Return Amount of Computers	Return Amount of Games and Toys	Return Amount of Home Appliances	Return Amount of Music, Movies, and Books	Return Amount of TV and Video
\$483.44K	\$8.52M	\$2.14M	\$9.96M	\$364.91K	\$15.08M	\$592.19K	\$4.10M

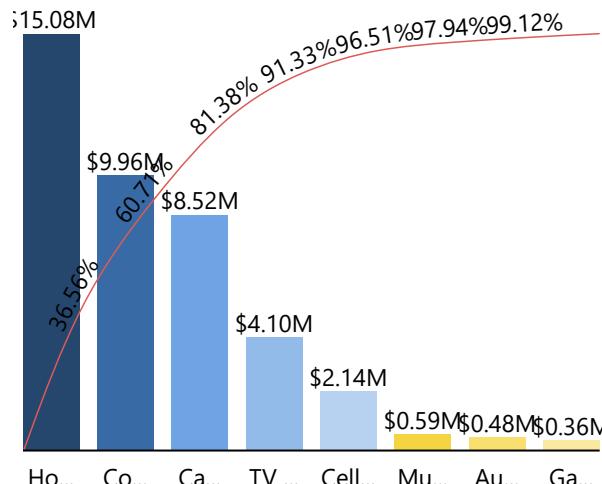
Return Amount by Product Category



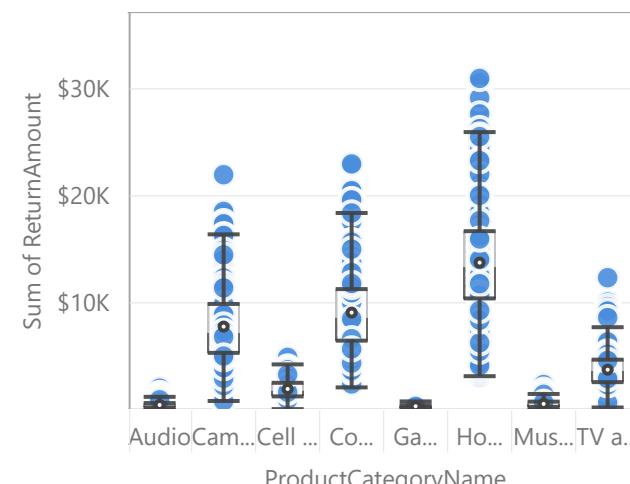
Return Amount by Product Category changing over time



Pareto of Return Amount by Product Category



Return Amount by Product Category (Date Key)



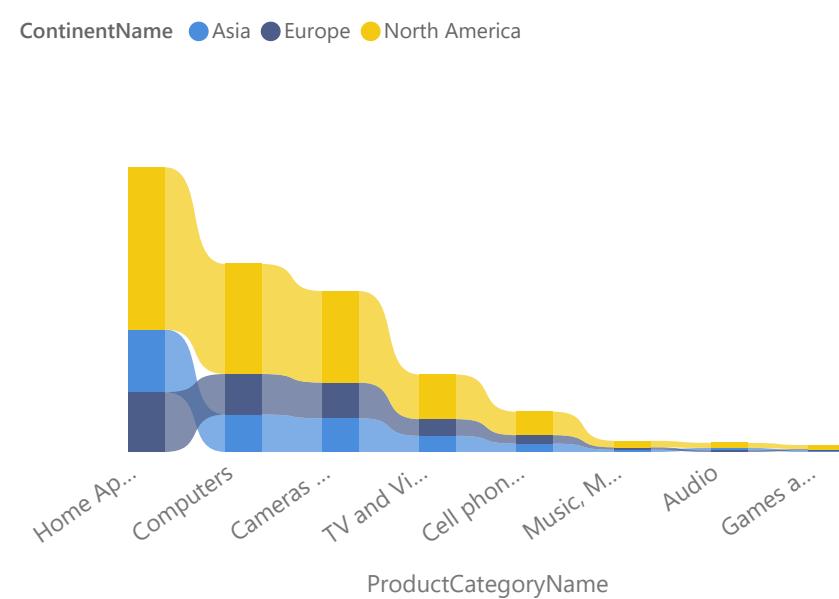
Return Amount by Product Category/ Product Class



Return Amount by Product Category/ Channel



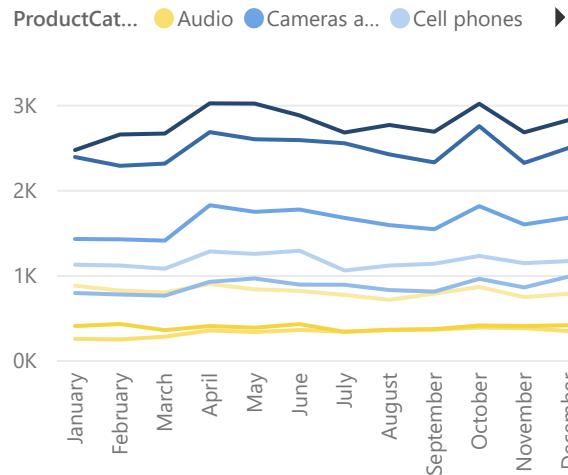
Return Amount by Product Category/ Geo



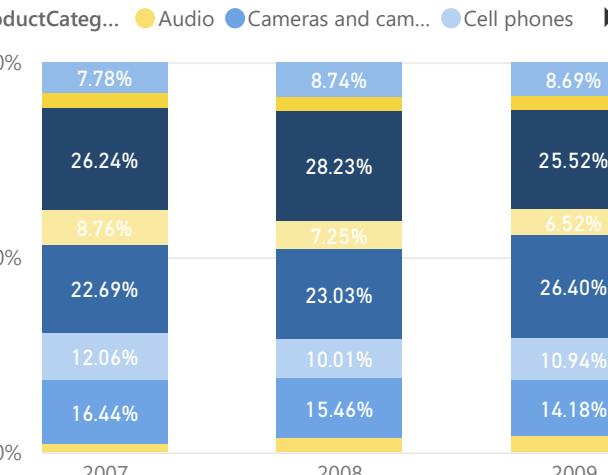
## RETURN QUANTITY (PRODUCT)

Return Quantity of Audio	Return Quantity of Camera and camcorders	Return Quantity of Cell phones	Return Quantity of Computers	Return Quantity of Games and Toys	Return Quantity of Home Appliances	Return Quantity of Music, Movies, and Books	Return Quantity of TV and Video
3933	19K	14K	30K	9648	33K	4638	10K

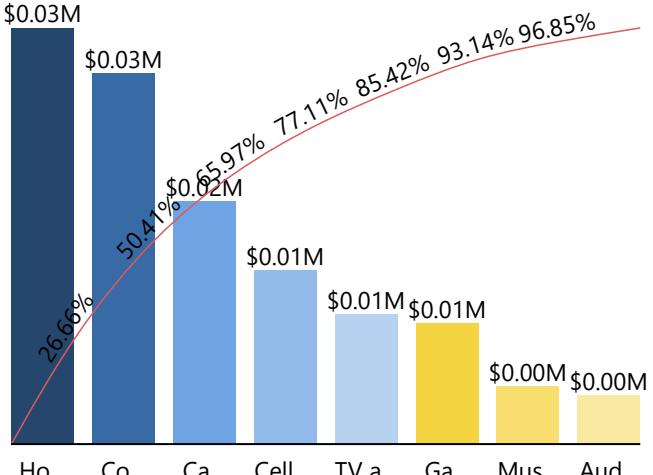
Return Quantity by Product Category changing over time



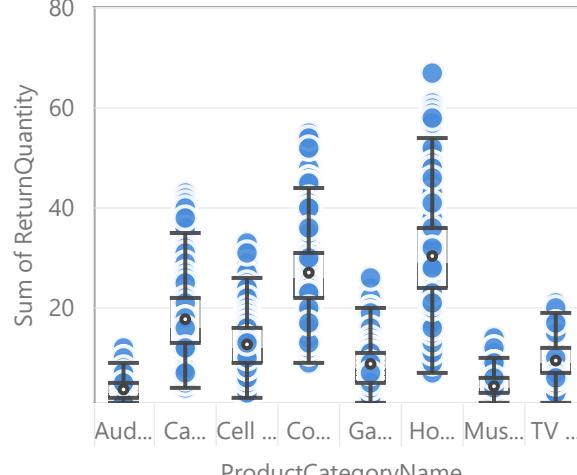
Return Quantity by Product Category changing over time



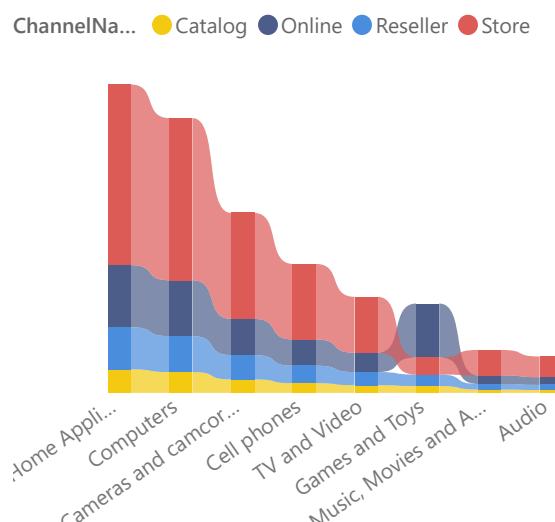
Pareto of Return Quantity by Product Category



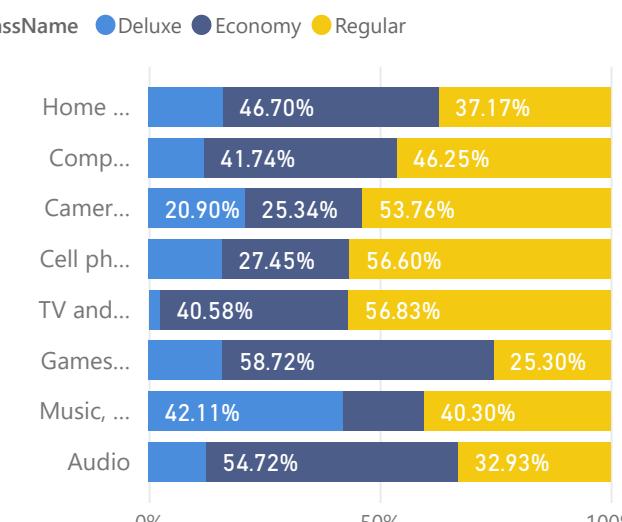
Return Quantity by Product Category (Date Key)



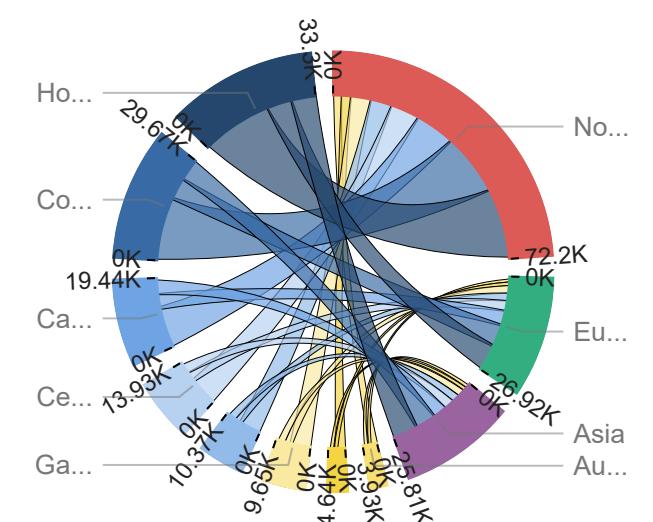
Return Quantity by Product Category/ Channel



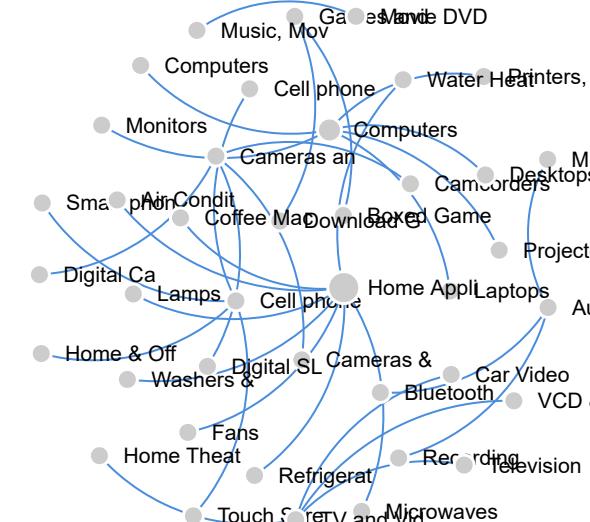
Return Quantity by Product Category/ Product Class



Return Quantity by Product Category/ Geo



Product Category vs Product Subcategory



## RETURN AMOUNT (GEOGRAPHY)

Return Amount of Asia

**\$8.69M**

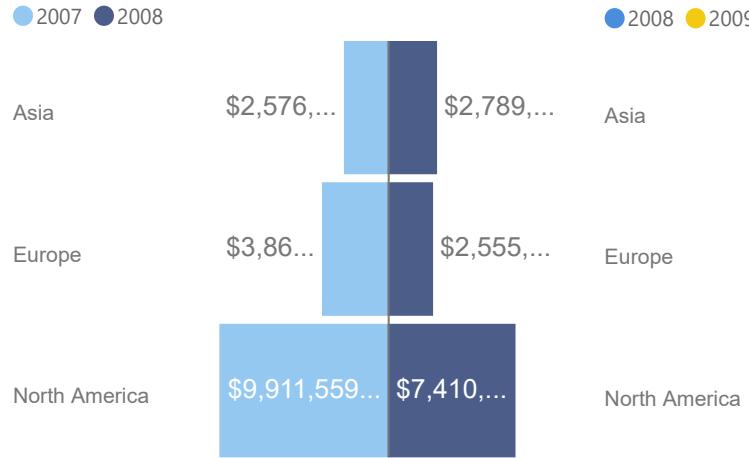
Return Amount of Europe

**\$8.84M**

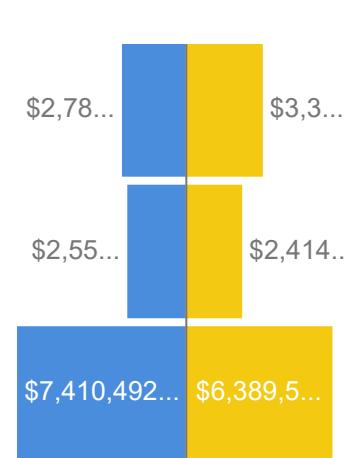
Return Amount of North America

**\$23.71M**

Return Amount by Geo changing over time

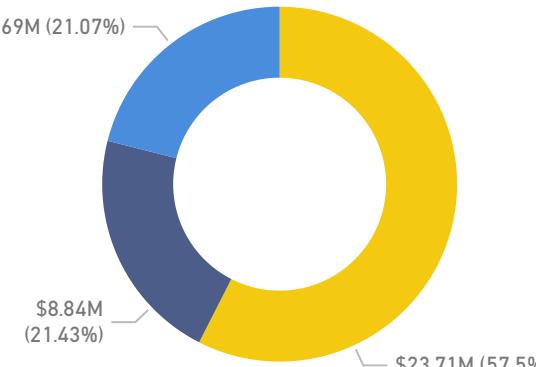


Return Amount by Geo changing over time

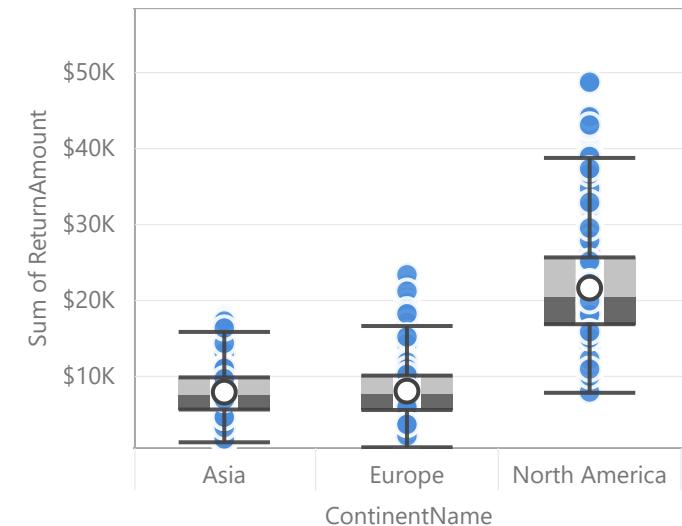


Return Amount by Geo

ContinentName: North America (Yellow), Europe (Dark Blue), Asia (Light Blue)

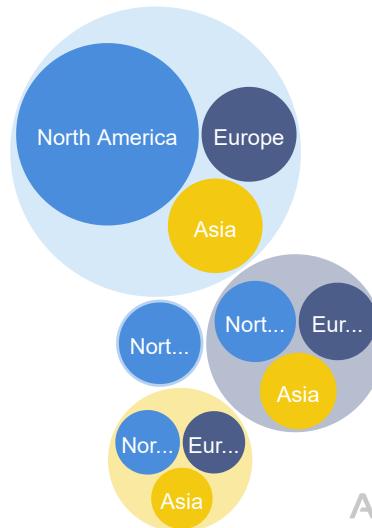


Return Amount by Geo (Date Key)



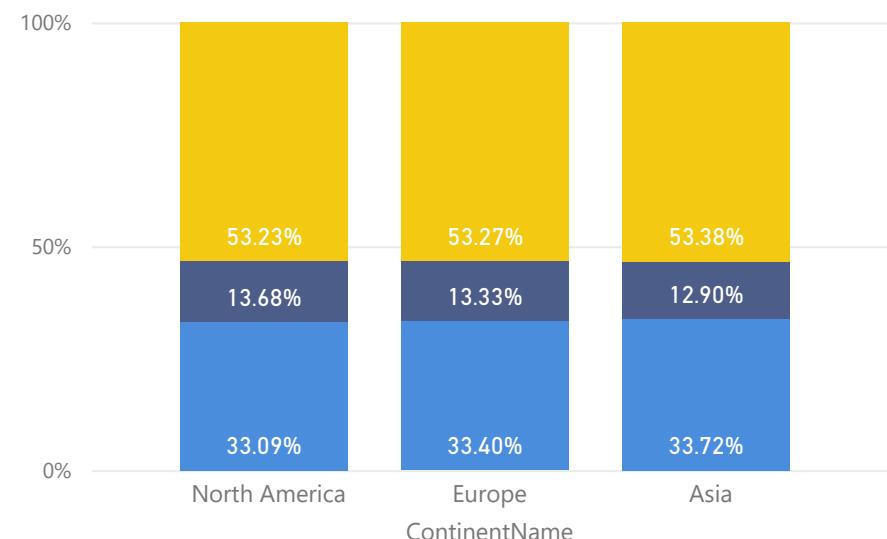
Return Amount by Geo/ Channel

ChannelName: Catalog (Light Blue), Online (Grey), Reseller (Yellow), Store (Light Blue)



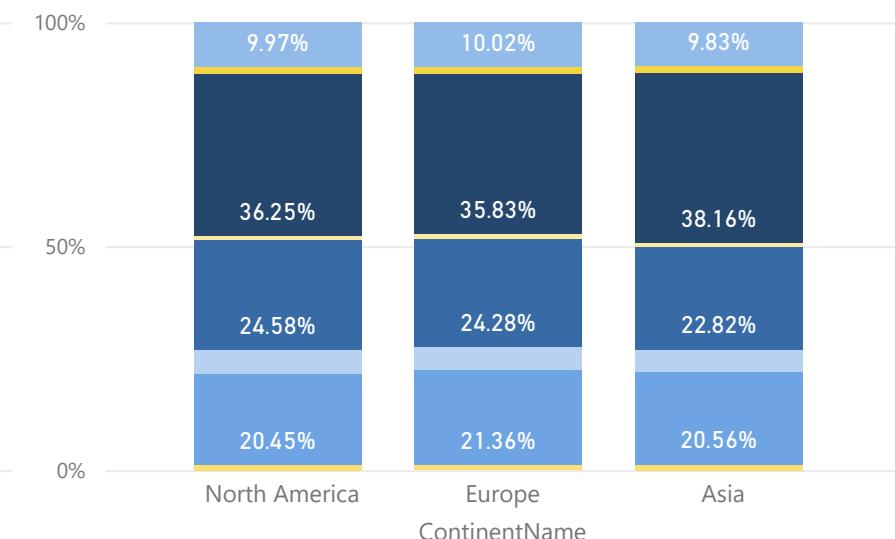
Return Amount by Geo/ Product Class

ClassName: Deluxe (Dark Blue), Economy (Medium Blue), Regular (Yellow)



Return Amount by Geo/ Product

ProductCategoryName: Audio (Yellow), Cameras and cam... (Dark Blue), Cell phones (Light Blue), Computers (Medium Blue)



AKVELON

# RETURN QUANTITY (GEOGRAPHY)

Return Quantity of Asia

**26K**

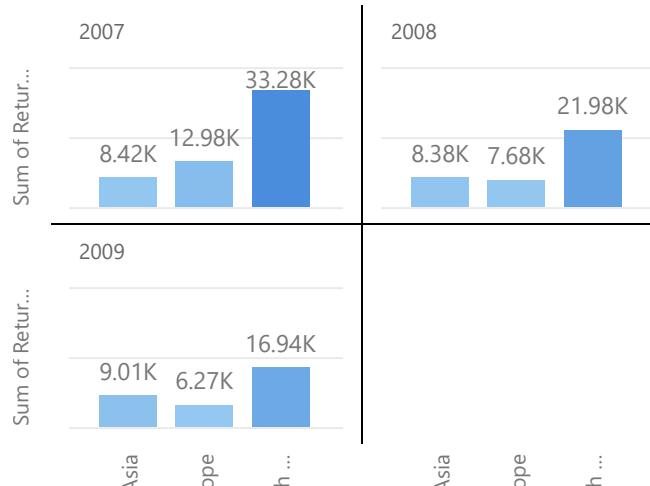
Return Quantity of Europe

**27K**

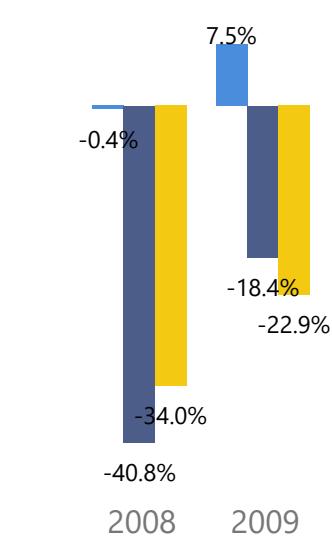
Return Quantity of North America

**72K**

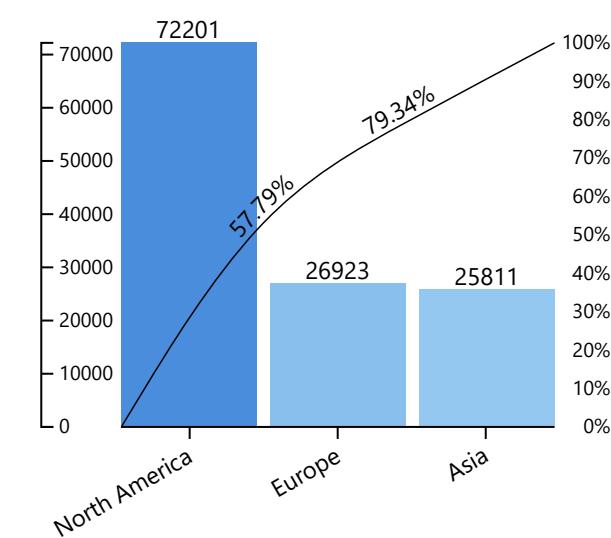
Return Quantity by Geo



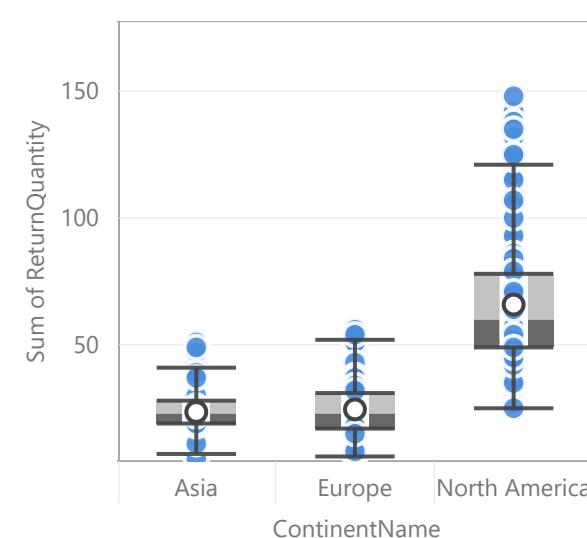
Return Quantity YoY% by Continent



Pareto of Return Quantity by Geo

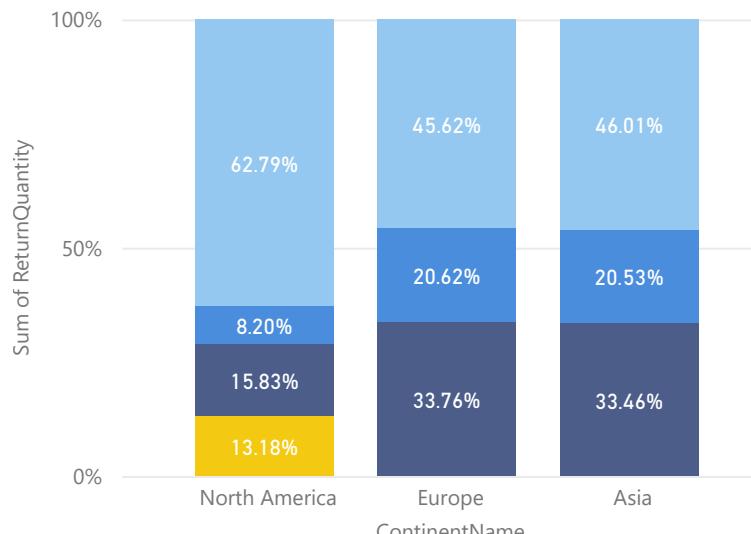


Return Quantity by Geo (Date Key)



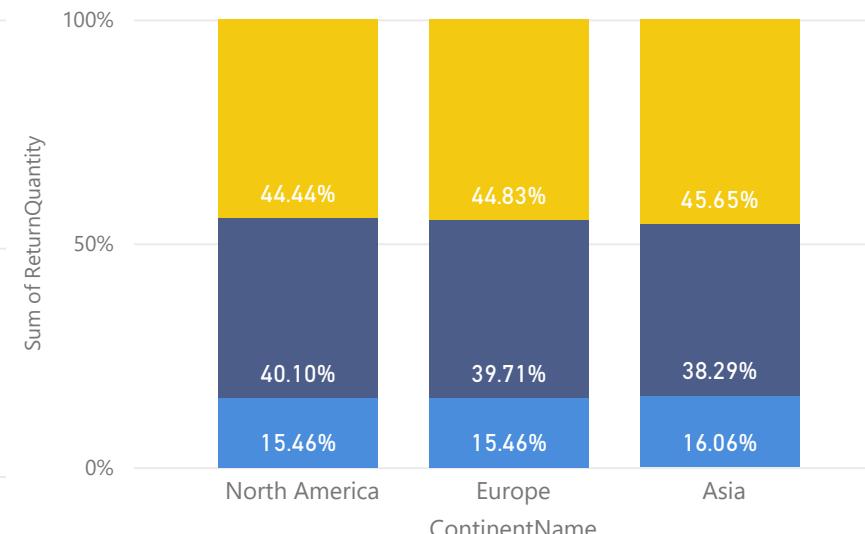
Return Quantity by Geo/ Channel

ChannelName Catalog Online Reseller Store



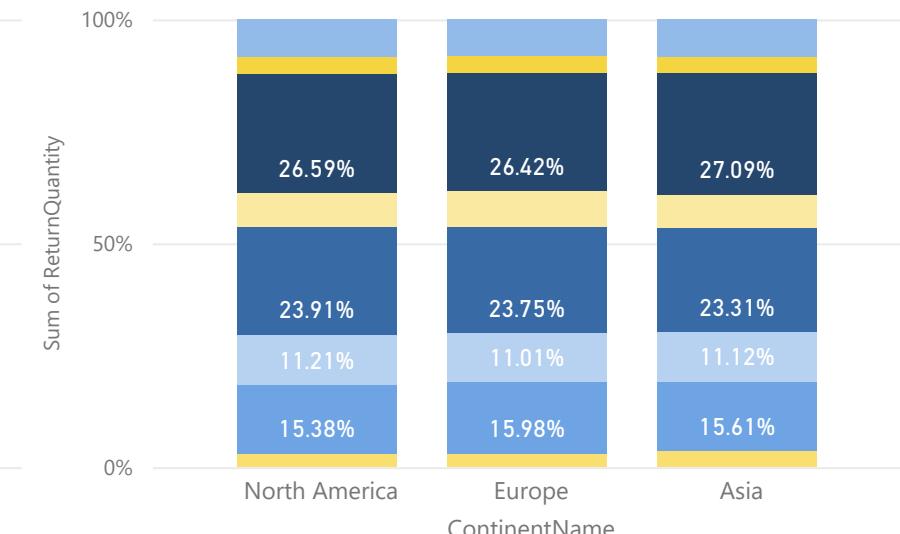
Return Quantity by Geo/ Product Class

ClassName Deluxe Economy Regular



Return Quantity by Geo/ Product

ProductCategoryName Audio Cameras and cam... Cell phones Computers



## RETURN AMOUNT (CHANNEL)

Return Amount of Catalog

**\$3.12M**

Return Amount of Online

**\$8.65M**

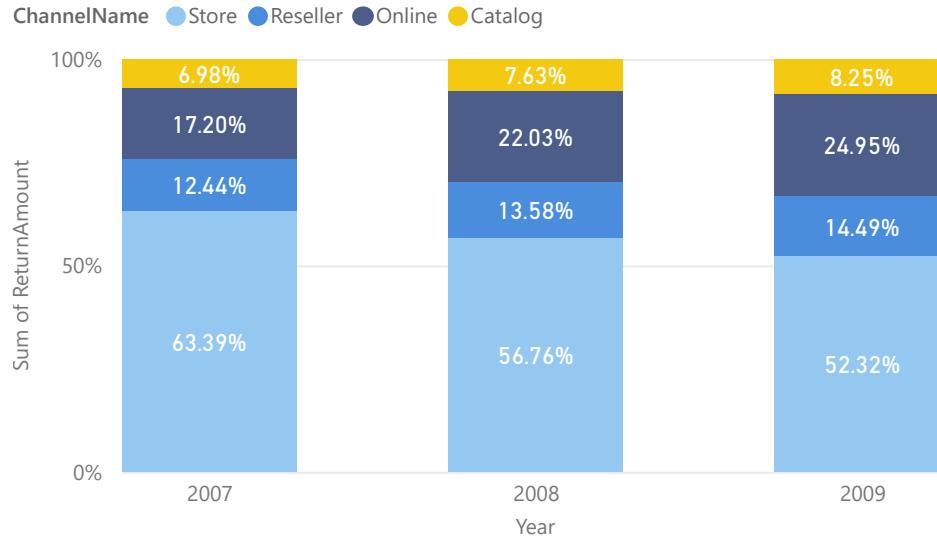
Return Amount of Reseller

**\$5.52M**

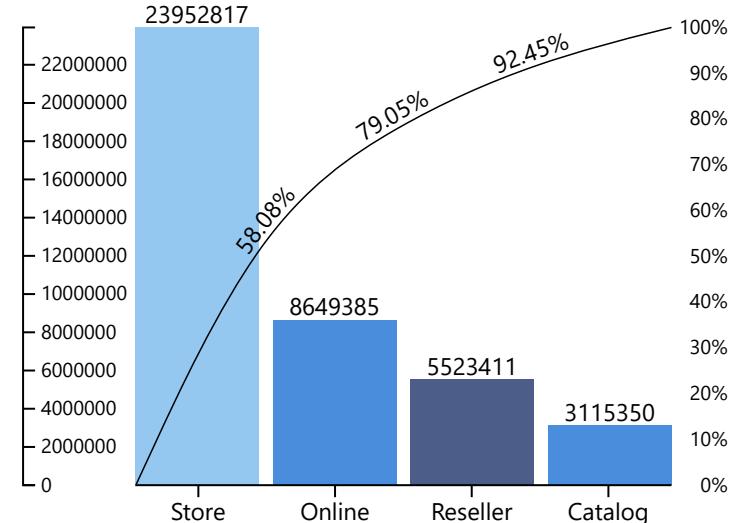
Return Amount of Store

**\$23.95M**

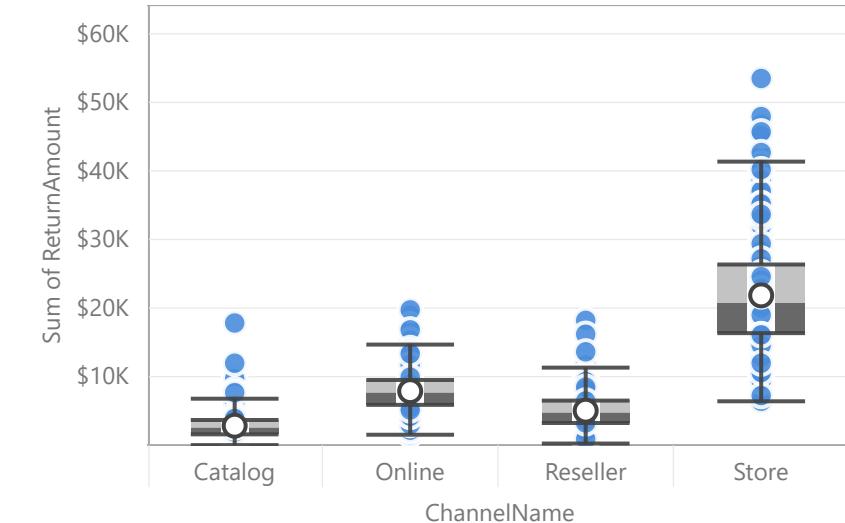
### Return Amount by Channel changing over time



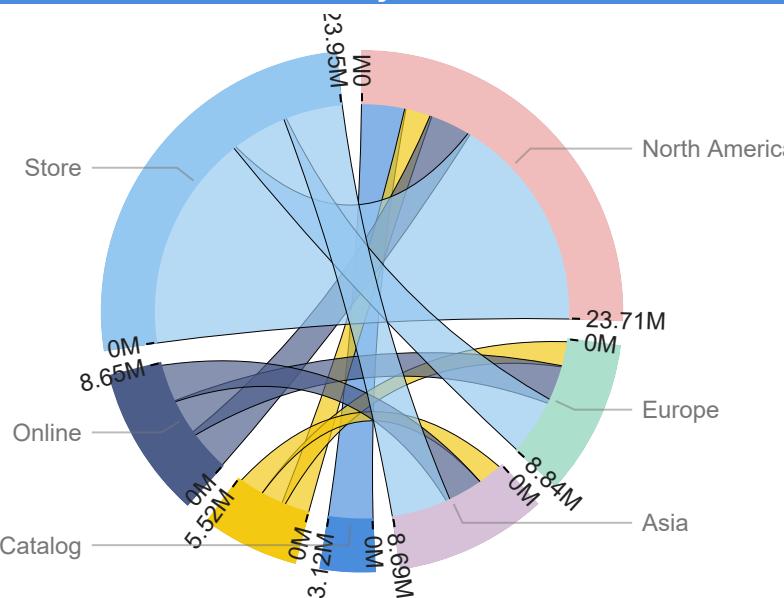
### Pareto of Return Amount by Channel



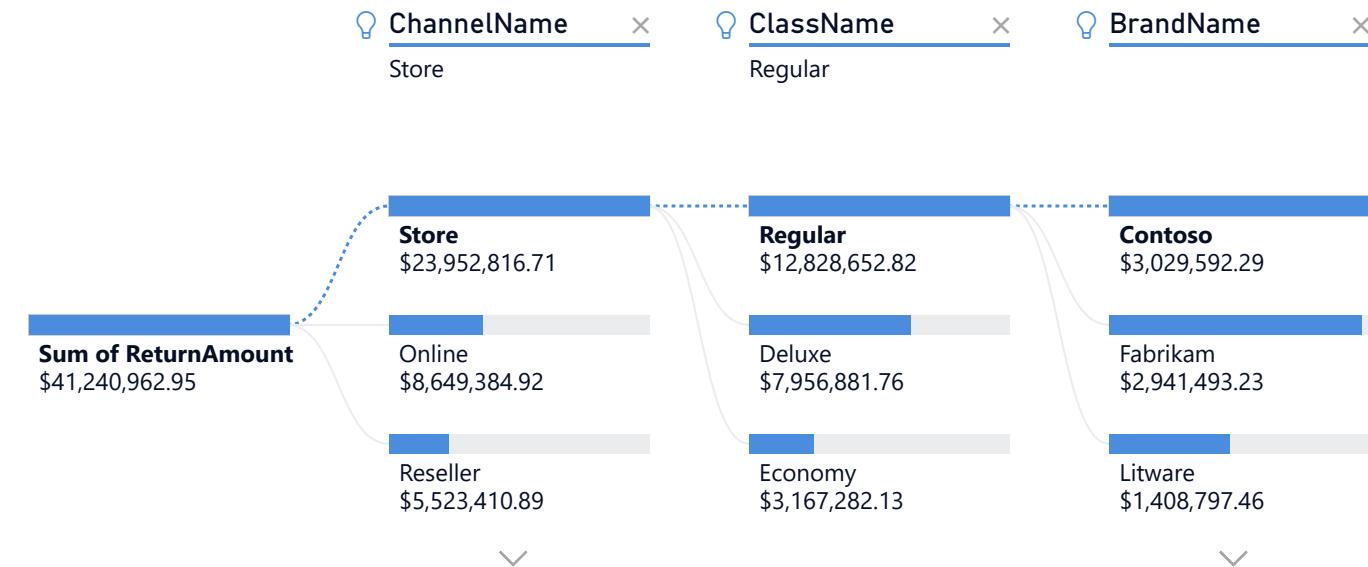
### Return Amount by Channel (Date Key)



### Return Amount by Channel/ Geo



### Return Amount by Channel/ Product



# RETURN QUANTITY (CHANNEL)

Return Quantity of Catalog

**9514**

Return Quantity of Online

**29K**

Return Quantity of Reseller

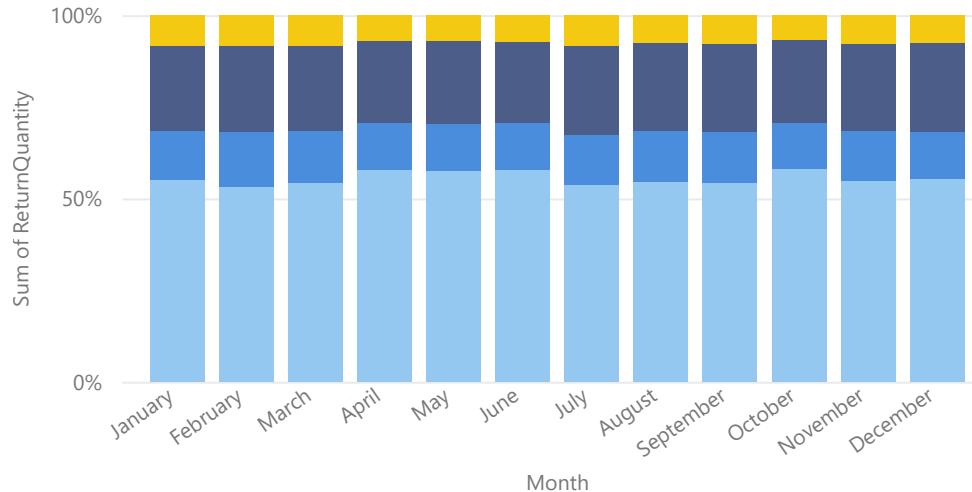
**17K**

Return Quantity of Store

**69K**

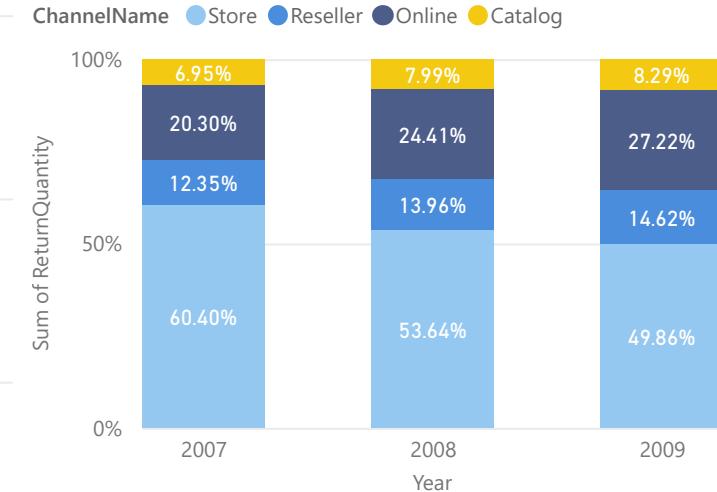
Return Quantity by Channel changing over time

ChannelName ● Store ● Reseller ● Online ● Catalog

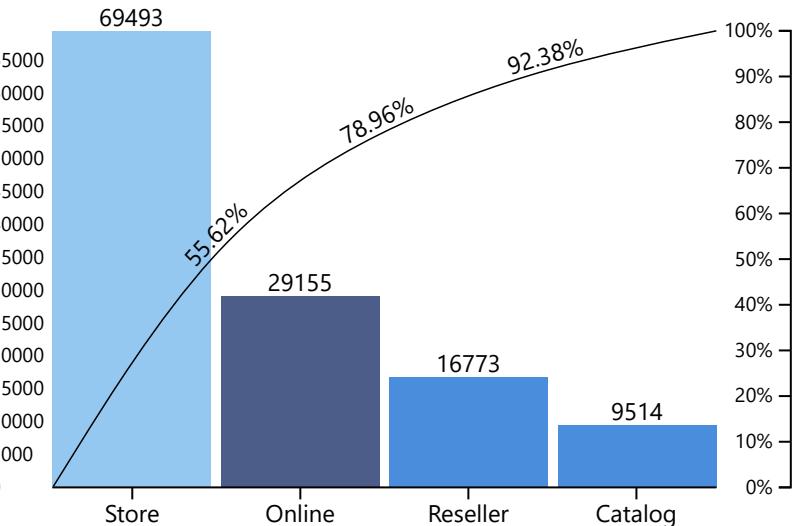


Return Quantity by Channel changing over time

ChannelName ● Store ● Reseller ● Online ● Catalog



Return Quantity by Channel changing over time



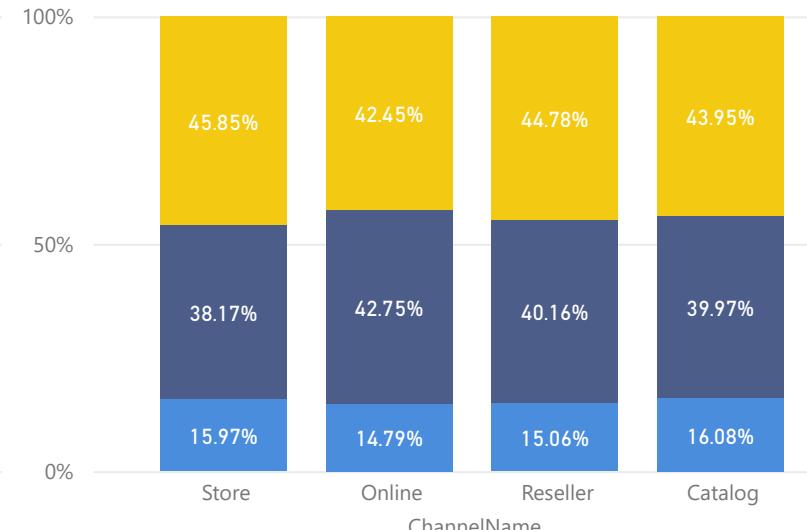
Return Quantity by Channel/ Geo

ContinentName ● Asia ● Europe ● North America



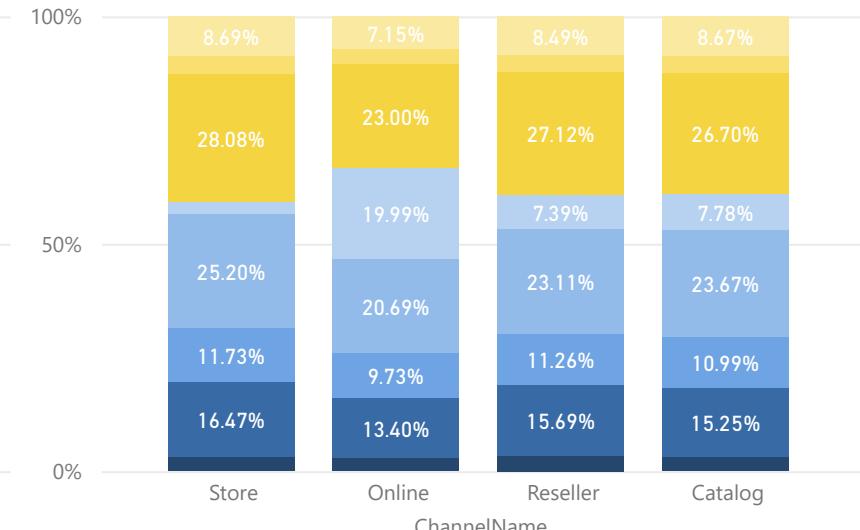
Return Quantity by Channel/ Product Class

ClassName ● Deluxe ● Economy ● Regular



Return Quantity by Channel/ Product

ProductCategoryName ● Audio ● Cameras and ca... ● Cell phones ● Computers



## RETURN AMOUNT REPORTING

Return Amount by Channel						Return Amount by Geo							
Month	Catalog	Online	Reseller	Store	Total	Month	Armenia	Australia	Bhutan	Canada	China	Denmark	France
January	\$257,417.94	\$628,611.55	\$376,360.43	\$1,700,720.03	<b>\$2,963,109.95</b>	January	\$10,139.27	\$25,549.29	\$7,280.37	\$62,408.83	\$364,059.73	\$4,541.92	\$194,602
February	\$239,266.82	\$671,297.68	\$451,505.60	\$1,798,195.18	<b>\$3,160,265.28</b>	February	\$15,740.19	\$39,283.58	\$6,219.99	\$69,012.42	\$400,094.31	\$4,863.40	\$191,899
March	\$249,318.19	\$645,266.22	\$444,923.16	\$1,774,250.37	<b>\$3,113,757.94</b>	March	\$10,557.93	\$21,027.53	\$6,267.65	\$80,538.77	\$415,742.56	\$11,925.73	\$168,816
April	\$264,611.71	\$726,438.63	\$469,086.34	\$2,214,738.41	<b>\$3,674,875.09</b>	April	\$11,826.15	\$28,323.07	\$14,188.33	\$94,925.24	\$462,556.34	\$9,314.80	\$166,833
May	\$267,826.90	\$702,573.38	\$464,562.43	\$2,207,809.03	<b>\$3,642,771.74</b>	May	\$10,480.58	\$21,766.92	\$7,988.95	\$76,369.98	\$442,720.31	\$6,261.70	\$195,896
June	\$251,174.63	\$743,022.98	\$474,372.77	\$2,153,092.87	<b>\$3,621,663.25</b>	June	\$4,439.74	\$34,505.83	\$8,366.10	\$75,652.25	\$424,663.02	\$7,068.50	\$199,509
July	\$276,407.72	\$776,745.61	\$459,200.37	\$1,901,959.61	<b>\$3,414,313.31</b>	July	\$14,115.98	\$30,099.60	\$14,134.18	\$51,978.93	\$464,997.78	\$8,428.84	\$206,130
August	\$255,886.04	\$744,975.45	\$490,748.59	\$1,998,691.29	<b>\$3,490,301.37</b>	August	\$16,500.19	\$30,579.59	\$8,526.14	\$70,976.18	\$423,132.10	\$6,032.39	\$219,088
September	\$275,077.20	\$725,163.91	\$459,362.02	\$1,917,313.07	<b>\$3,376,916.20</b>	September	\$14,223.23	\$32,743.73	\$15,056.91	\$74,095.97	\$416,940.29	\$3,428.87	\$217,408
October	\$250,672.88	\$768,545.75	\$517,353.66	\$2,299,258.10	<b>\$3,835,830.39</b>	October	\$8,846.09	\$37,697.44	\$13,876.37	\$71,390.54	\$471,900.14	\$10,259.71	\$227,198
November	\$267,238.96	\$720,239.15	\$444,250.09	\$1,902,006.03	<b>\$3,333,734.23</b>	November	\$12,022.65	\$34,916.09	\$12,797.32	\$55,829.65	\$426,161.32	\$9,017.56	\$195,741
December	\$260,451.44	\$796,504.61	\$471,685.43	\$2,084,782.72	<b>\$3,613,424.20</b>	December	\$14,810.29	\$28,395.55	\$9,311.86	\$69,887.66	\$464,204.82	\$9,459.31	\$210,494
<b>Total</b>	<b>\$3,115,350.43</b>	<b>\$8,649,384.92</b>	<b>\$5,523,410.89</b>	<b>\$23,952,816.71</b>	<b>\$41,240,962.9</b>	5	<b>\$143,702.29</b>	<b>\$364,888.22</b>	<b>\$124,014.17</b>	<b>\$853,066.42</b>	<b>\$5,177,172.72</b>	<b>\$90,602.73</b>	<b>\$2,393,617.</b>

Return Amount by Product							Return Amount by Store					
Month	Audio	Cameras and camcorders	Cell phones	Computers	Games and Toys	Home Appliances	Month	Contoso Albany Store	Contoso Alexandria Store	Contoso Amsterdam Store	Contoso Anchorage Stor	
January	\$31,081.49	\$589,230.81	\$167,996.04	\$746,060.55	\$31,685.55	\$1,063,038.94	January	\$4,744.56	\$4,444.70	\$5,231.88	\$4,491.9	
February	\$27,278.05	\$646,773.87	\$174,924.69	\$762,141.56	\$30,308.75	\$1,181,114.68	February	\$7,597.61	\$933.79	\$5,625.57	\$6,865.8	
March	\$34,490.45	\$607,281.50	\$167,858.05	\$772,353.79	\$30,277.00	\$1,169,360.48	March	\$6,832.79	\$1,862.88	\$3,284.70	\$12,572.2	
April	\$40,422.25	\$774,209.68	\$192,601.23	\$861,602.84	\$32,570.03	\$1,377,692.58	April	\$4,647.81	\$10,913.91	\$4,942.85	\$12,447.5	
May	\$38,434.80	\$754,773.58	\$188,666.60	\$872,068.55	\$32,978.75	\$1,320,567.15	May	\$8,640.44	\$2,614.98	\$9,487.02	\$10,829.9	
June	\$42,859.22	\$751,196.72	\$195,820.42	\$875,526.44	\$31,228.03	\$1,310,485.80	June	\$8,340.09	\$4,284.67	\$3,329.75	\$7,792.6	
<b>Total</b>	<b>\$483,439.85</b>	<b>\$8,524,584.70</b>	<b>\$2,135,045.82</b>	<b>\$9,958,030.91</b>	<b>\$364,911.72</b>	<b>\$15,079,027.29</b>	July	\$7,298.85	\$7,032.20	\$7,165.87	\$5,637.8	
< >							August	\$7,954.93	\$12,618.98	\$6,893.35	\$6,309.8	
< >							September	\$7,237.38	\$6,579.84	\$6,022.65	\$7,580.7	
< >							October	\$5,577.54	\$5,732.47	\$8,645.47	\$5,065.6	
< >							November	\$4,942.91	\$4,895.97	\$5,279.54	\$5,246.8	
< >							December	\$5,781.39	\$6,149.27	\$10,669.34	\$2,960.8	
< >							<b>Total</b>	<b>\$79,596.30</b>	<b>\$68,063.66</b>	<b>\$76,577.99</b>	<b>\$87,801.9</b>	

## RETURN QUANTITY REPORTING

Return Quantity by Channel										Return Quantity by Geo									
Month	Catalog	Online	Reseller	Store	Total	Month	Armenia	Australia	Bhutan	Canada	China	Denmark	France	Germany	Greece	India	Iran	I	
January	806	2252	1287	5357	9702	January	22	80	22	213	1180	17	582	882	11	72	50		
February	799	2296	1452	5164	9711	February	36	80	26	201	1285	20	603	879	30	96	55		
March	795	2233	1381	5211	9620	March	36	80	21	204	1319	20	532	838	18	84	57		
April	800	2538	1454	6555	11347	April	33	77	46	260	1412	29	563	916	16	101	59		
May	782	2511	1398	6402	11093	May	29	67	26	253	1344	22	595	1017	25	89	59		
June	785	2445	1409	6344	10983	June	16	100	25	243	1291	17	616	952	27	94	52		
July	845	2501	1410	5499	10255	July	35	97	36	162	1358	28	644	1038	23	79	40		
August	755	2451	1405	5499	10110	August	29	89	35	157	1306	12	606	978	24	99	60		
September	781	2399	1364	5432	9976	September	28	80	44	189	1340	11	609	950	21	85	60		
October	774	2557	1440	6620	11391	October	35	113	42	239	1375	16	618	968	20	92	62		
November	798	2379	1392	5517	10086	November	36	94	31	189	1306	19	593	994	11	79	71		
December	794	2593	1381	5893	10661	December	32	87	36	190	1379	21	610	1096	14	100	56		
<b>Total</b>	<b>9514</b>	<b>29155</b>	<b>16773</b>	<b>69493</b>	<b>124935</b>	<b>Total</b>	<b>367</b>	<b>1044</b>	<b>390</b>	<b>2500</b>	<b>15895</b>	<b>232</b>	<b>7171</b>	<b>11508</b>	<b>240</b>	<b>1070</b>	<b>681</b>		

Return Quantity by Product										Return Quantity by Store									
Month	Audio	Cameras and camcorders	Cell phones	Computers	Games and Toys	Home Appliances	Music, Movies and Audio Books	TV and Video	Tot	Month	Contoso Albany Store	Contoso Alexandria Store	Contoso Amsterdam Store	Contoso Anchorage Stor					
January	248		1422	1120	2385	874	2467	399	787	January	18		16		17				1
February	242		1418	1110	2282	816	2650	423	770	February	24		6		16				1
March	274		1403	1073	2308	794	2661	351	756	March	16		7		9				3
April	348		1819	1275	2678	893	3016	399	919	April	18		34		17				2
May	329		1741	1247	2594	831	3013	380	958	May	23		13		25				3
June	353		1768	1284	2584	812	2874	422	886	June	19		17		15				2
July	333		1670	1052	2547	765	2673	331	884	July	15		24		16				1
August	352		1585	1110	2416	707	2762	356	822	August	14		27		19				2
September	357		1537	1131	2322	780	2682	363	804	September	14		21		18				3
October	382		1808	1223	2748	859	3011	406	954	October	16		23		29				2
November	374		1593	1138	2316	738	2675	399	853	November	13		13		27				2
December	341		1673	1163	2494	779	2821	409	981	December	16		13		31				1
<b>Total</b>	<b>3933</b>	<b>19437</b>	<b>13926</b>	<b>29674</b>	<b>9648</b>	<b>33305</b>	<b>4638</b>	<b>10374</b>	<b>124</b>	<b>Total</b>	<b>206</b>	<b></b>	<b>214</b>	<b></b>	<b>239</b>	<b></b>	<b>26</b>	<b></b>	