Final Story

Introduction	Overview - Tot Sales vs Tot Returns	Overview - Return Rate by Product Cate..	Overview - Return Rate by Customers	Overview - Return Rate by Geographic M..	Overview - Return Rate by Time	Overview - Return Rate by Segment	Dashboard Demonstration	Conclusion

How should returns be measured?
Different patterns observed when making charts?
Which chart interprets the data the best?
Pointing out key root causes of returns

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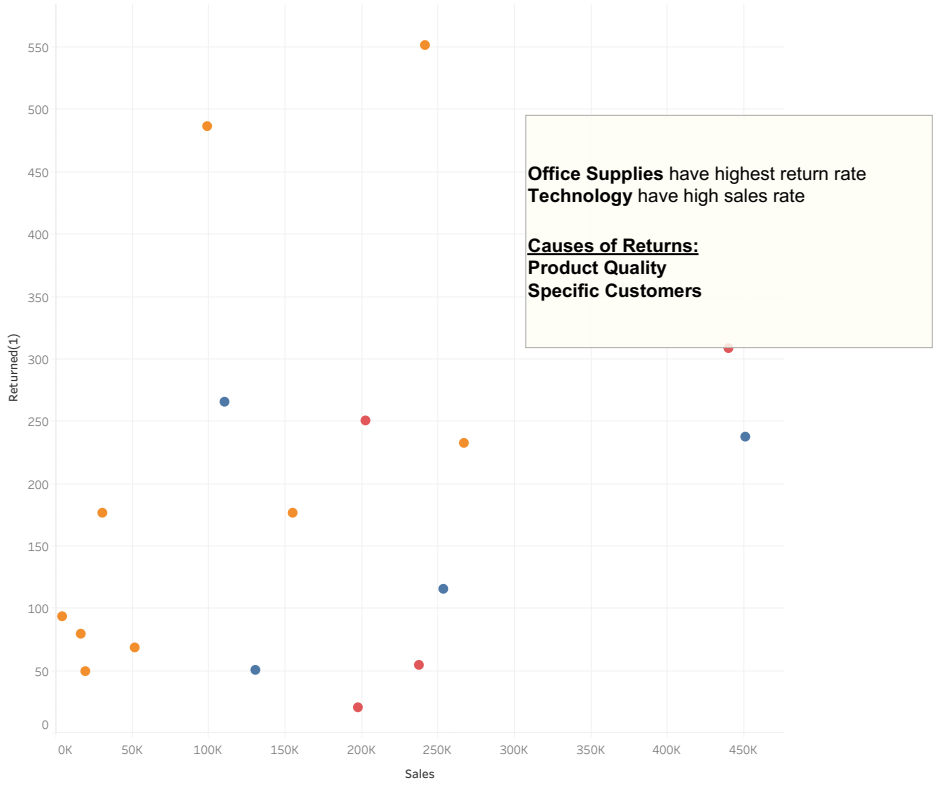

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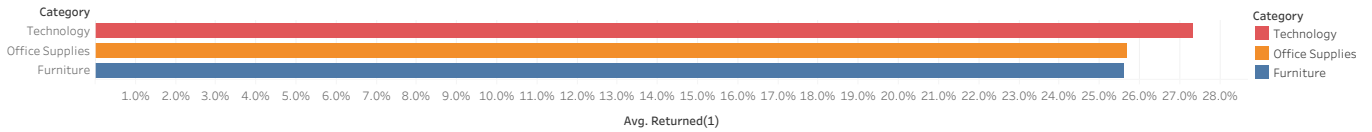
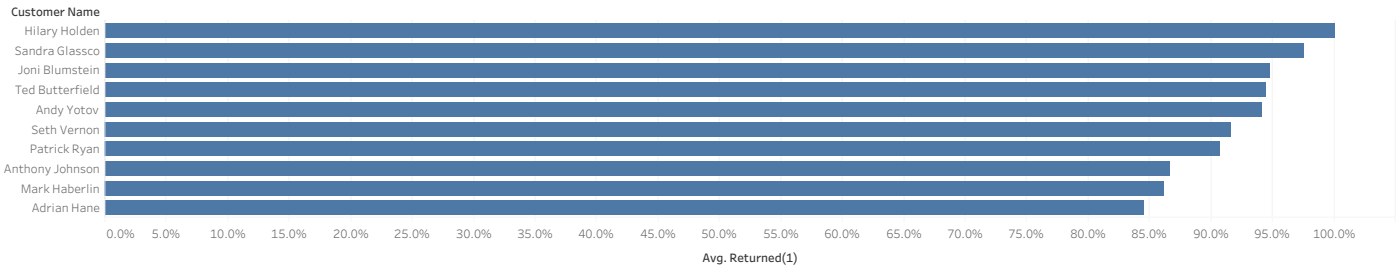


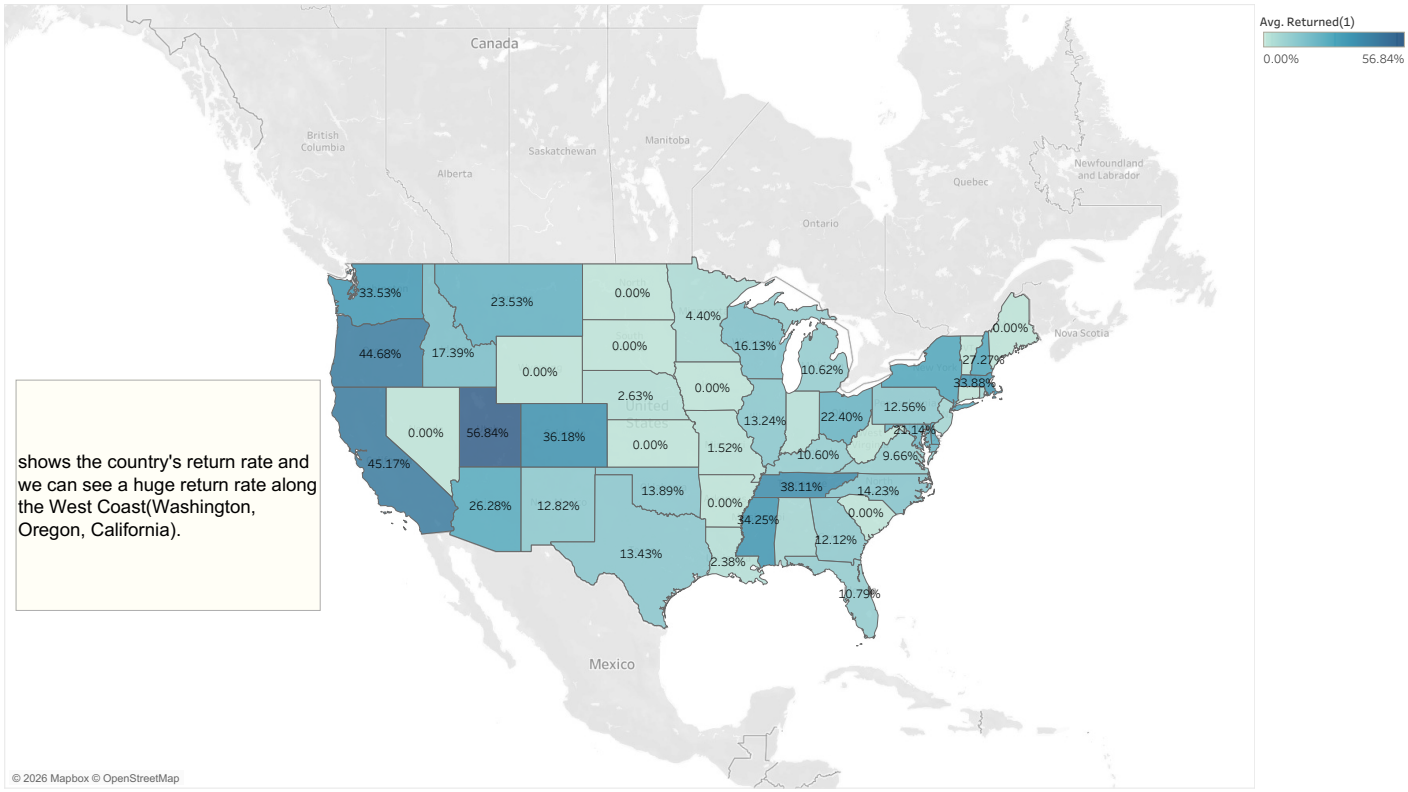
the highest bars (**Technology** and **Office Supplies**) are the categories we
need to be worried about because of their **high return rate.**

Final Story



points out all the unique customers and the percentage of returning products.

Final Story



shows the country's return rate and we can see a huge return rate along the West Coast(Washington, Oregon, California).

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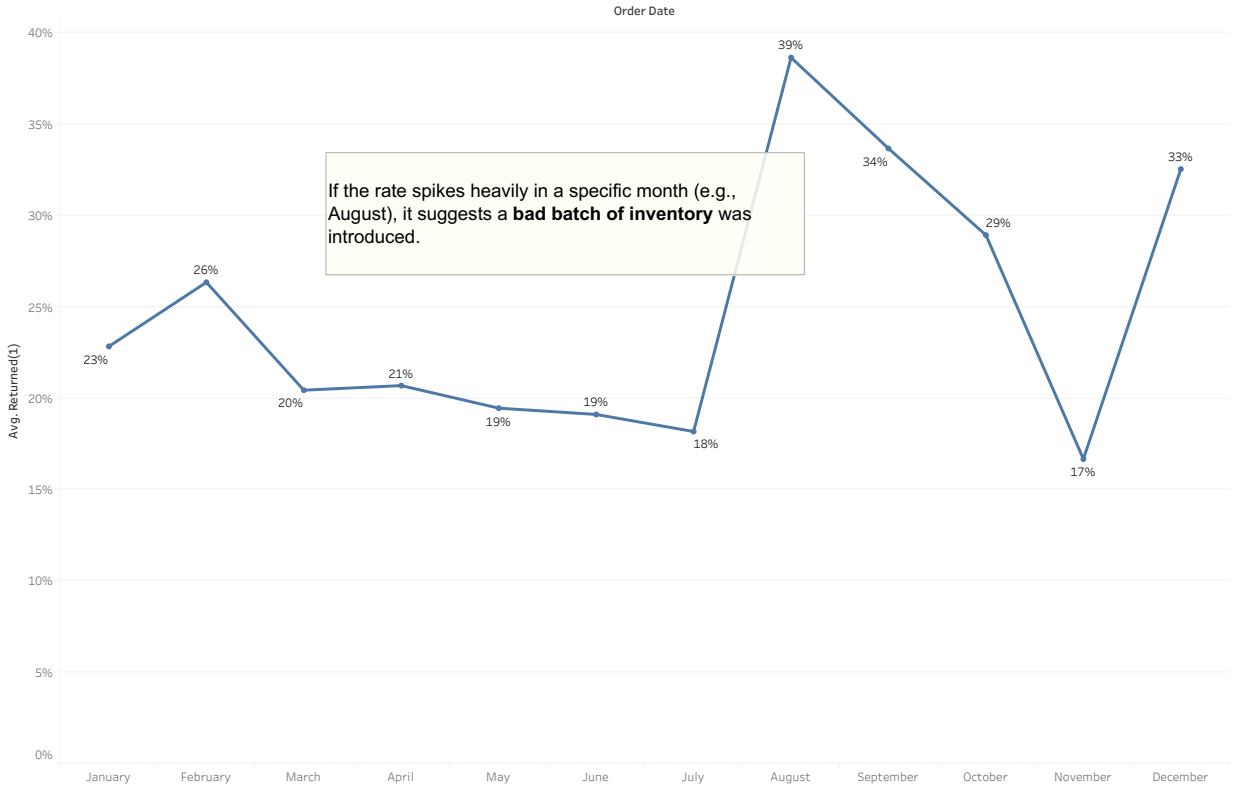
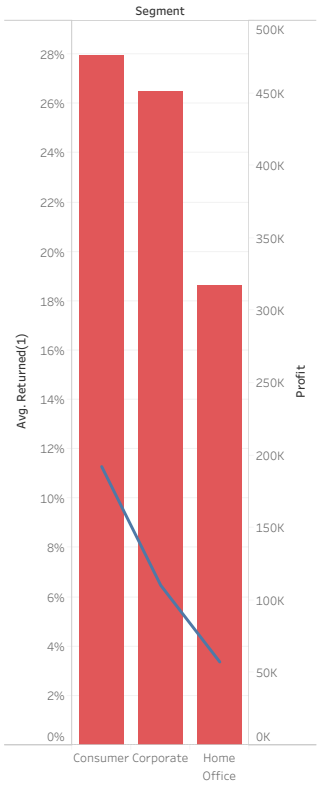
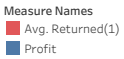


Final Story



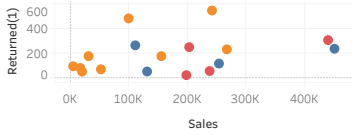


answers the question of **"Does profitability drop when return volumes increase?"**

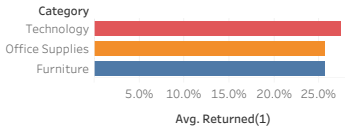
Final Story

Superstore Analytics: Discovering Key Trends

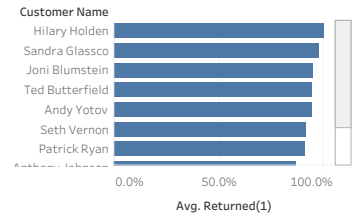
Tot Sales vs Tot Returns



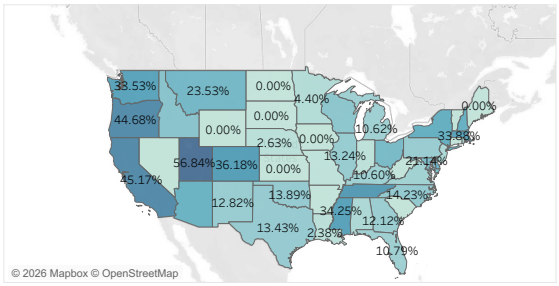
Return Rate by Product Category



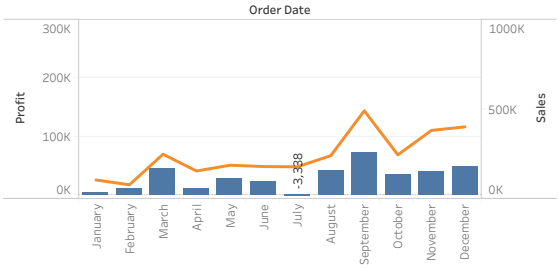
Return Rate by Customers



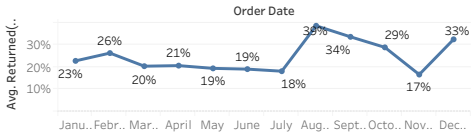
Return Rate by Geographic Measure



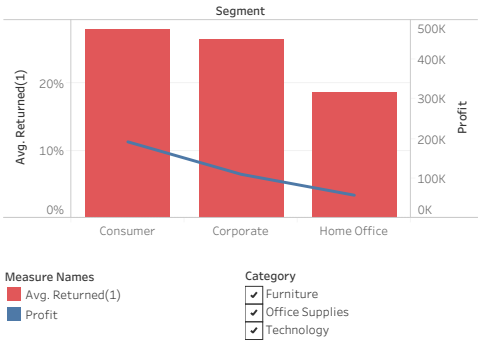
Return Rate Composite Chart(By Month)



Return Rate by Time



Return Rate Composite Chart(Segment)



Final Story

1. Research and Adapt: Find out why customers returning technology products at higher rate and if certain office supplies are worth selling.

2. Training: Conduct mandatory training for key stakeholders on how to use the interactive filters to diagnose root causes.

3. Set a Target: Establish **Return Rate** targets for the two high-risk categories (Technology and Office Supplies) and assign ownership for reducing those rates by a set percentage within the next quarter.

4. Cost Integration: Future iteration of the dashboard must integrate the **Total Cost of Returns** metric (Monetary Value) to allow for financial prioritization alongside rate analysis.