

# Return Rate

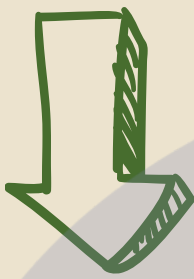
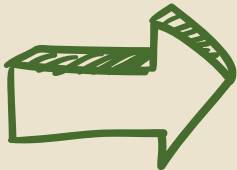
BUT

PARTNER & PRODUCTS ARE NOT BLACK BOX  
WE CAN PREDICT DRAMA

01

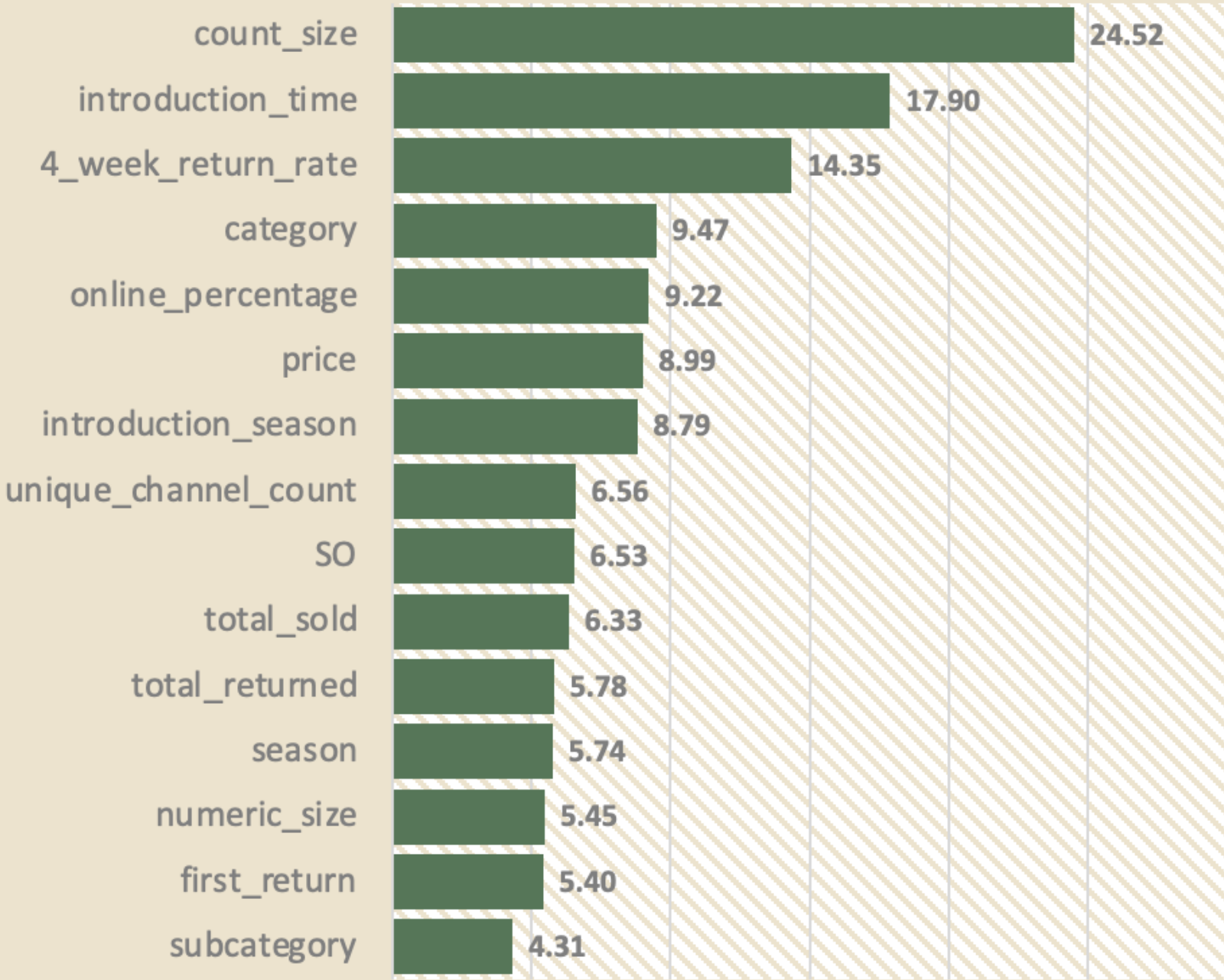
## FEATURES

13 creative features



variety\_channel  
variety\_size  
online\_percentage  
in-store\_online\_status  
introduction\_season  
introduction\_time

%IncMSE



02

## MODEL

Random Forest

03

## SUGGESTIONS

- Implement virtual technology
- More detail description on size guide
- Restrictive return policy for product

Product Return Rate vs. Count of Products

