Superstore Analysis of High Return Rates & Recommendations

Presented by : TripleTen (Kiran Maurya)

Objective of the analysis

Primary Goal

Identify key reasons behind the high number of returned orders

Secondary Goal:

Propose actionable recommendations to minimize returns.

Key Findings on Returns Analysis

Sales vs. Total Returns
Lower sales categories (e.g., Paper, Furnishings) show higher return rates.
No significant relationship between sales and total returns (p-value = 0.322)

Product Category vs. Return Rates
Technology products lead in returns, followed by Office Supplies and Furniture.

Customer Patterns vs. Return Rate
Repeat customers exhibit higher return rates. Identifying top returners can highlight behavior trends.

State vs. Return Rate
Utah, California, and Oregon report highest return rates. Further analysis needed for regional variations.

Seasonal Trends vs. Return Rate
Highest returns in August (back-to-school), December, and September (holiday sales).

Regional Trends Over Time vs. Return Rate
West region consistently has the highest return rates; Central region shows improvement.

Root Causes of Returns

Product-Specific Challenges
Technology items are complex and costly, leading to higher returns due to customer dissatisfaction

Seasonal Drivers
Surge in returns during back-to-school and holiday seasons due to impulse buying and changing customer needs.

Customer Behavior Patterns
Frequent returners exhibit dissatisfaction or poor purchase decision-making

Regional and State-Level Variations
High return rates in specific states suggest localized fulfillment or service issues.

Recommendations

Investigate High-Return Categories and States

Analyze categories and states with high return rates for targeted improvements.

Profile High-Return Customers

Identify common traits (e.g., location, order size) to reduce returns.

Refine Promotions and Product Descriptions

Ensure clearer descriptions and reduce impulse buying.

Customize Regional Strategies

Tailor approaches to regions with disproportionately high return rates.

Returns Analysis: Visualization