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Title Page	Summary	Customer Return Rate	Return Rate by Date	Geographic Return Rate
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Superstore Returns Analysis

This dashboard explores return rates across product categories and customer segments using Superstore sales data.

2018-2021

By: Nashae Pena

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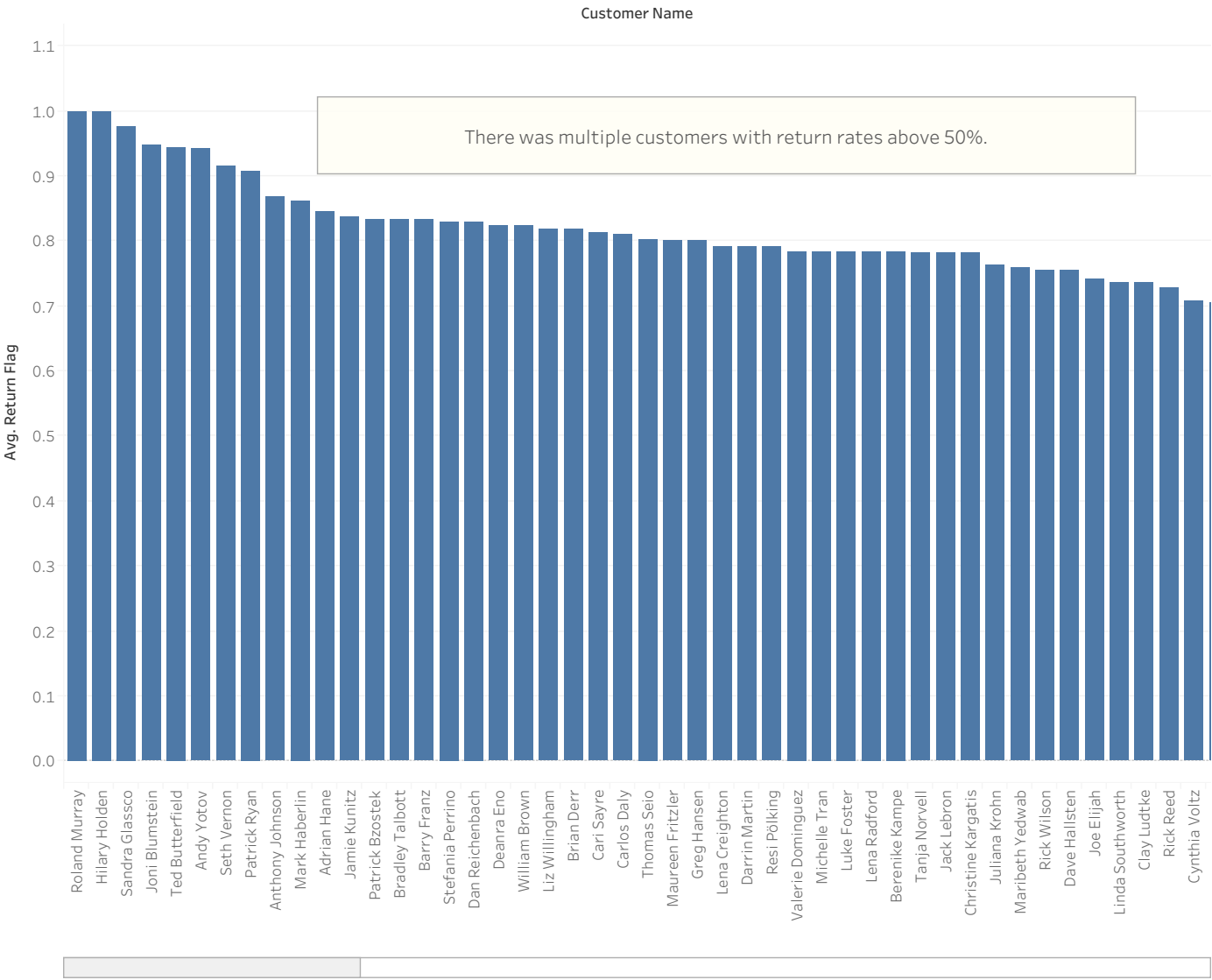
Returns should be measured by dividing the number of returned orders by total number of orders. If a stakeholder is wanting to know how much the company is loosing, the total return cost would be a better measure.

The stakeholder can look at a correlation between sales and returns by product category, customer return patterns, geographic patterns, or seasonal/temporal patterns in returns.

It seemed that the returns was not seasonalalthough August seemed to be the hightest time of return rates for all categories. Some states it could be a single customer that bought 80% total sales and had 100% total returns like in California. Overall in all categories it seemed geographically the West had more returns. So further investigation and monitoring is needed to see what could be the root causes of the return rate.

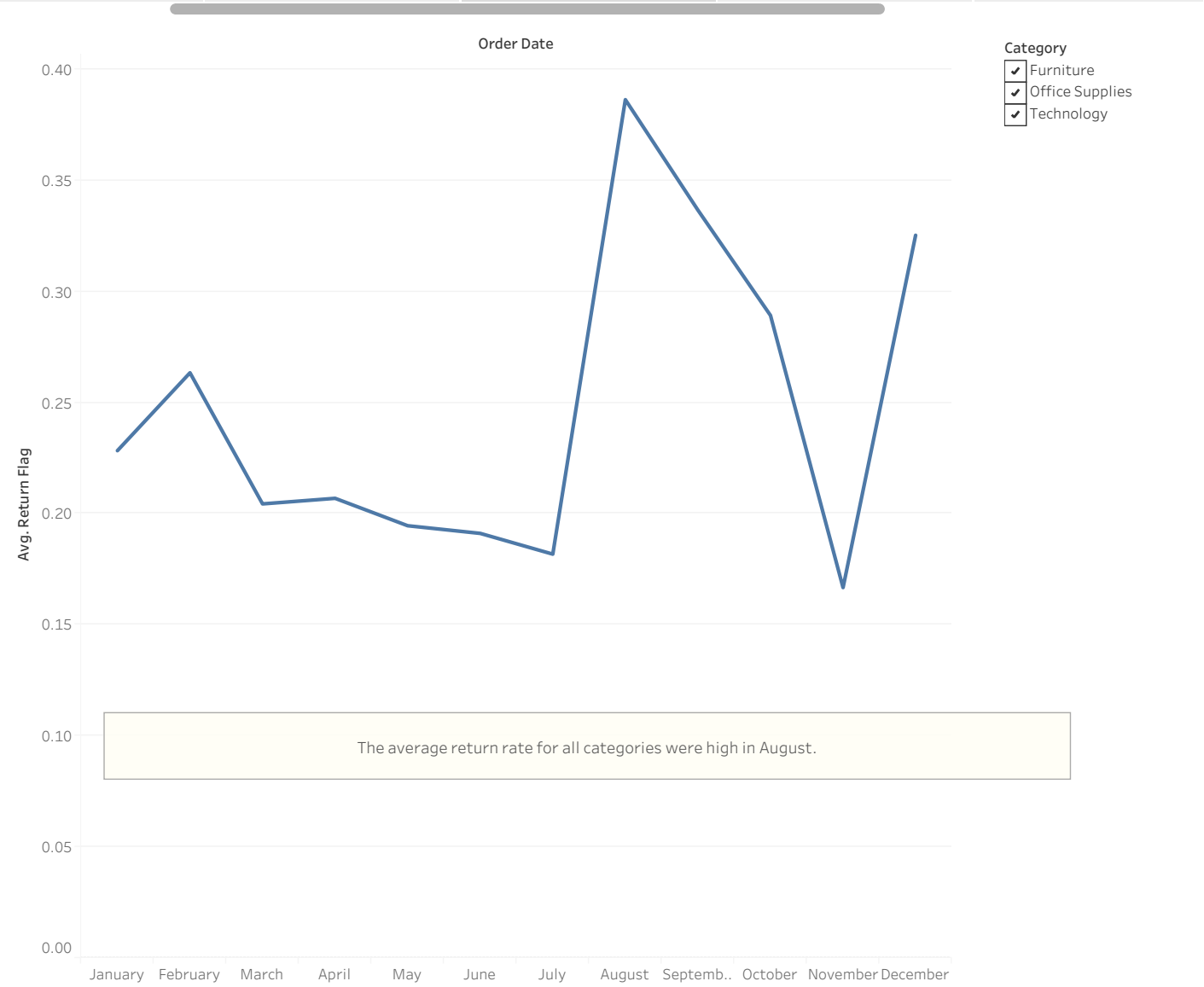
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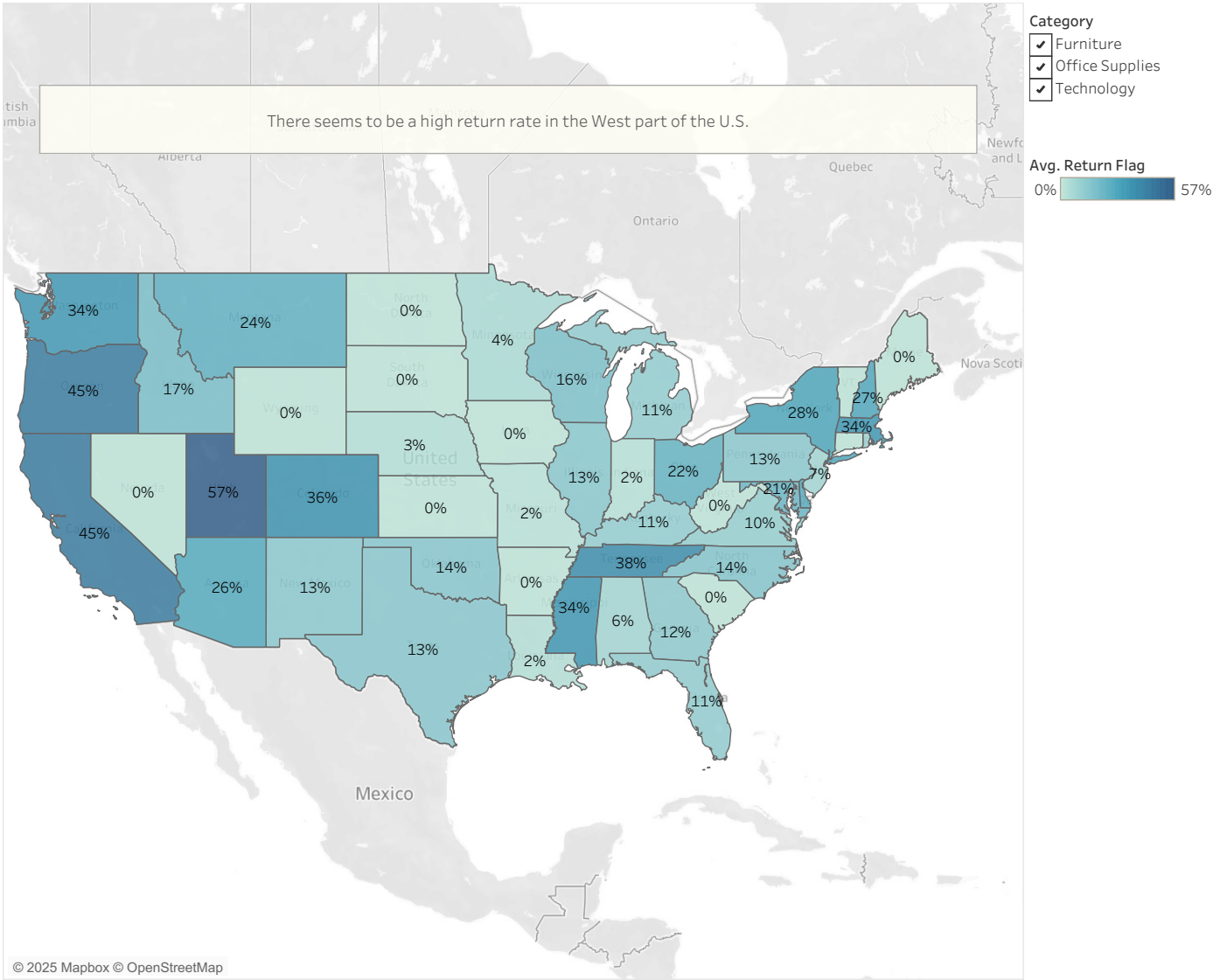
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Summary	Customer Return Rate	Return Rate by Date	Geographic Return Rate	Mix Factors Return Rate Chart
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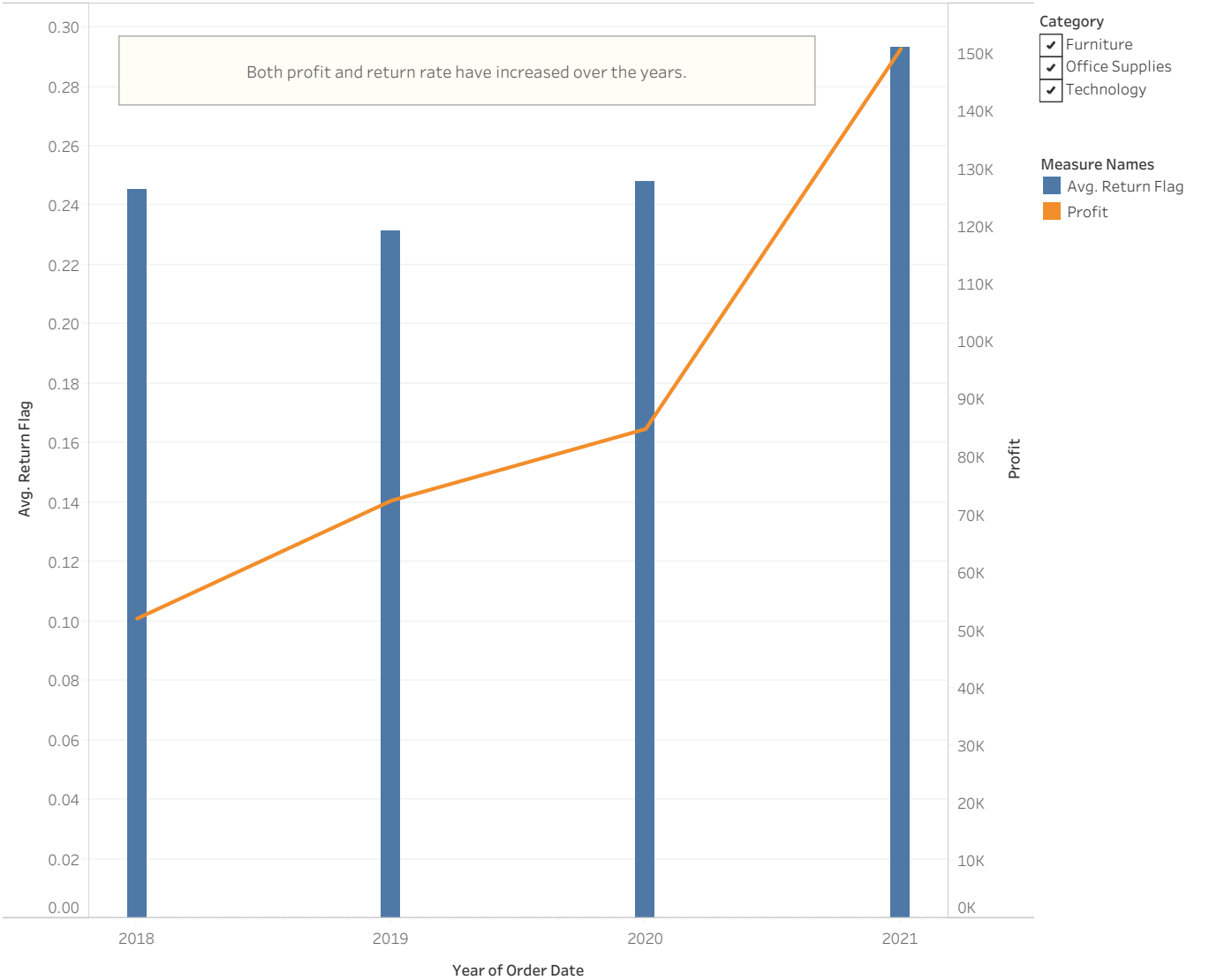
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Customer Return Rate	Return Rate by Date	Geographic Return Rate	Mix Factors Return Rate Chart	Demonstration
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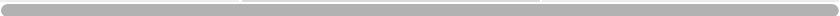
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Return Rate by Date	Geographic Return Rate	Mix Factors Return Rate Chart	Demonstration	Conclusion
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-To demonstrate and use the filters in the dashboard, you could hover over a state and all the other graphs would change.

For each state, it can show you whether it was 1 customer that made a huge impact on the return rate nad profit margin or whether it was mutlple customers and inform you on which month was the highest and lowest points for a particular state.

- If you wanted to see any correlations in a year, you can filter all the graphs with 2019 being year to look at.

- If you wanted to just see office supplies or furniture then you can uncheck the boxes you don't want to see, and check if there is any correlations.

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In conclusion,
further investigation and monitoring would be helpful to figure out root causes of return rates.