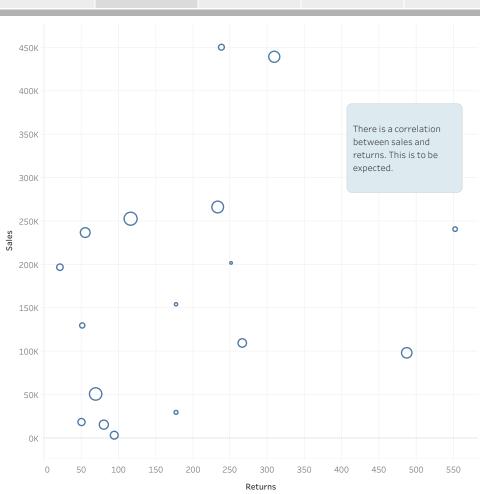
Introduction Correlation Sales vs. Return Rate by Return Rate by Return Rate by Customer Return Rate by State Return Rate by Month of Year Bar Chart: Return Rate by Choice of Metric Rate by Choice

SUPERSTORE RETURN RATE ANALYSIS:

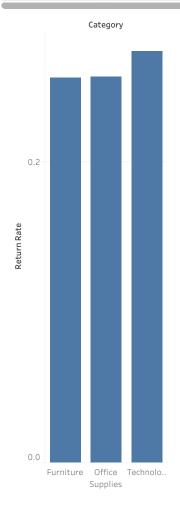
What is going on here??
By: Natalie Aldrich

- Scope of Analysis: USA, 2018-2021
- What is causing returns?
- Visualizations & Insights
- Interactive feature

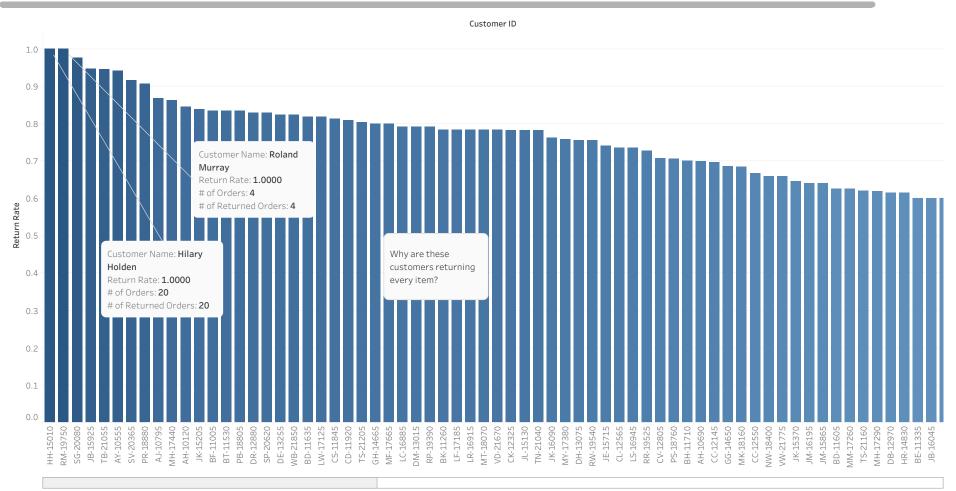
Introduction	Correlation Sales vs. Returns	Return Rate by Category	Return Rate by Customer	Return Rate by State	Return Rate by Month of Year	Bar Chart: Return Rate by Choice of Metric	Interactive Dashboard	Con cl



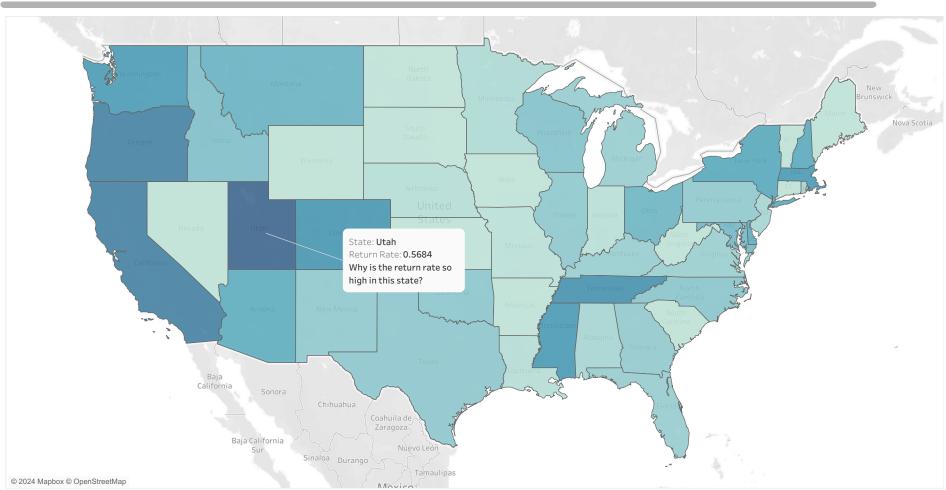
Introduction	Correlation Sales vs.	Return Rate by	Return Rate by	Return Rate by State	Return Rate by Month	Bar Chart: Return Rate	Line Chart: Return	Interactive Dashboard	Con
	Returns	Category	Customer		of Year	by Choice of Metric	Rate by Choice of Met		cl



Introduction Correlation Sales vs. Return Rate by Category Return Rate by Customer Return Rate by State Return Rate by State Return Rate by State Return Rate by State State Return Rate by Choice of Metric Rate by Choice O



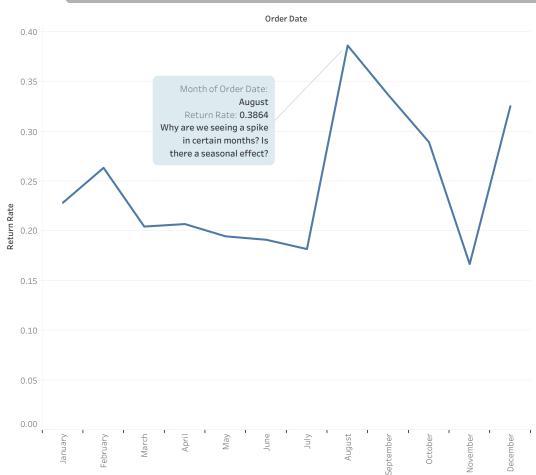
Introduction Correlation Sales vs. Return Rate by Return Rate by Category Return Rate by Customer Return Rate by State Return Rate by State of Year Return Rate by Choice of Metric Rate by Choice O



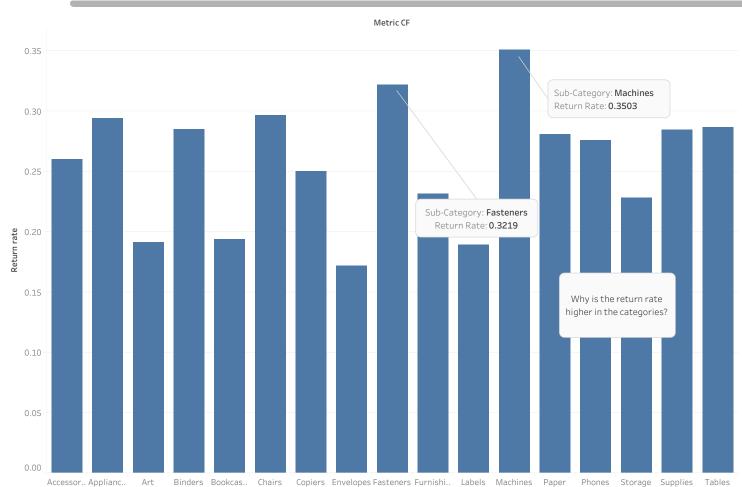


Year

All







Year All

Metric Sub-Category



Metric CF

Art
Binders

Accessories
Appliances

Bookcases
Chairs
Copiers

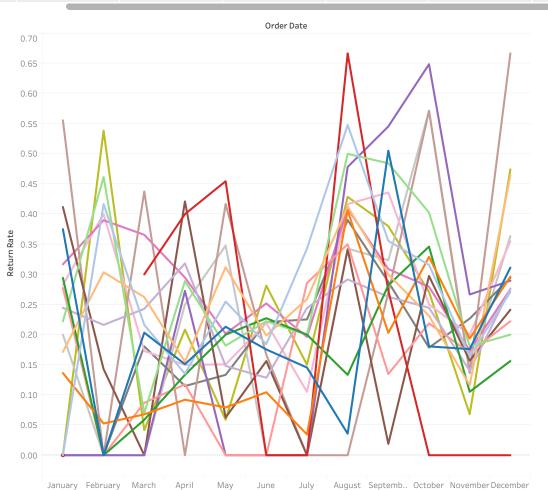
Envelopes
Fasteners

Furnishings
Labels

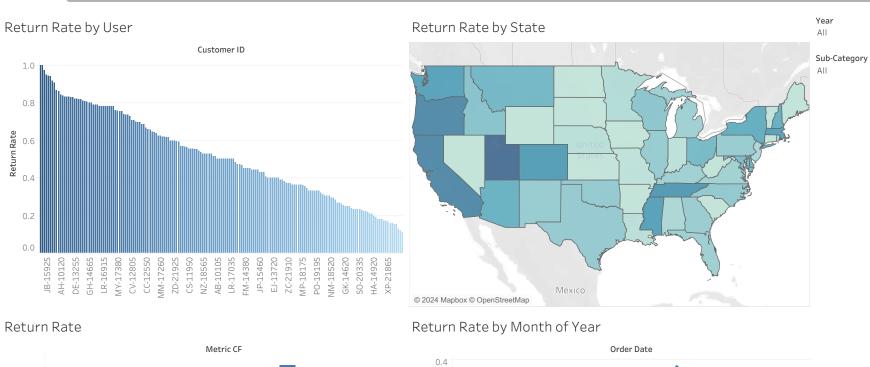
Machines
Paper

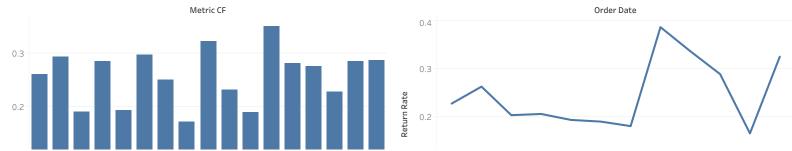
Phones

Storage
Supplies
Tables
Metric
Sub-Category



Intr Correlation Sales vs. Return Rate by Category Return Rate by Category Return Rate by State Return Rate by State Return Rate by State Return Rate by Choice of Metric R





Intr Correlation Sales vs. od.. Returns

Return Rate by Category

Return Rate by Customer

Return Rate by State

of Year

by Choice of Metric

Return Rate by Month Bar Chart: Return Rate Line Chart: Return Rate by Choice of Met.. Interactive Dashboard

Conclusion

Summary of Analysis:

-Users

-Seasonal (Back to School, Christmas, etc.)

-Shipping

-Manufacturing

Recomendations:

Research project(s)

Further research needs to be conducted to pinpoint issues in the sales process

- -Customer surveys
- -Damaged goods
- -Seasonal Marketing
- -Return Policy
- -Product descriptions