

# Understanding Superstore Return Rates

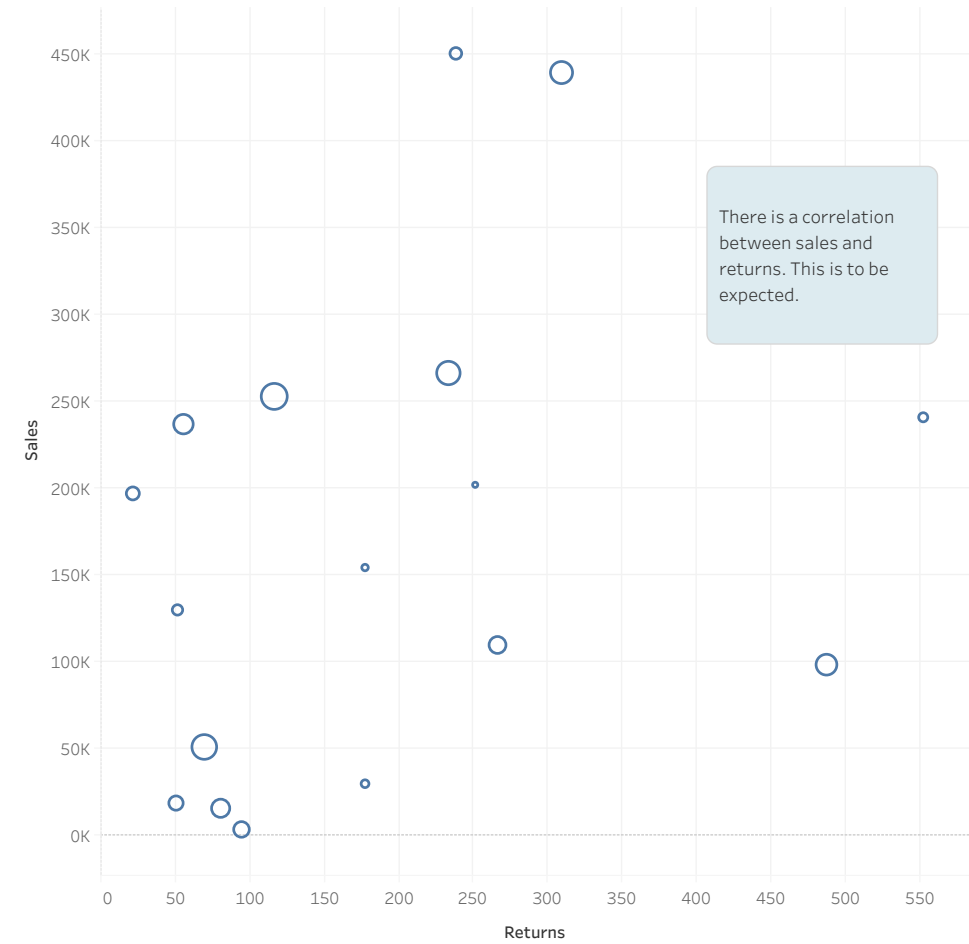
Introduction	Correlation Sales vs. Returns	Return Rate by Category	Return Rate by Customer	Return Rate by State	Return Rate by Month of Year	Bar Chart: Return Rate by Choice of Metric	Line Chart: Return Rate by Choice of Met..	Interactive Dashboard	Concl..
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**SUPERSTORE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

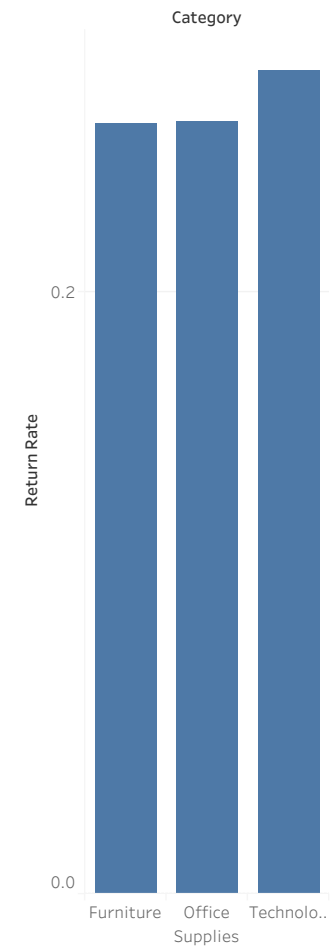
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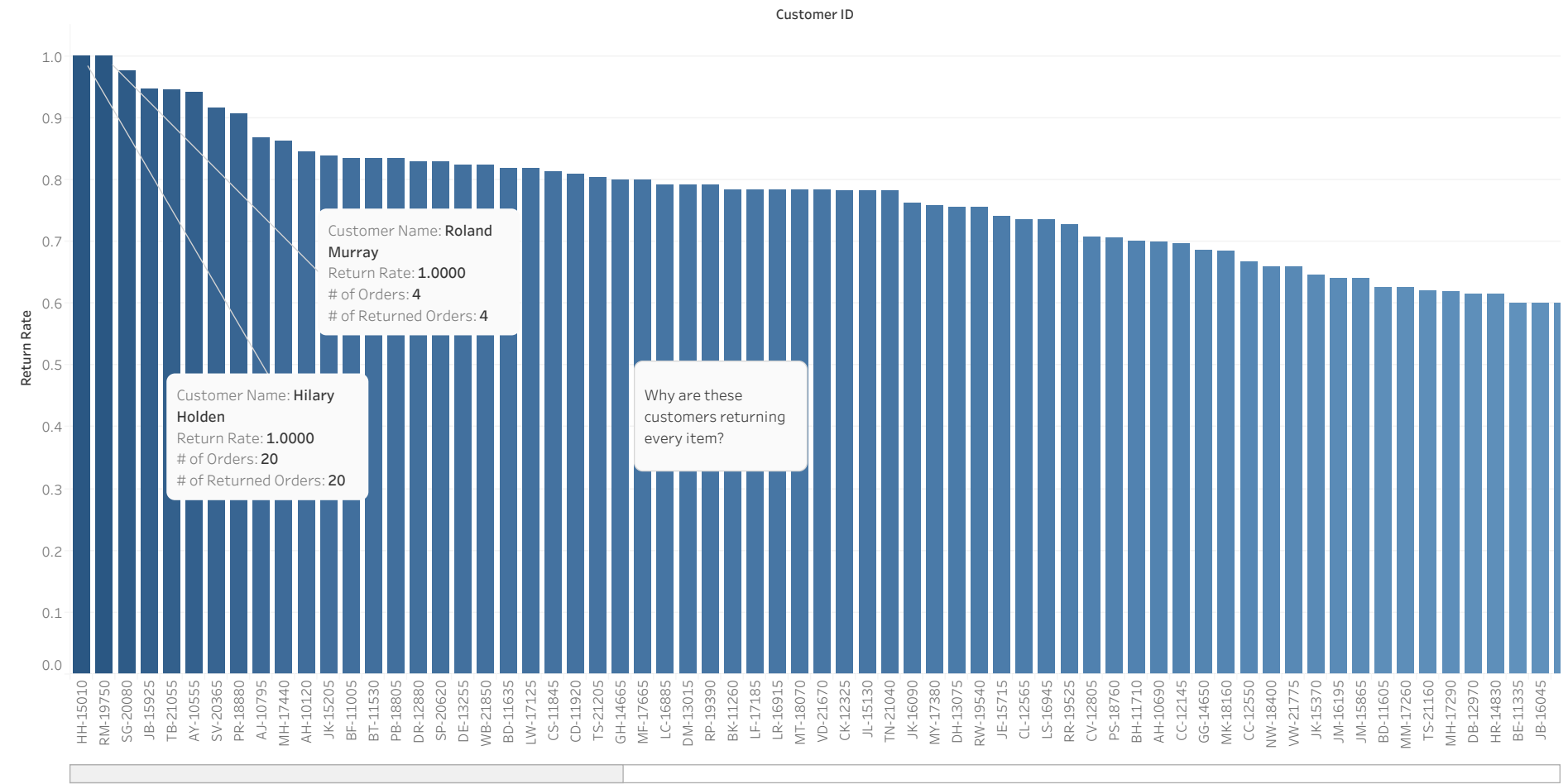
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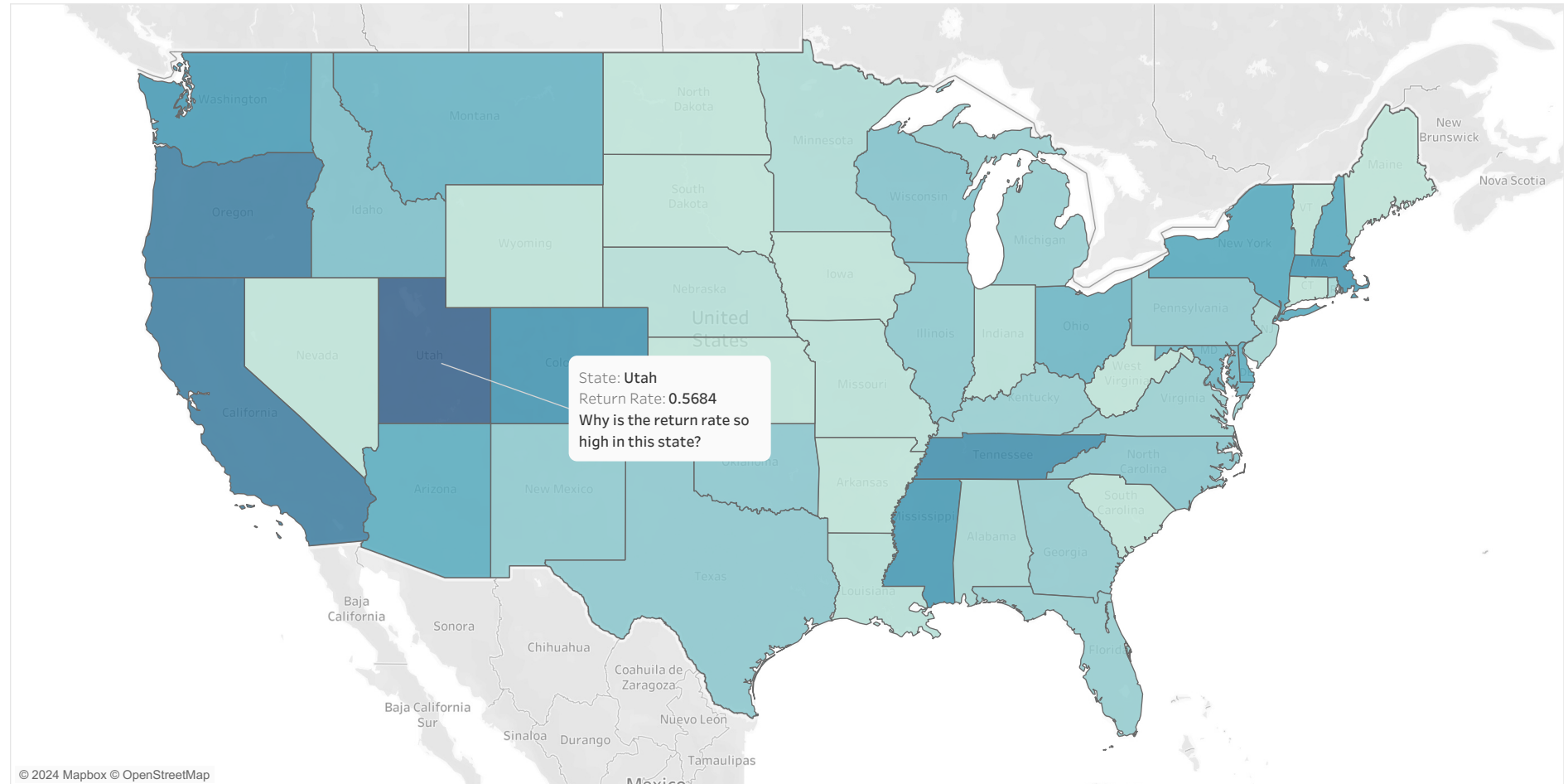
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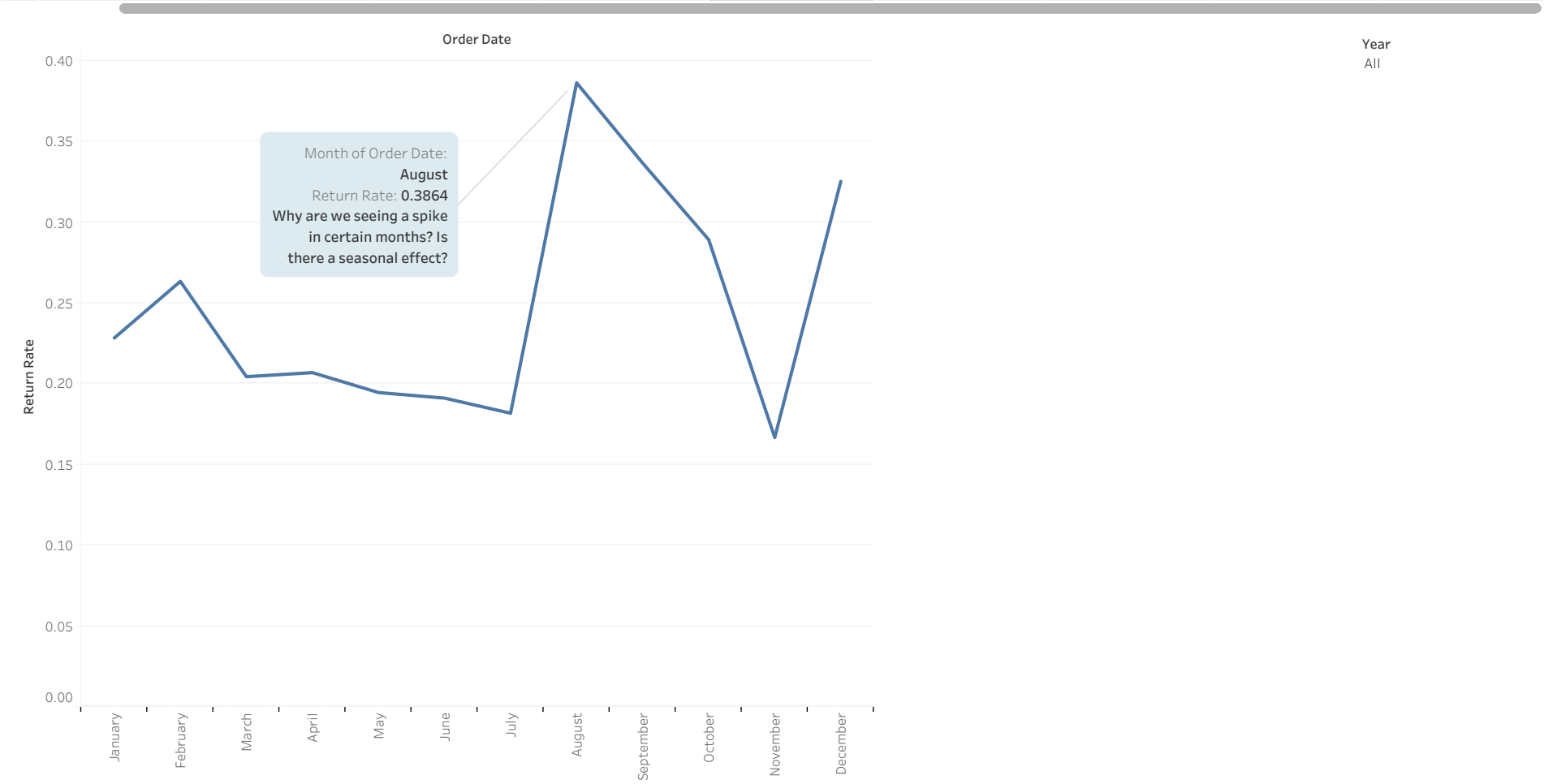
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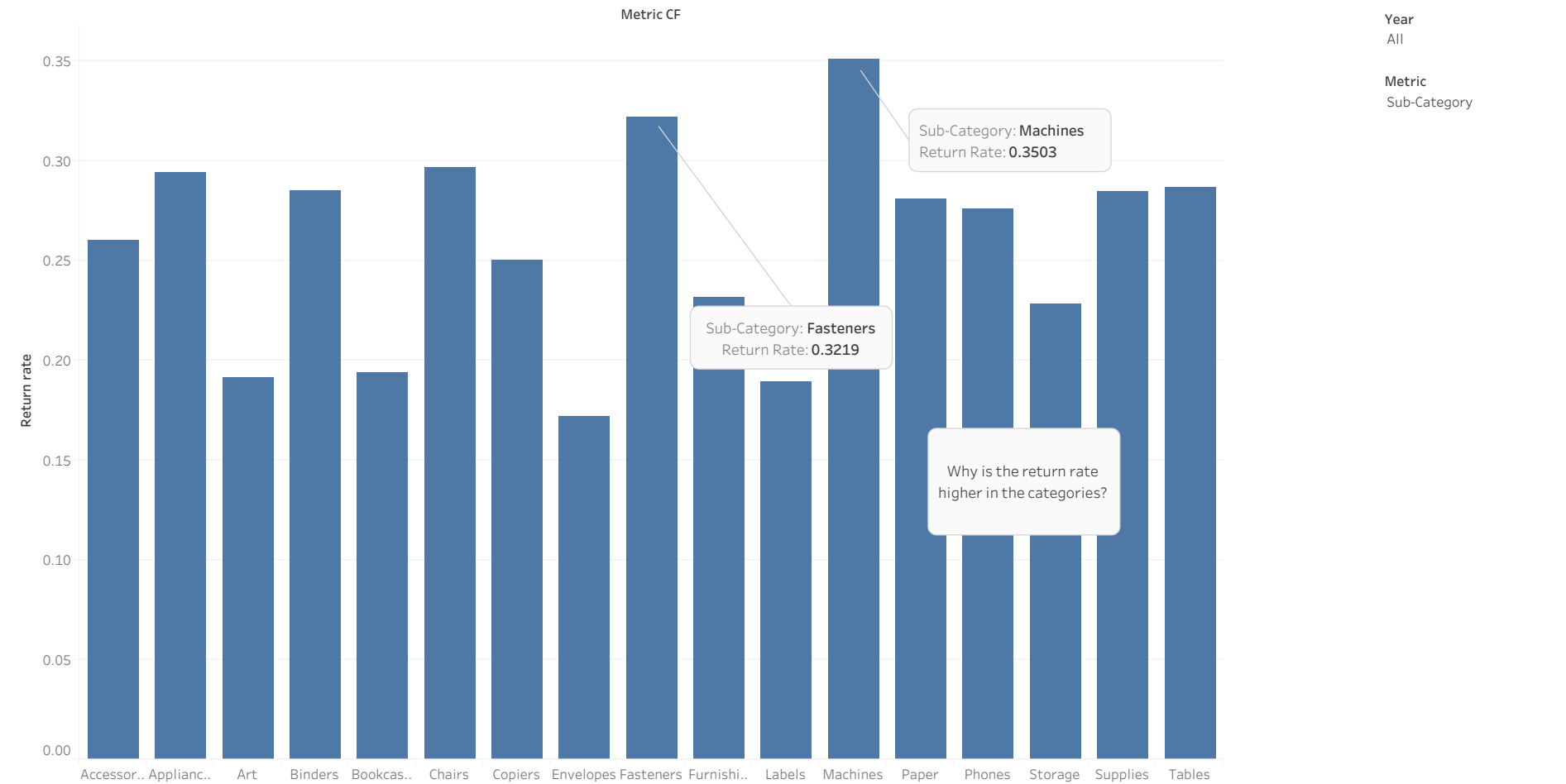
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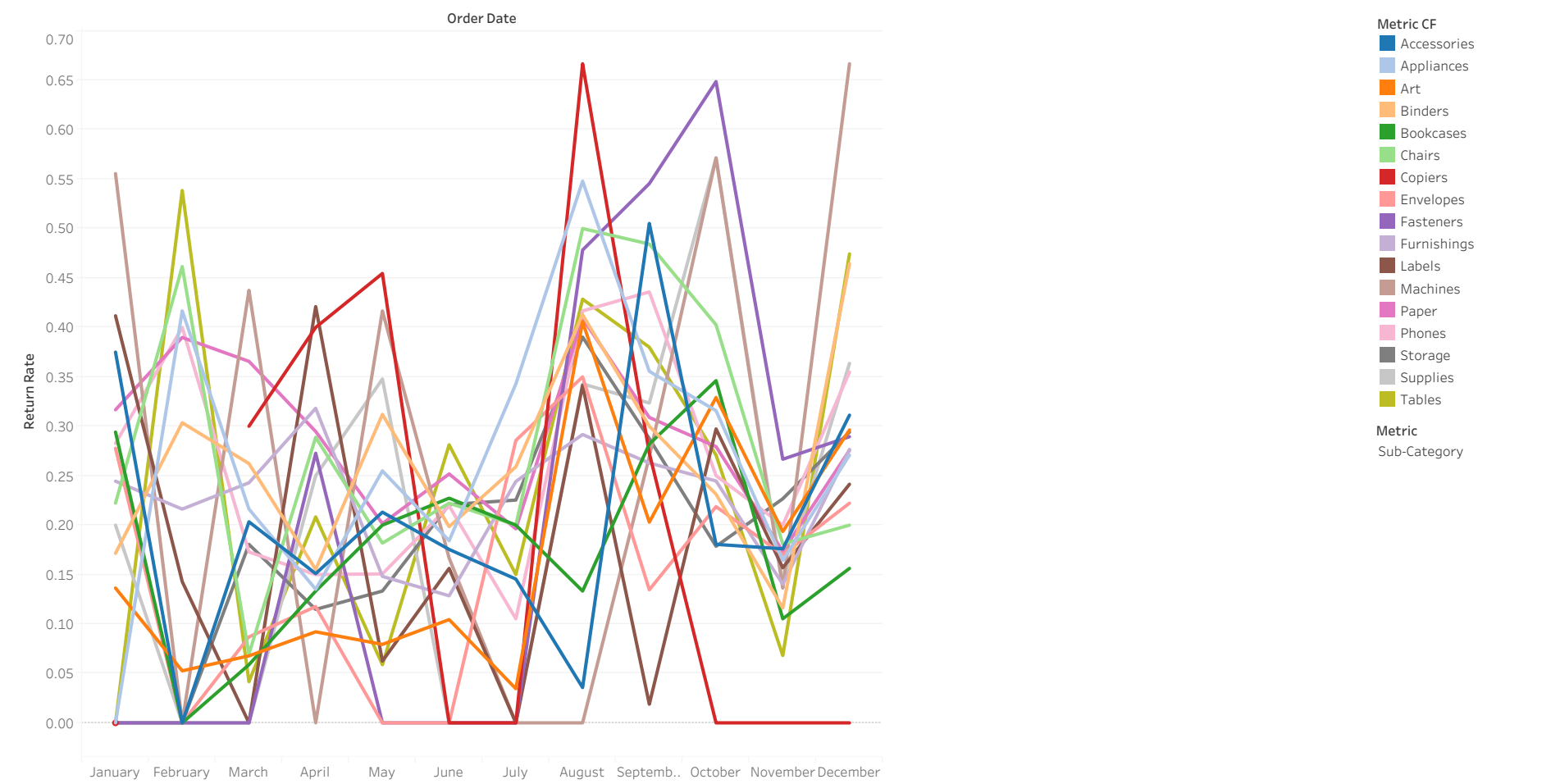
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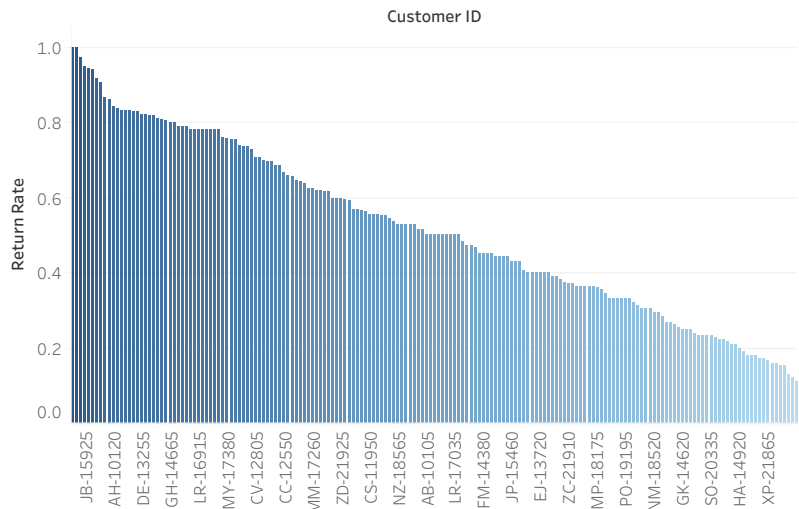




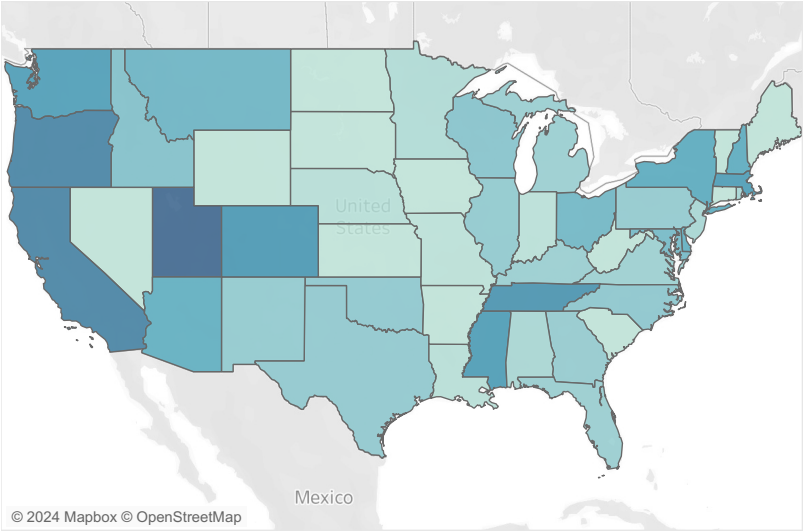
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Return Rate by User



Return Rate by State



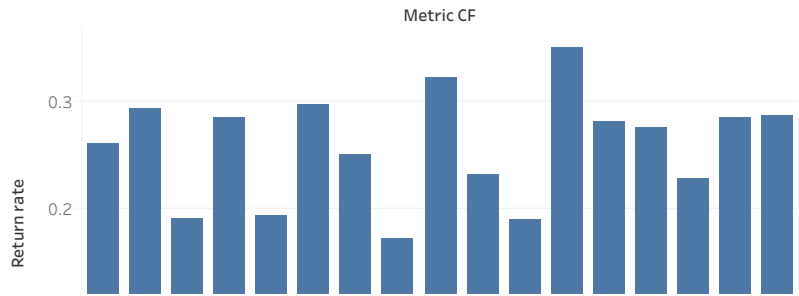
Year

All

Sub-Category

All

Return Rate



Return Rate by Month of Year



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## 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