

SuperStore Returns

Rose Hagerty

04/18/25

In this assignment, I will be preparing an analysis for the CEO of the Superstore to help them understand what is causing customers to return their orders and how to reduce the volume of returned orders.

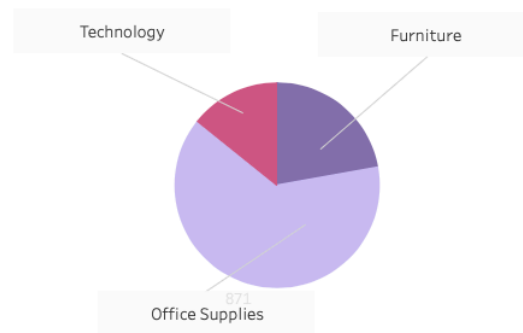
1. Certain states seemed to be accounting for a majority of the returns. States such as California, Texas, New York, Washington were among the highest rates of returns.
 - California alone accounts for 42.47% of all total returns.
 - By assessing the categories that have the highest return rate in California I found that office supplies was mainly responsible.
 - In today's world, through technology we can store and share information online and work remotely. According to an article written by USNEWS.com California is the top leading state in advancing technology in America!

SuperStore Returns

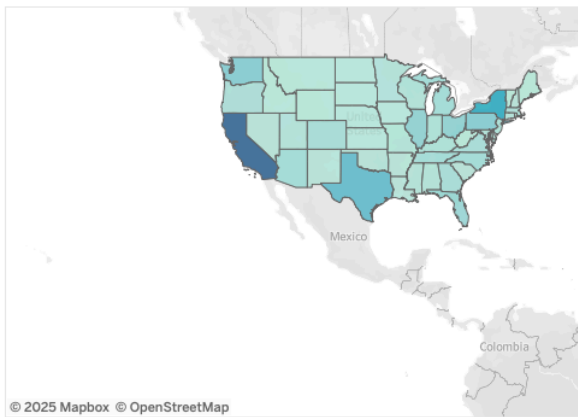
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Category by State



RR by State



State % Returns

State	
Alabama	0.12%
Arizona	2.23%
Arkansas	0.00%
California	42.47%
Colorado	2.76%
Connecticut	0.00%
Delaware	0.93%
District of Columbia	0.00%
Florida	1.39%
Georgia	0.74%
Idaho	0.12%
Illinois	2.23%
Indiana	0.09%
Iowa	0.00%
Kansas	0.00%
Kentucky	0.50%

State

- ☐ (All)
- ☐ Alabama
- ☐ Arizona
- ☐ Arkansas
- ☒ California
- ☐ Colorado
- ☐ Connecticut
- ☐ Delaware
- ☐ District of Columbia
- ☐ Florida
- ☐ Georgia
- ☐ Idaho
- ☐ Illinois
- ☐ Indiana
- ☐ Iowa
- ☐ Kansas
- ☐ Kentucky
- ☐ Louisiana

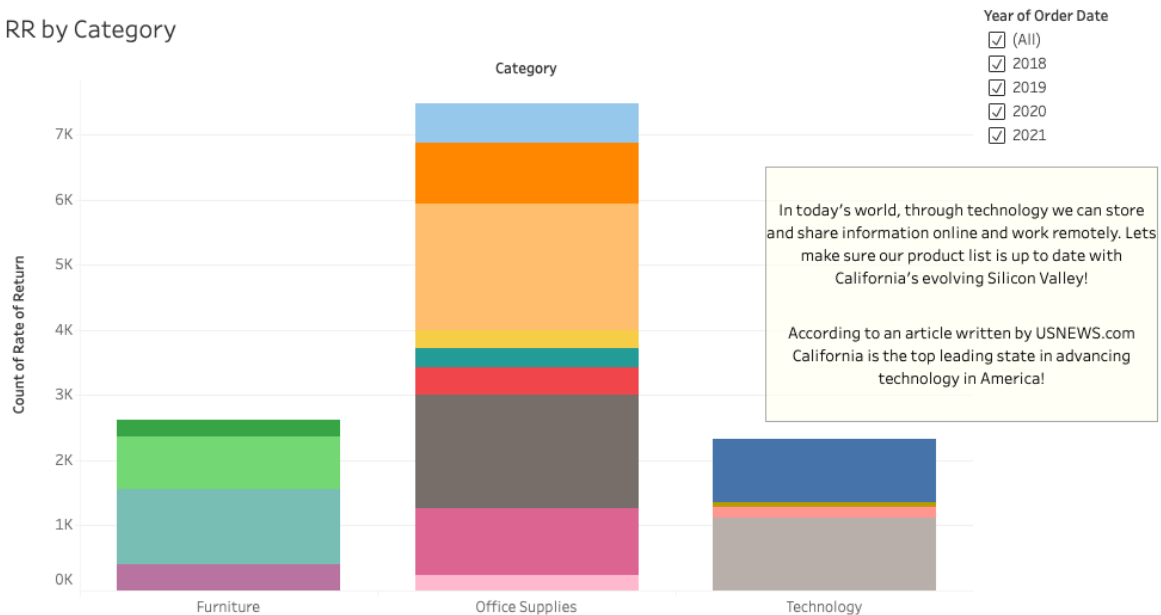
- By knowing where and what the sources are of the returns problem solving shows that since California is usually the leader in technology this high rate of return may start to show up in all states that slowly follow California's example. Good news is that this is actually a great opportunity to make a system with an early indicator or demand for the rest of the Country.
 - Most jobs now a days are remote. Bringing a stop to many products needed within an office. We now have cloud technology that eliminates the need for paper, binders, file cabinets just to name a few.
 - Notice how technology is the smallest category making up the returns for SuperStores. I recommend Ceasing to carry old and outdated products in the office supplies category and focusing more on selling technology to meet the new era of demand.

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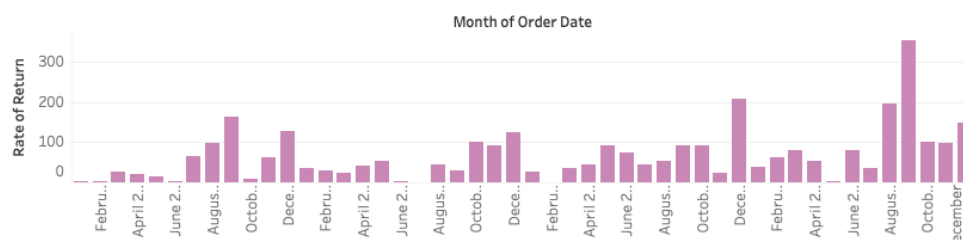
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RR by Category



RR by Month



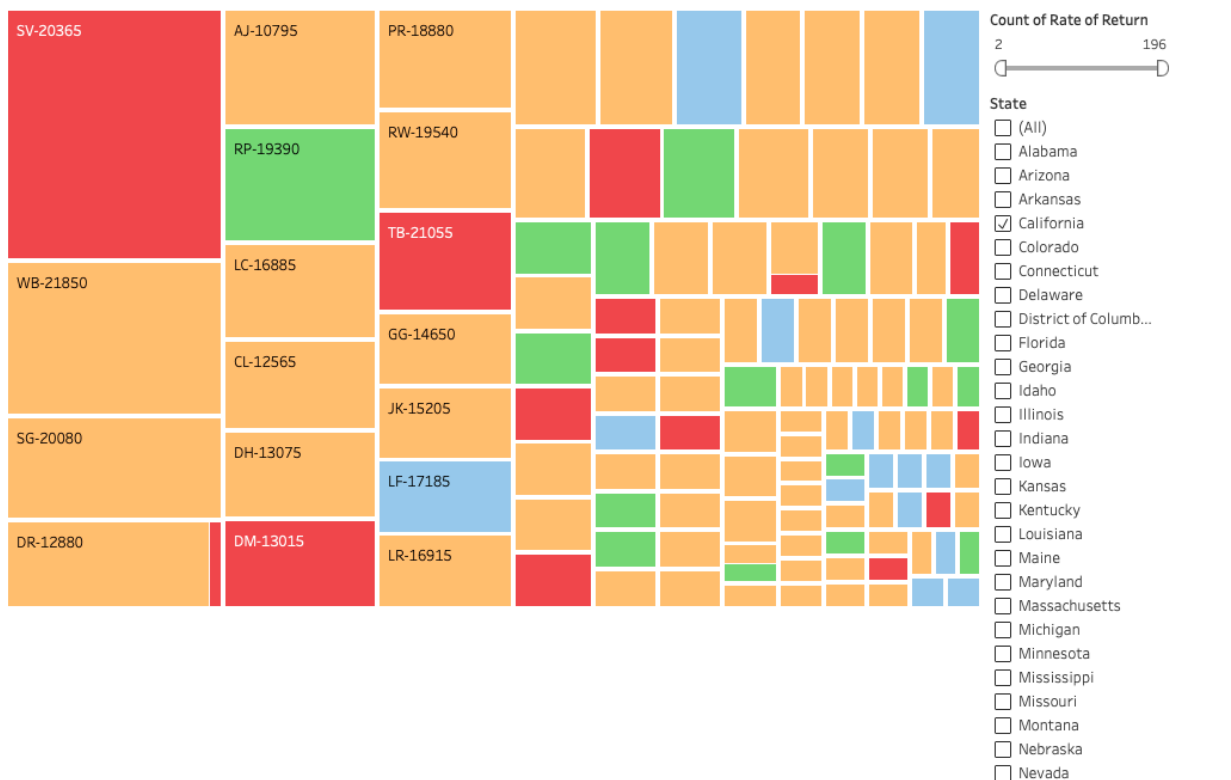
3. Who can you connect with?

- I've assessed the data in a way that identifies exactly what clients have the highest returns. Notice how most of them are clients in the top return states.
- I recommend connecting with these clients to speak about the discoveries in this data analysis and align with their needs to stay in front of the problem.
- Feel free to use the tableau visualizations to identify customer ids and their rate of return and what they tend to personally order.

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Summary of Recommendations:

Through this data analysis journey we have identified some great opportunities to improve. Here are my recommendations based on my findings.

1. Get into touch with the California, New York, and Texas customers. Ask them what their needs are and how can you accommodate them. Establish demand.
2. I recommend lessening your supply of office supplies such as binders, papers and art.
3. Make this an opportunity to create a system that can be applied to other markets as other states soon may follow behind California.