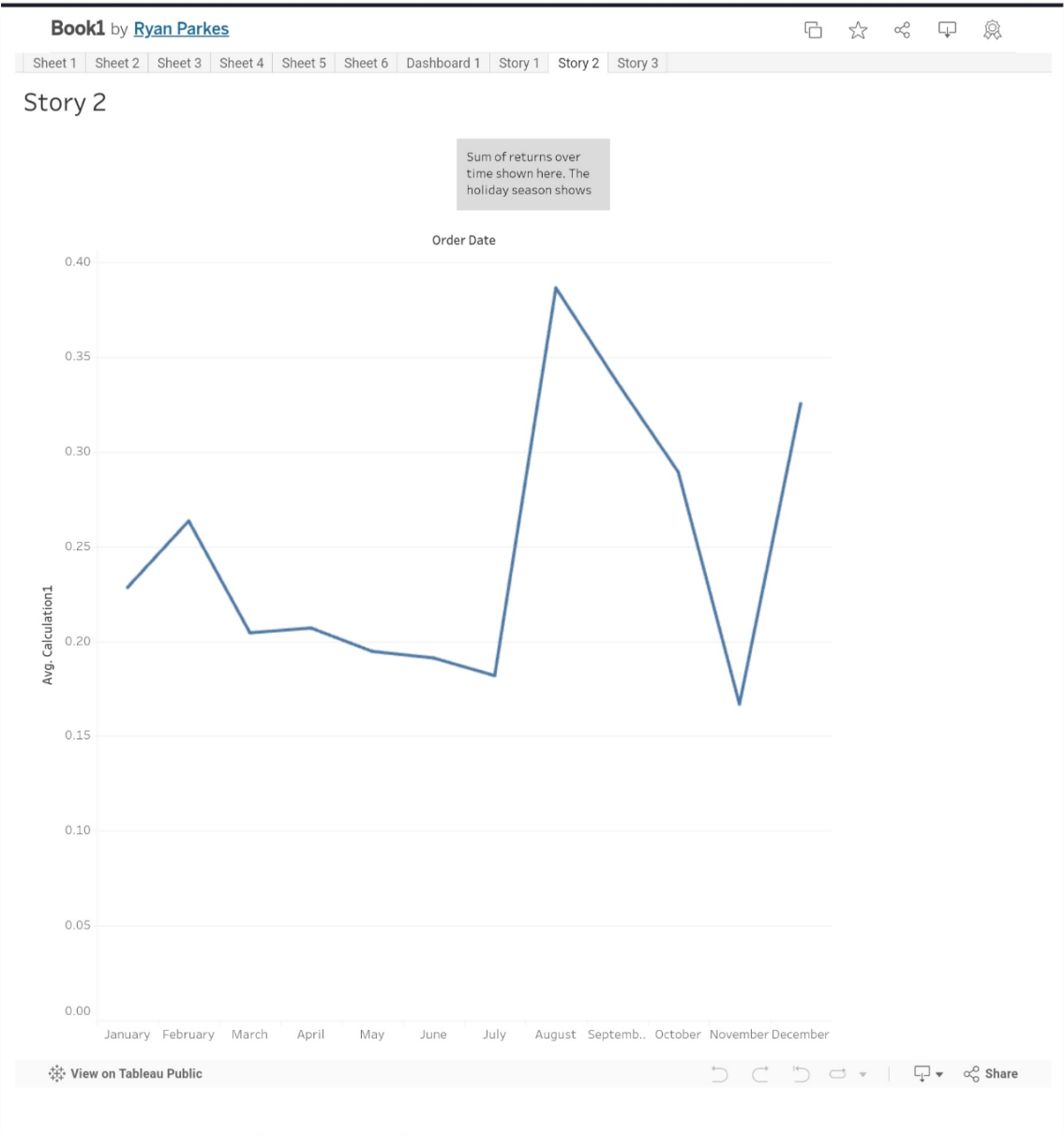What is causing the high number of returned orders at the superstore?

In determining the cause of the high number of returns I first created a calculation to place a numerical value for the amount of returns. From there I am able to make an analysis of the data to sort out our findings.

Story 1 shows us the sum of returns per category. According to this bar chart we are seeing a high number of returns in the office supplies category. In fact it's about triple the amount of returns of each of the other two categories. Perhaps this is do to the fact that remote working is more common nowadays. Perhaps introducing products within our catalog that can be utilized for remote working.
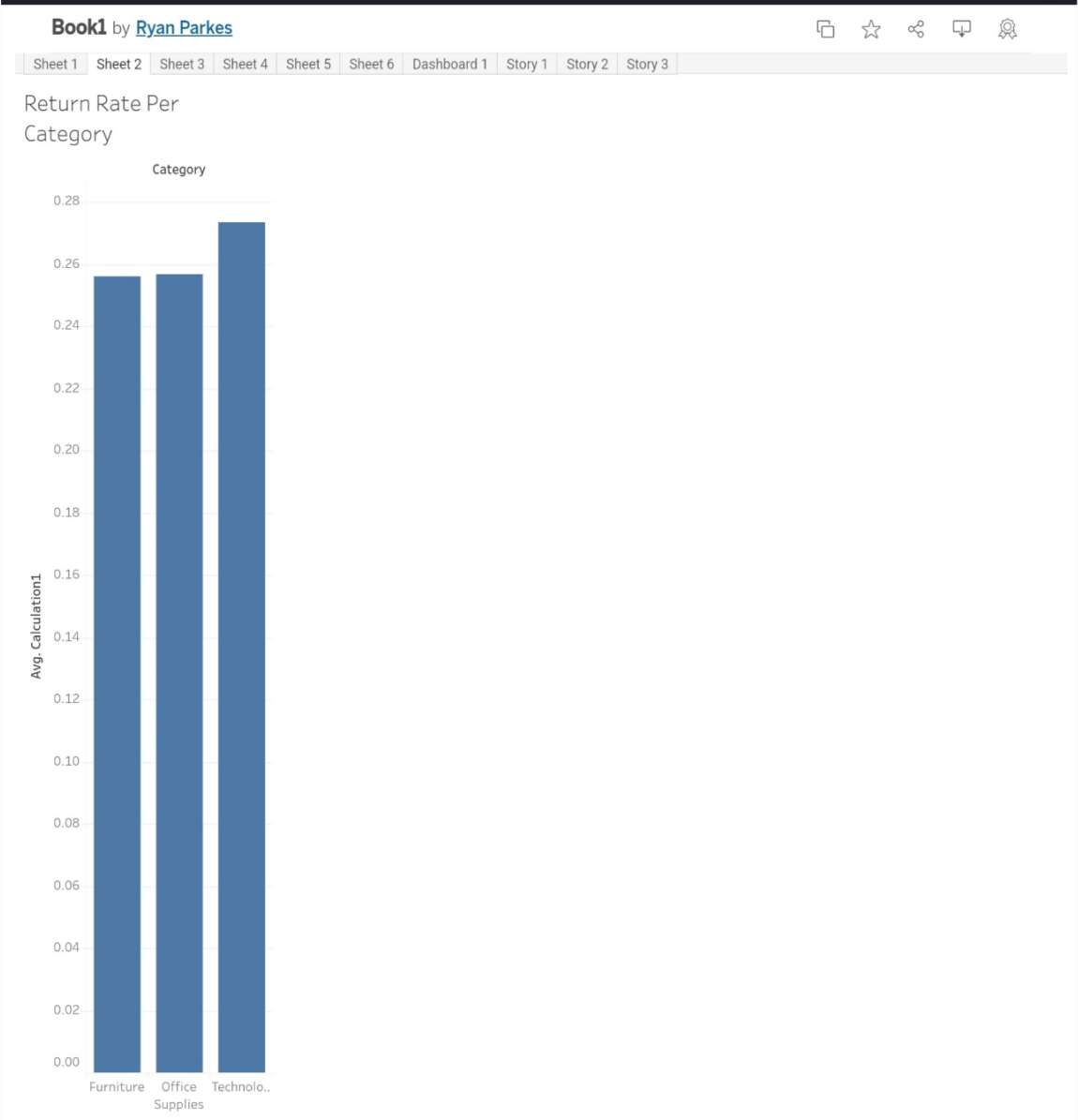
Story 2 shows us the sum of returns over the months. Starting around the latter half of the year there is a rise in returns, which peaks during the month of September and December. This can be due to the fact that school begins during these months in addition to the holiday months of more purchases and subsequently more returns. Perhaps special promotions like loyalty point during this time can help lower the amount of returns.

Story 2

Sum of returns over time shown here. The holiday season shows

Order Date

Avg. Calculation1

0.40
0.35
0.30
0.25
0.20
0.15
0.10
0.05
0.00

January February March April May June July August Septemb.. October November December

Story 3 shows us the rate of returns across regions. According to the pie chart the most returns are from the west region. More specifically we can narrow this down to the state of California based on worksheet 4 which shows the return rates by state. The reason for this can be due to the fact that most tech companies are based out in California's silicon valley and because of this it would be the highest concentration of remote working. Again this can be alleviated by introducing products that are remote work friendly.

Book1 by Ryan Parkes

Sheet 1 | Sheet 2 | Sheet 3 | Sheet 4 | Sheet 5 | Sheet 6 | Dashboard 1 | Story 1 | Story 2 | **Story 3**

Story 3

According to this pie chart the biggest rate of returns is from the

Region
- Central
- East
- South
- West

Avg. Calculation1
0.8975

Share