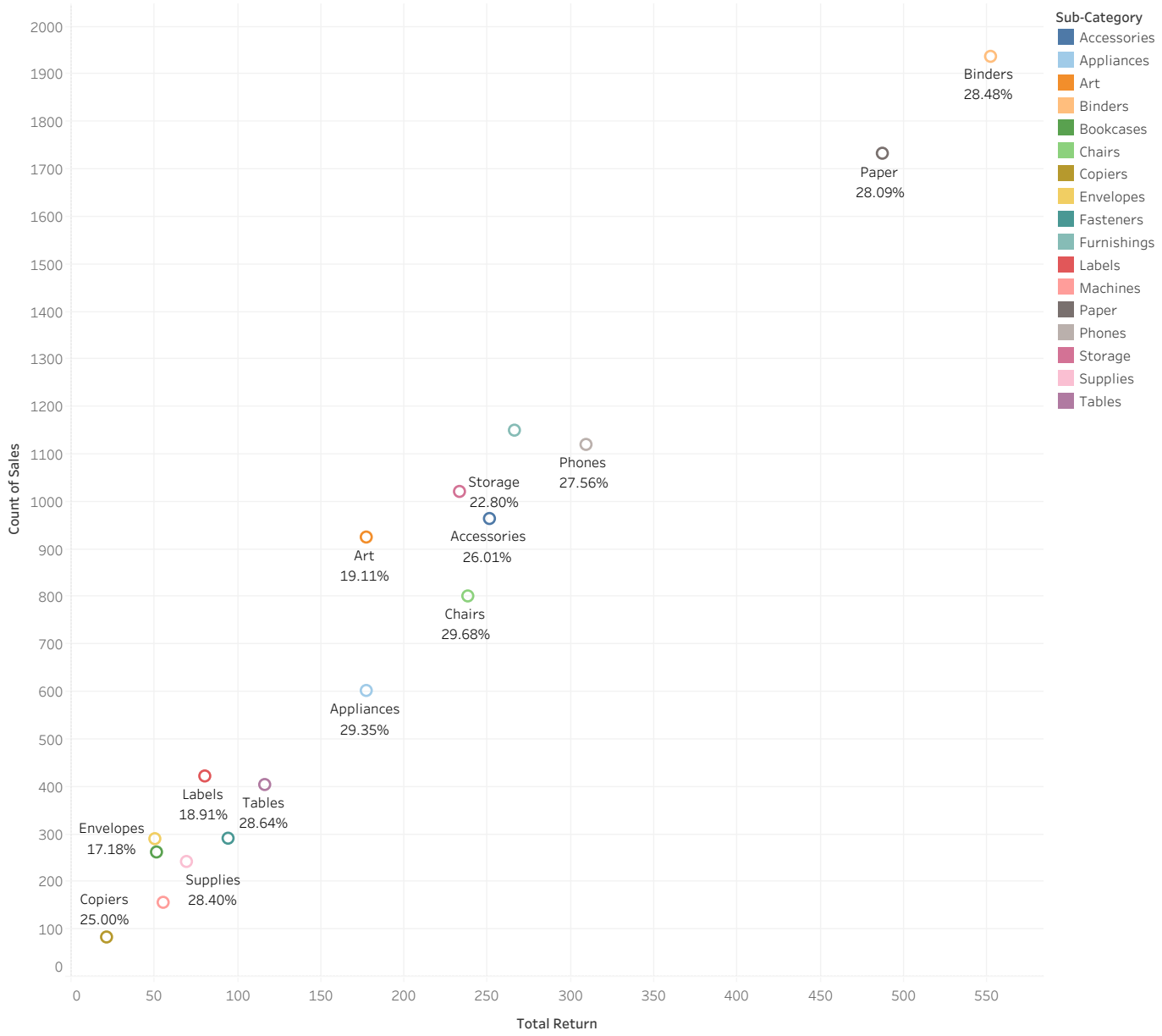
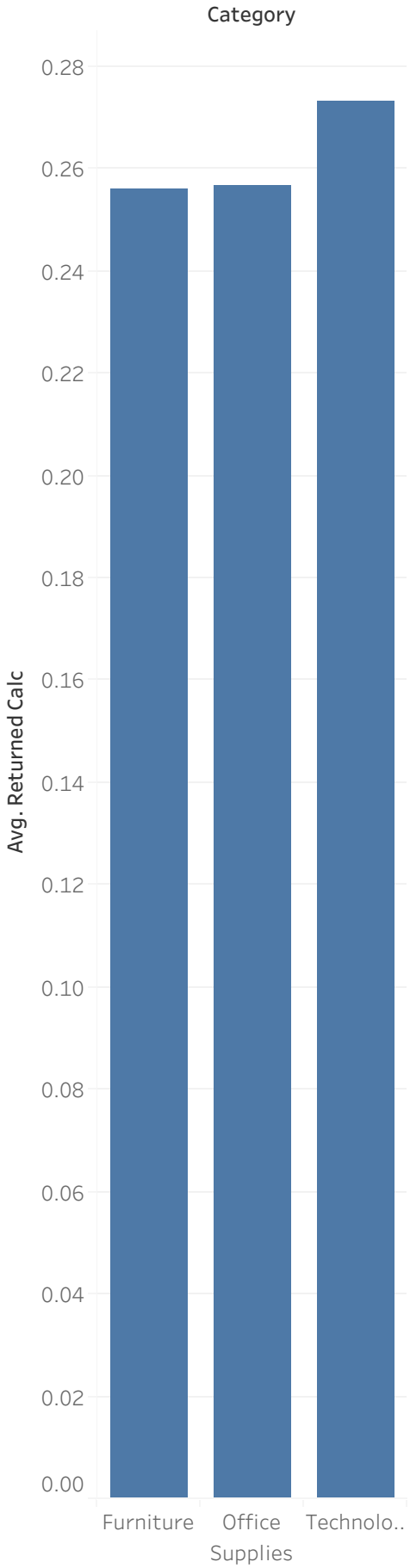
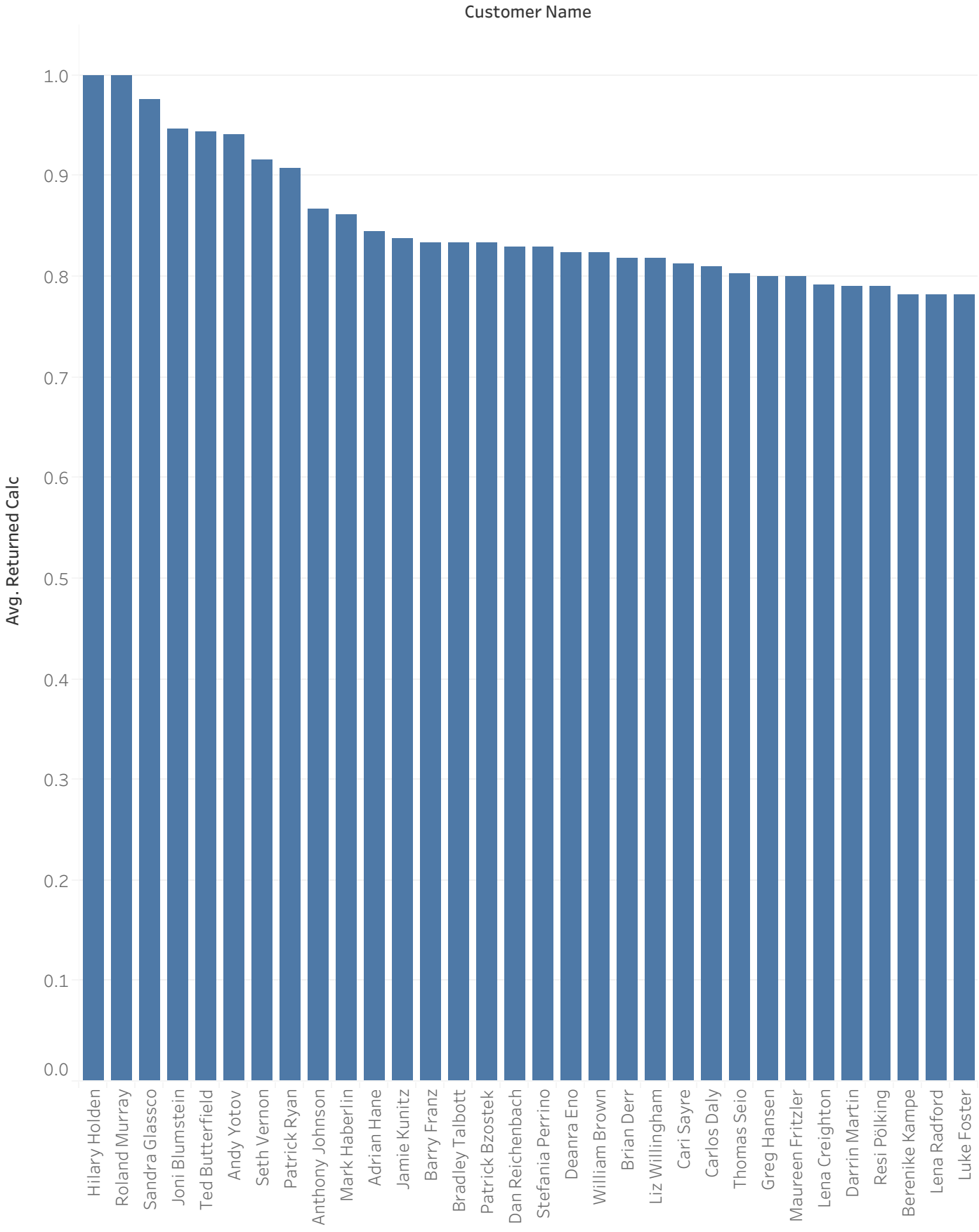
Totals Sales vs Total Returns by Sub



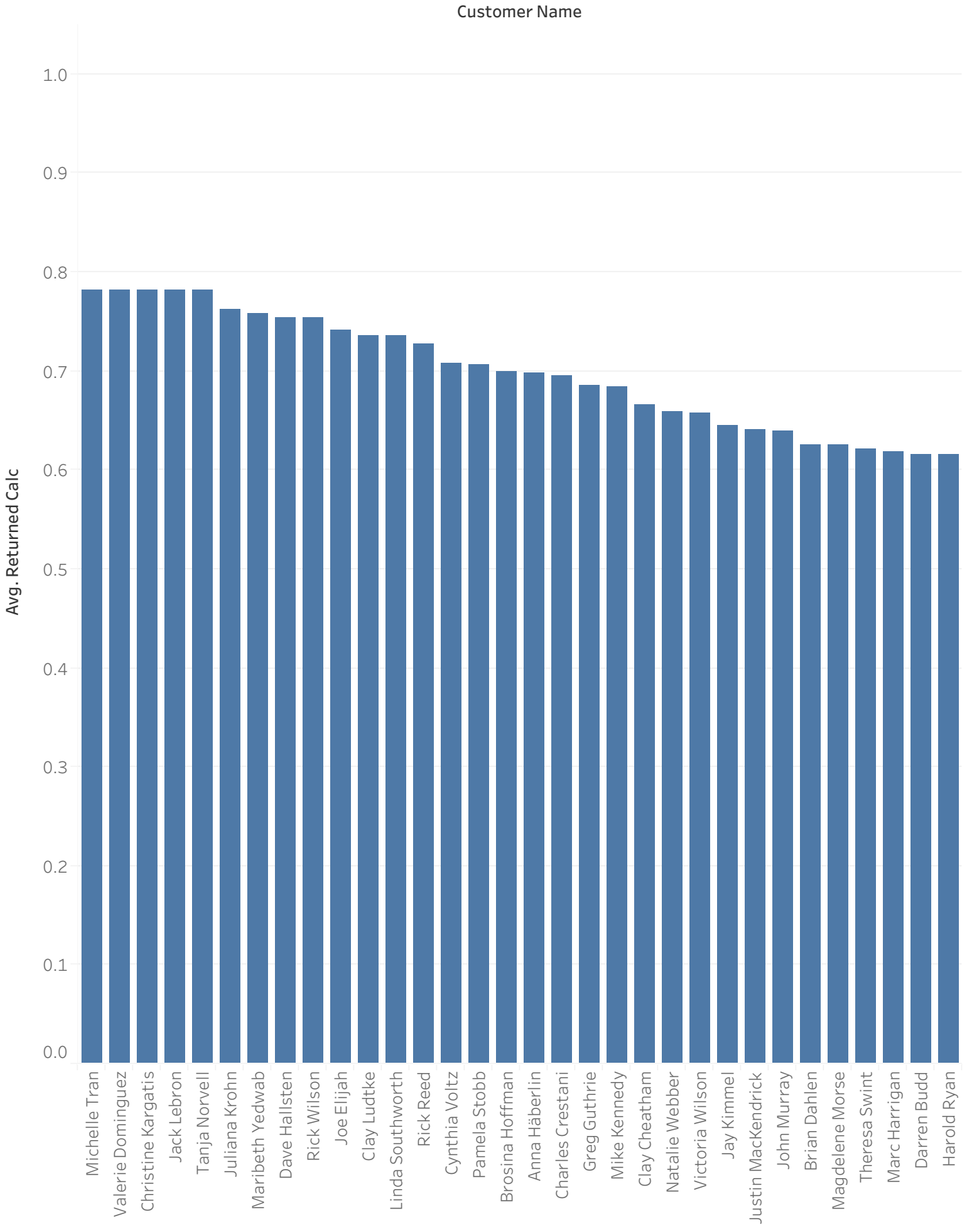
Return Rate by Category



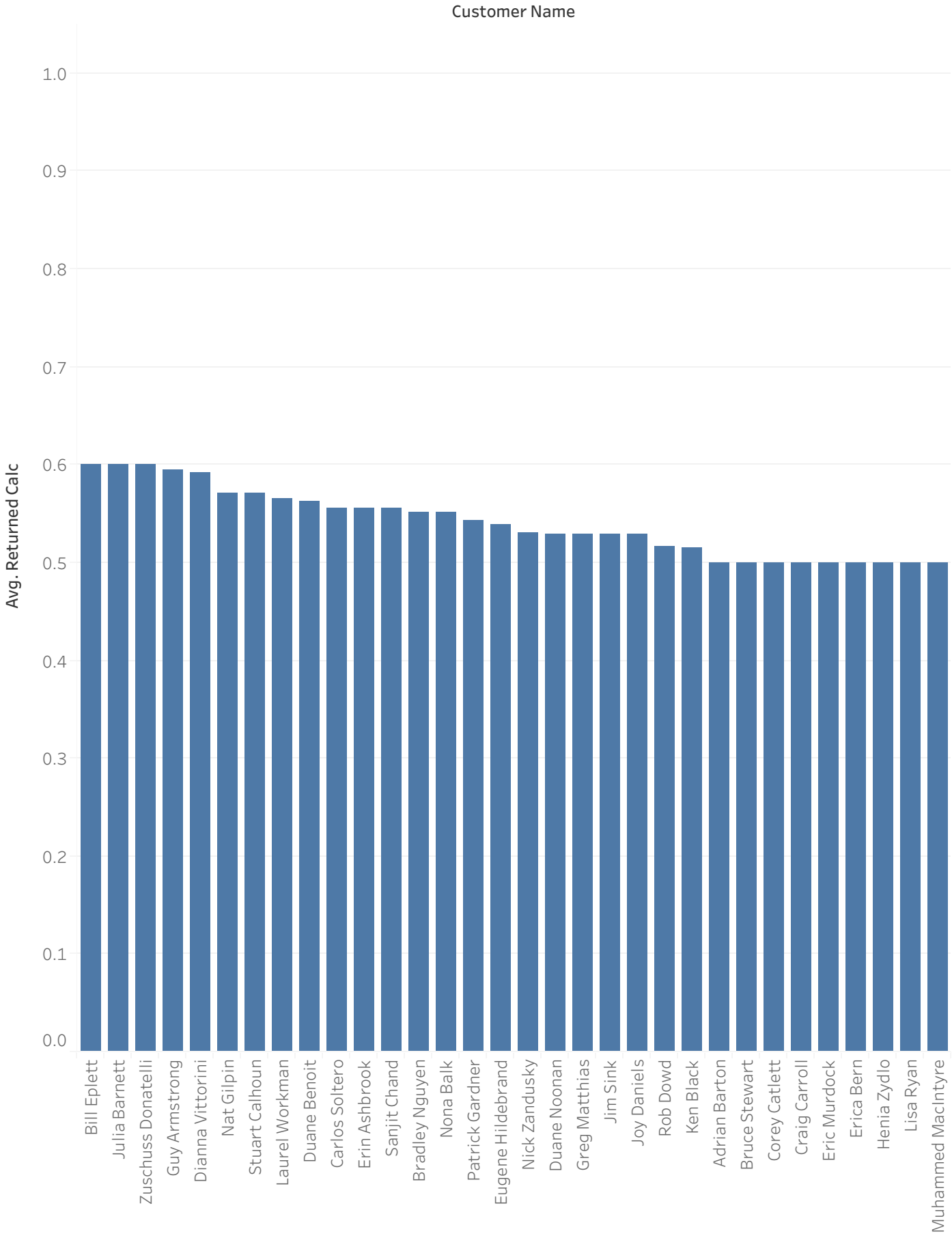
Return Rate by Customer



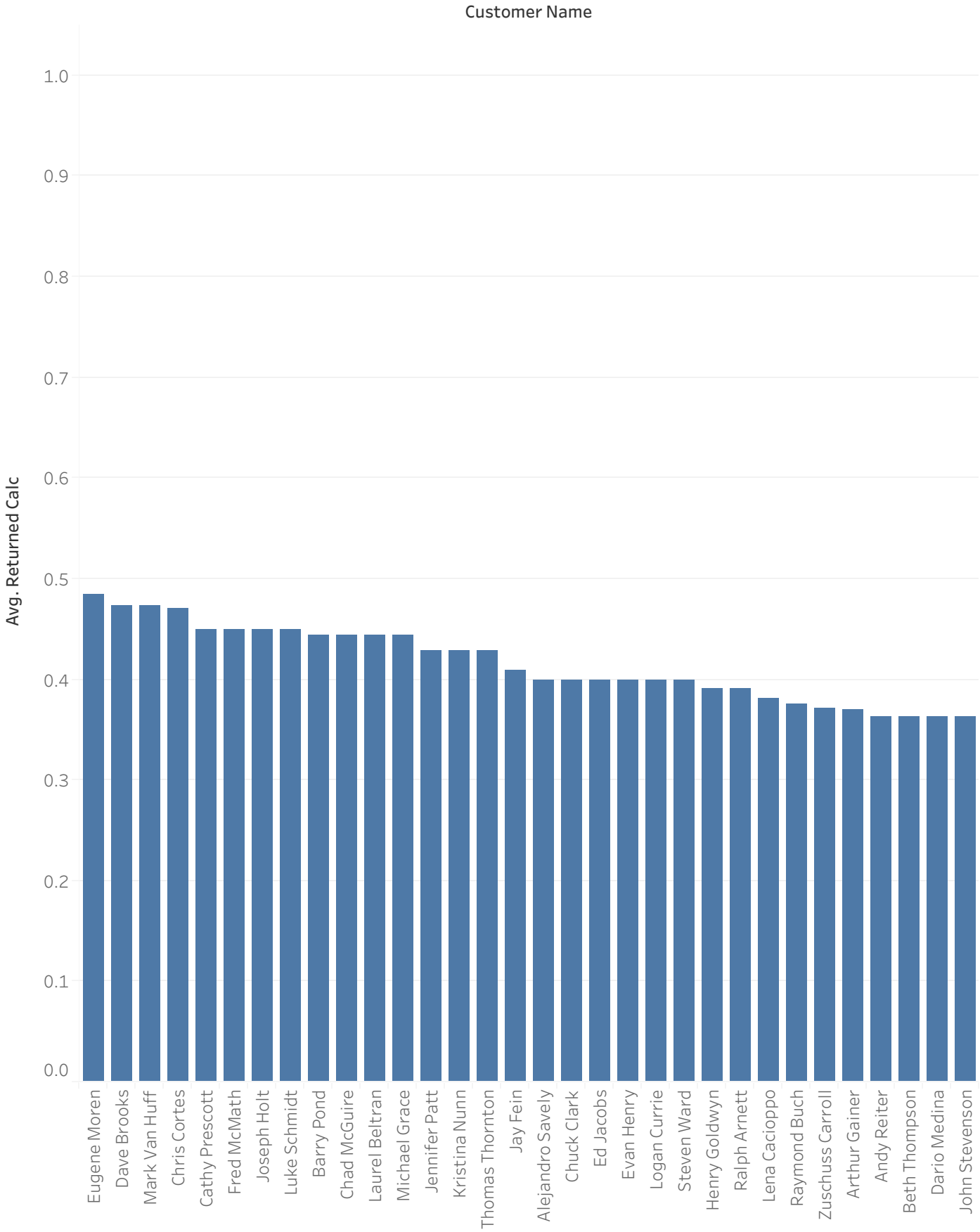
Return Rate by Customer



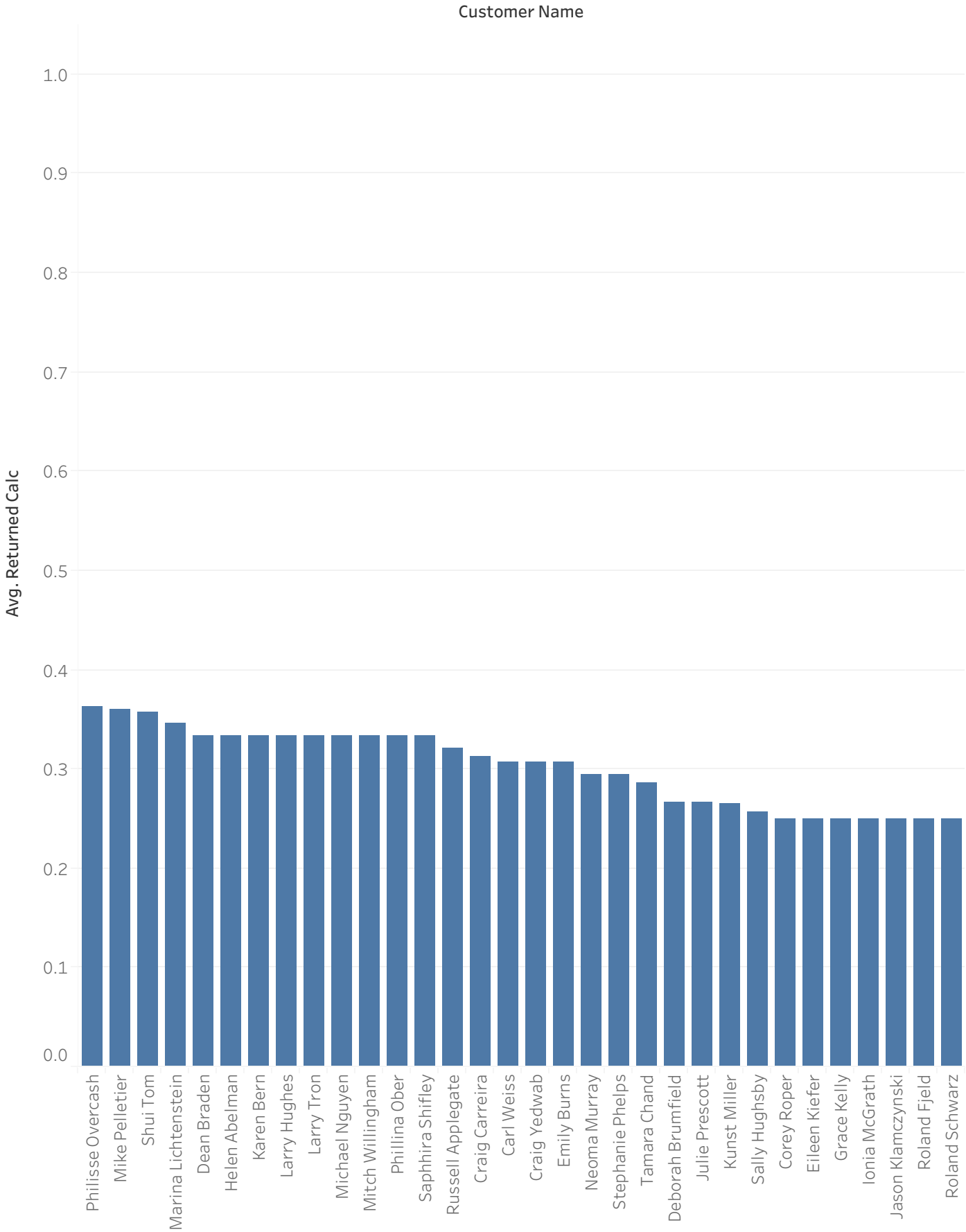
Return Rate by Customer



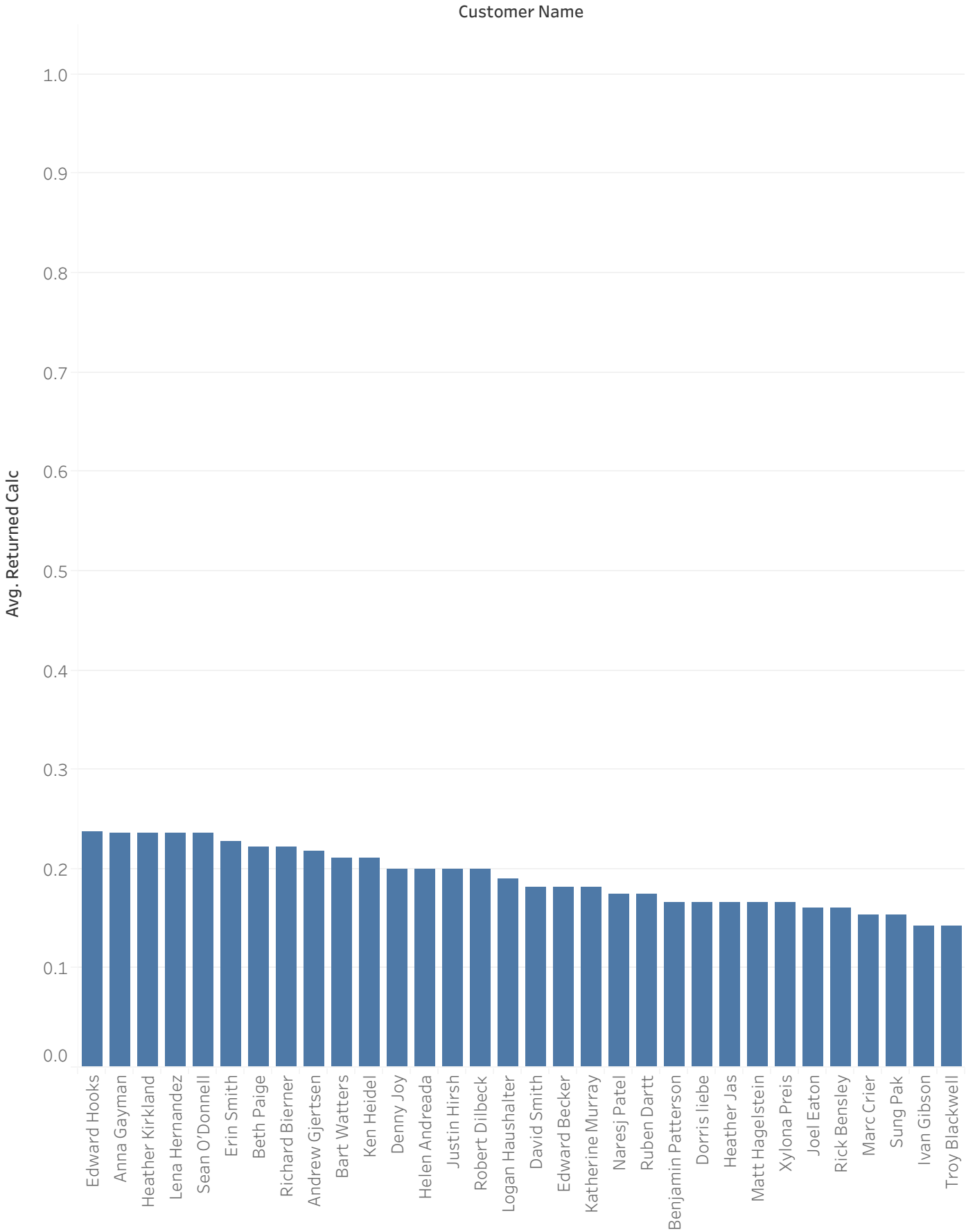
Return Rate by Customer



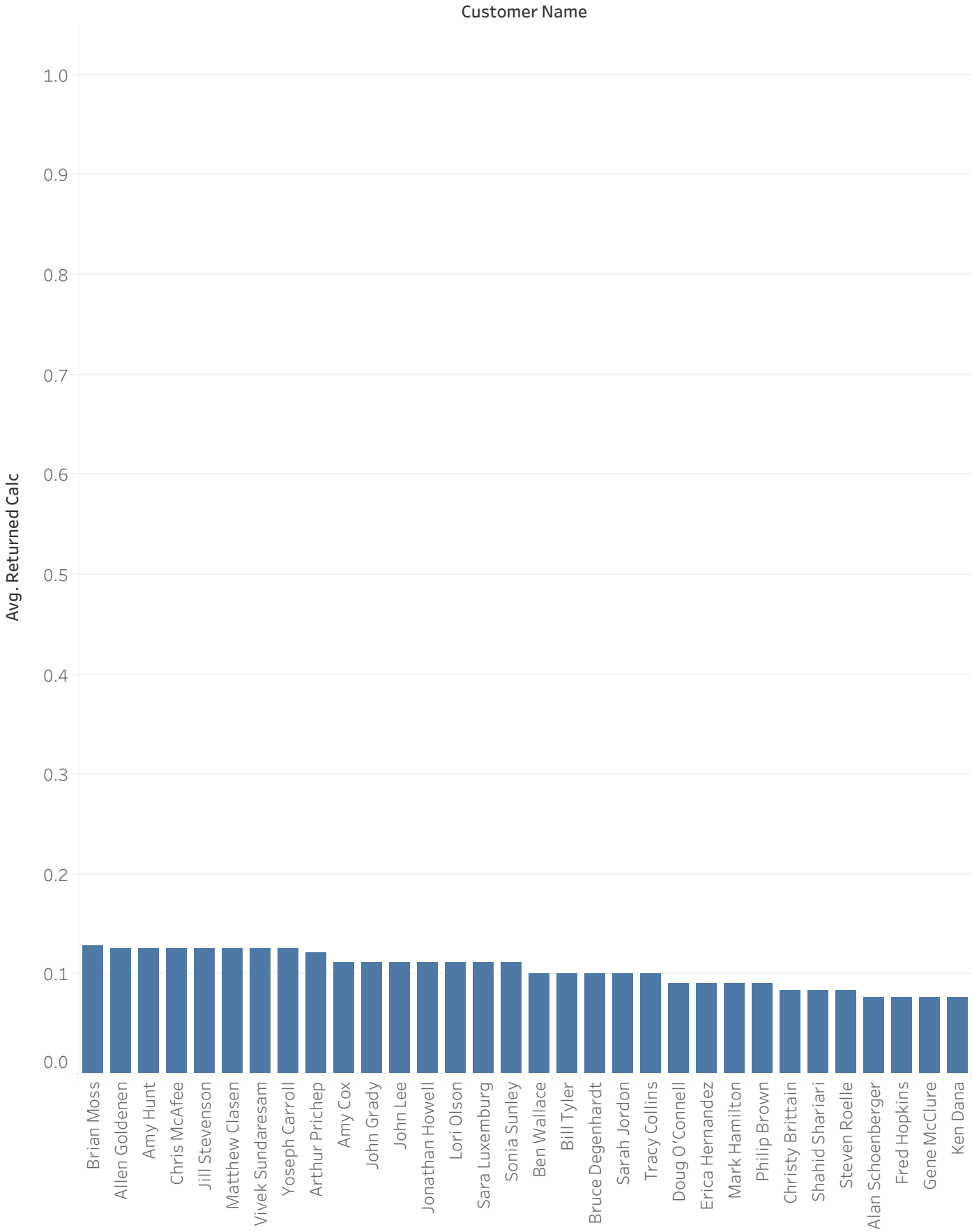
Return Rate by Customer



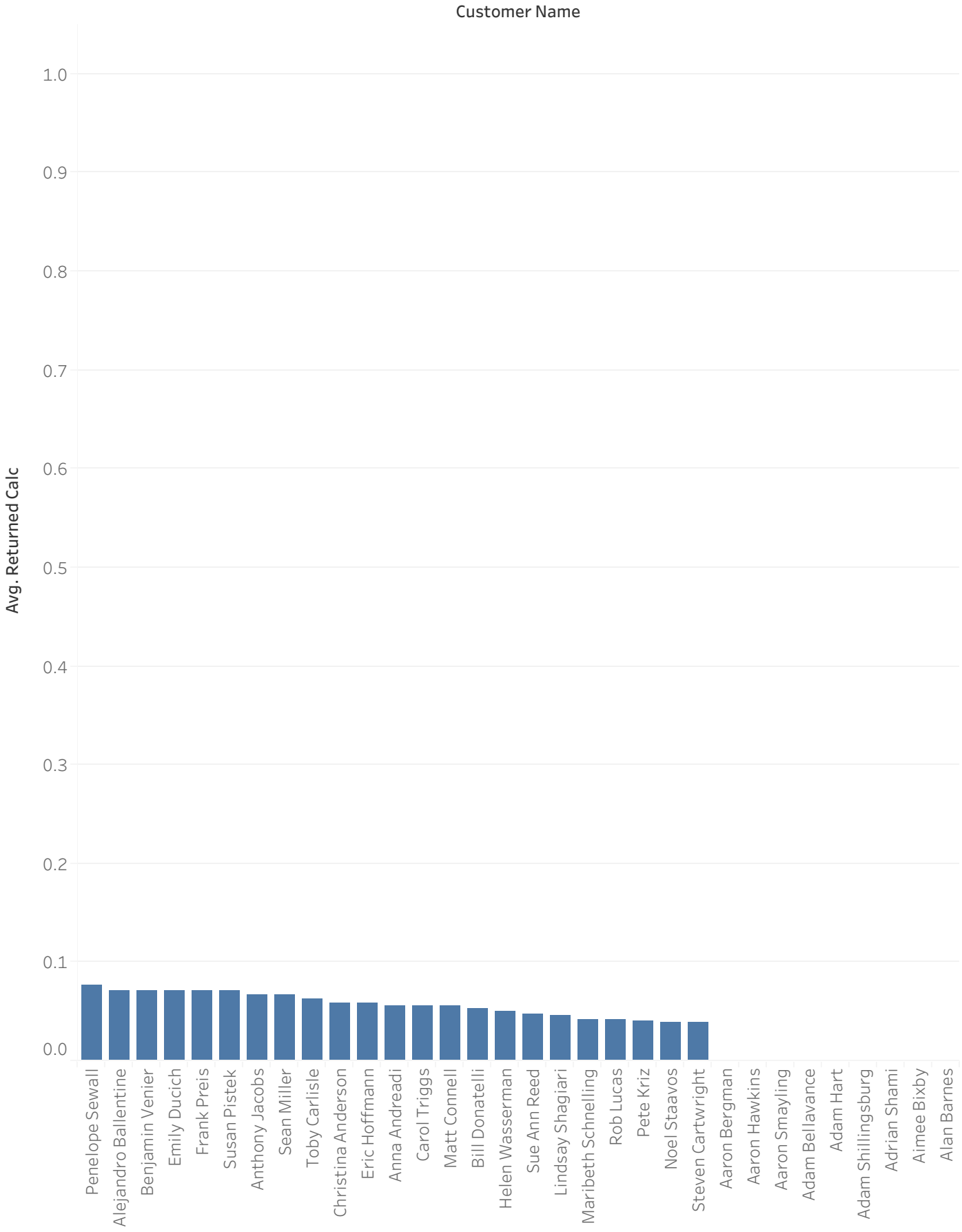
Return Rate by Customer



Return Rate by Customer

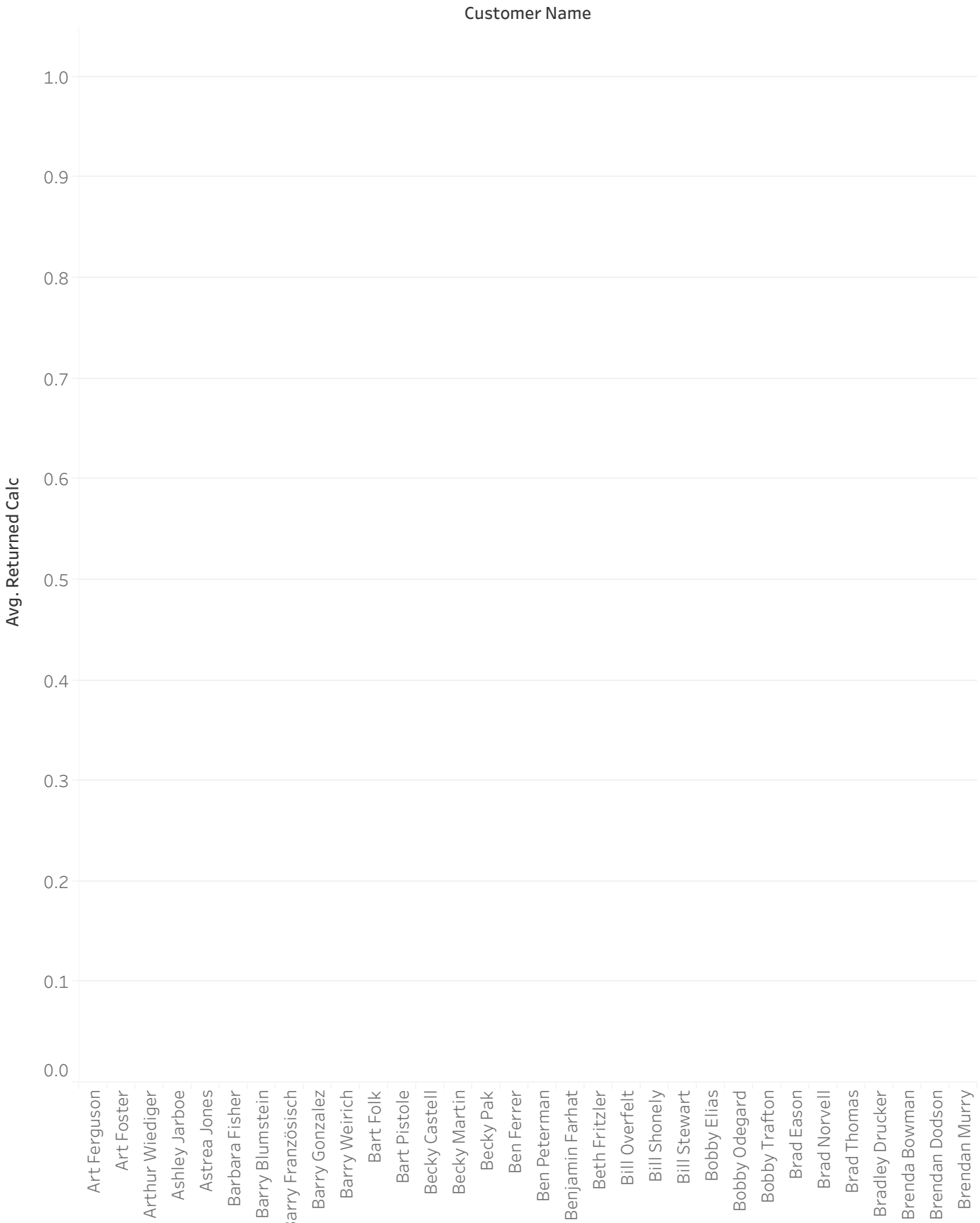


Return Rate by Customer

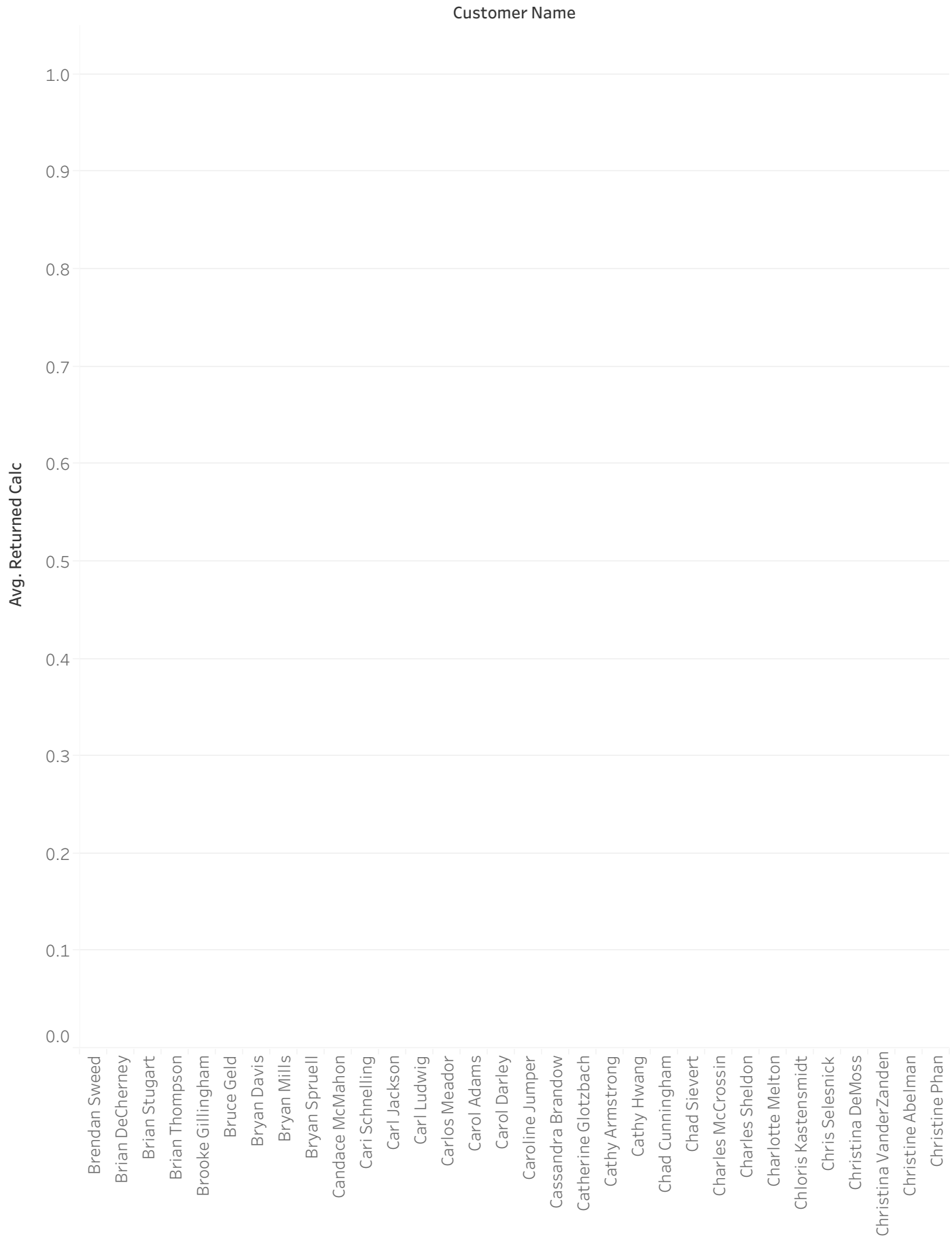


Return Rate by Customer

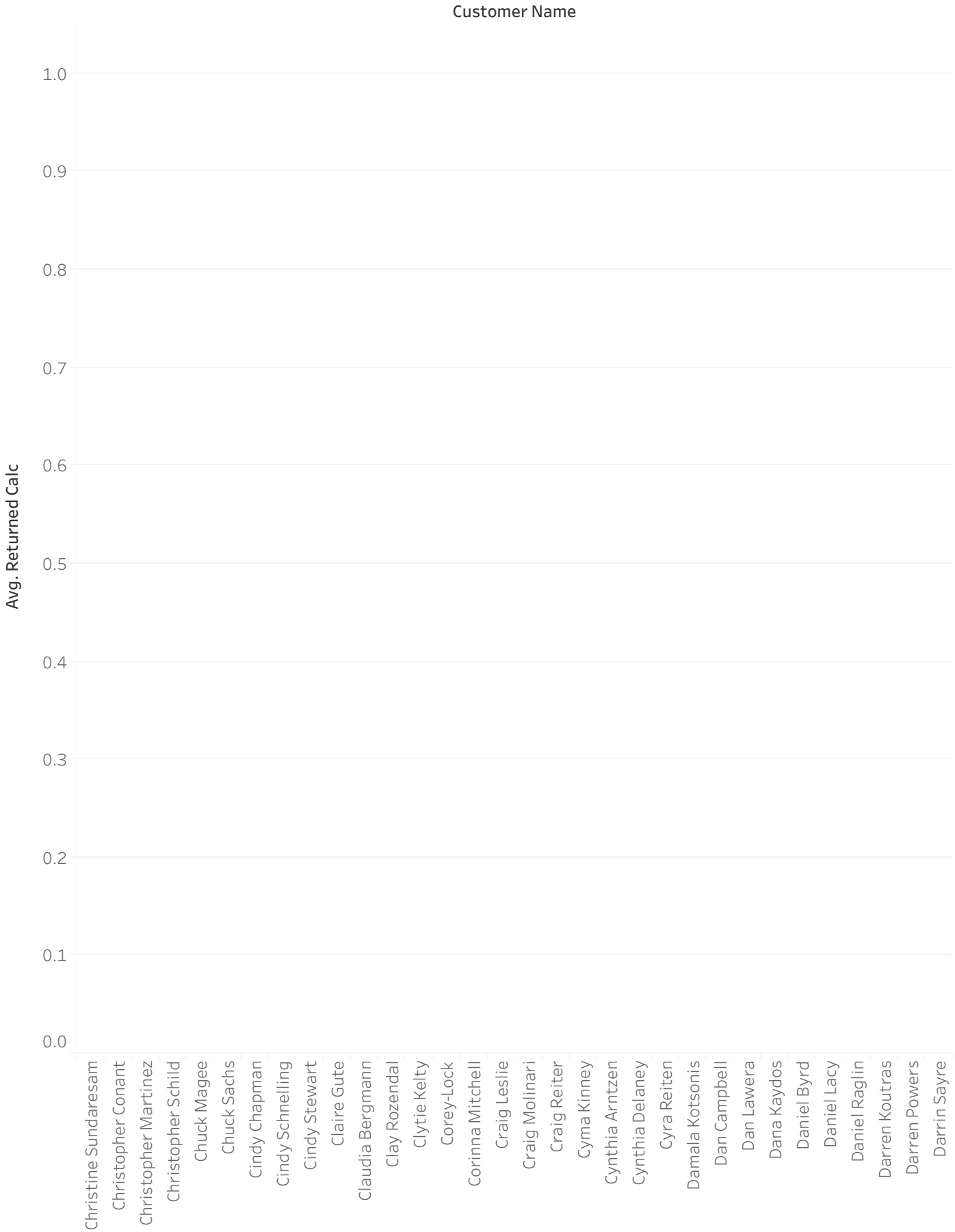
Return Rate by Customer



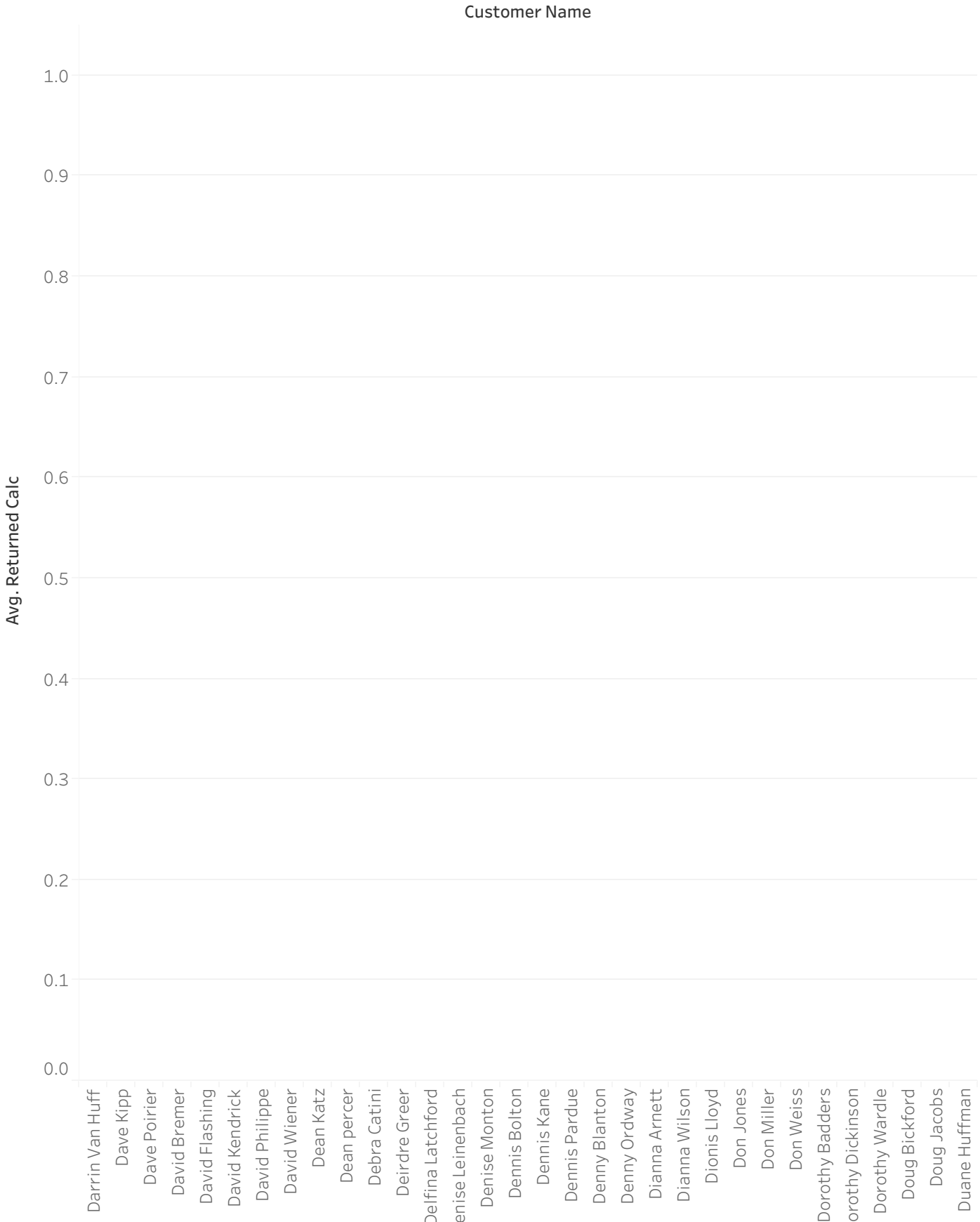
Return Rate by Customer



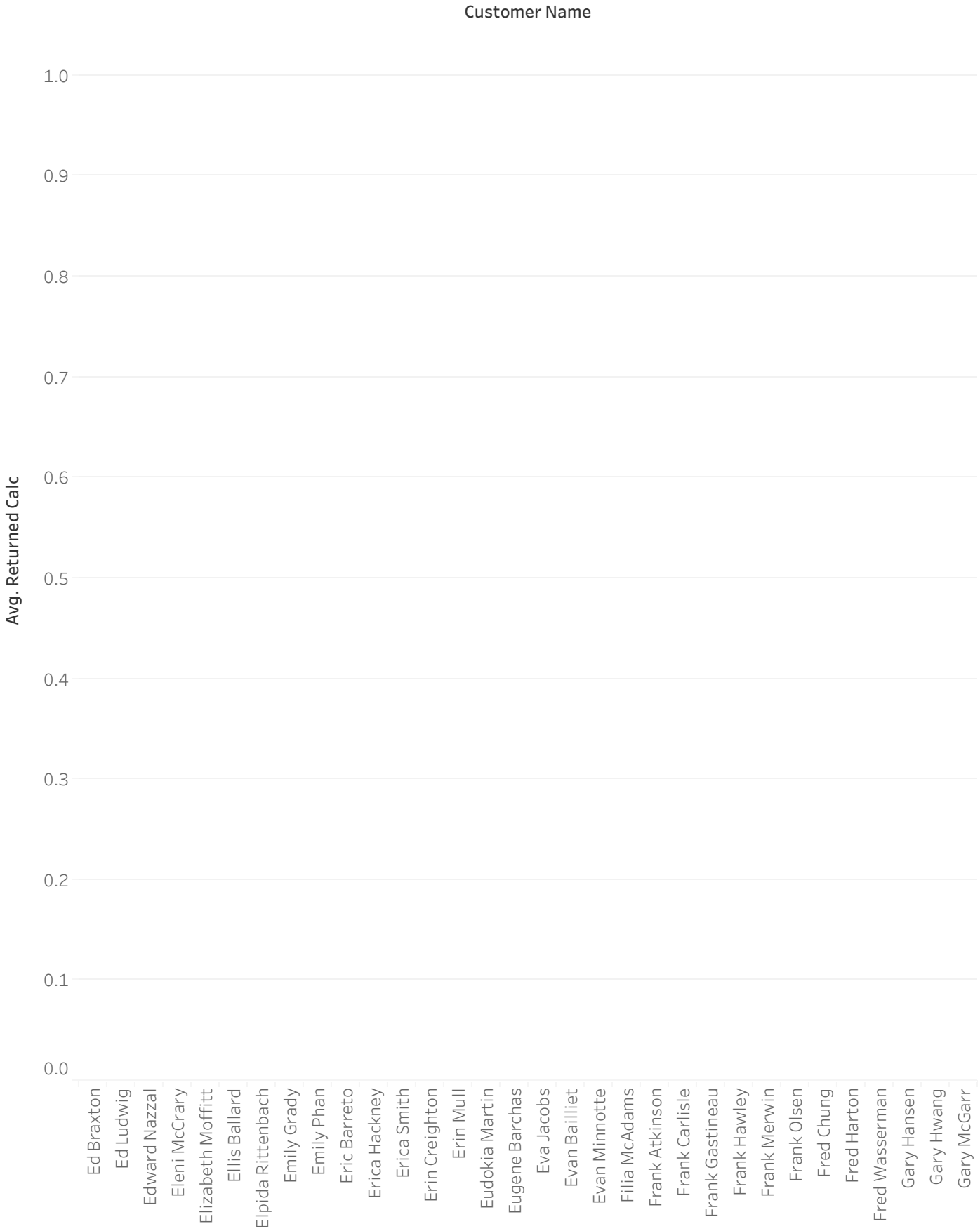
Return Rate by Customer



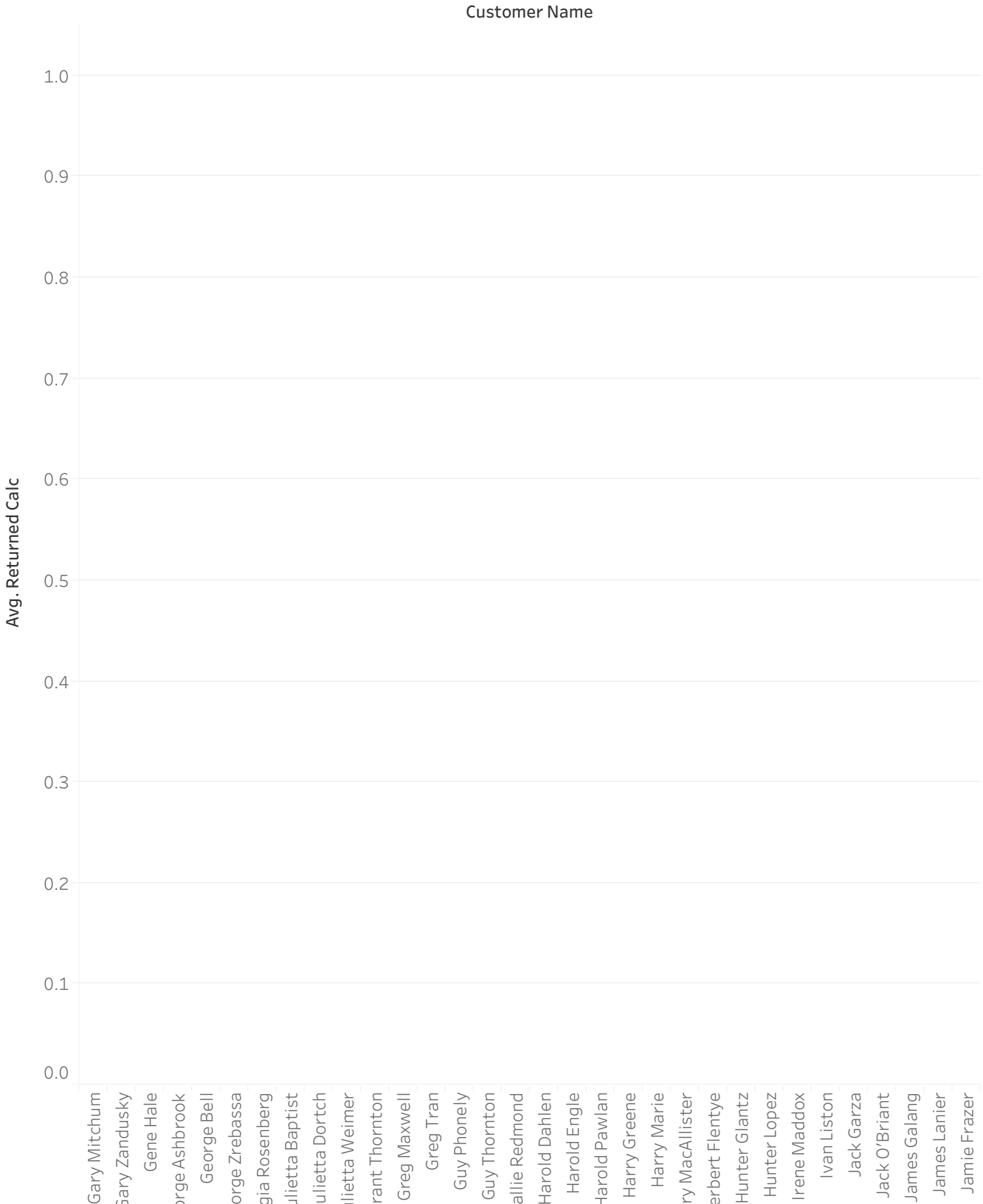
Return Rate by Customer



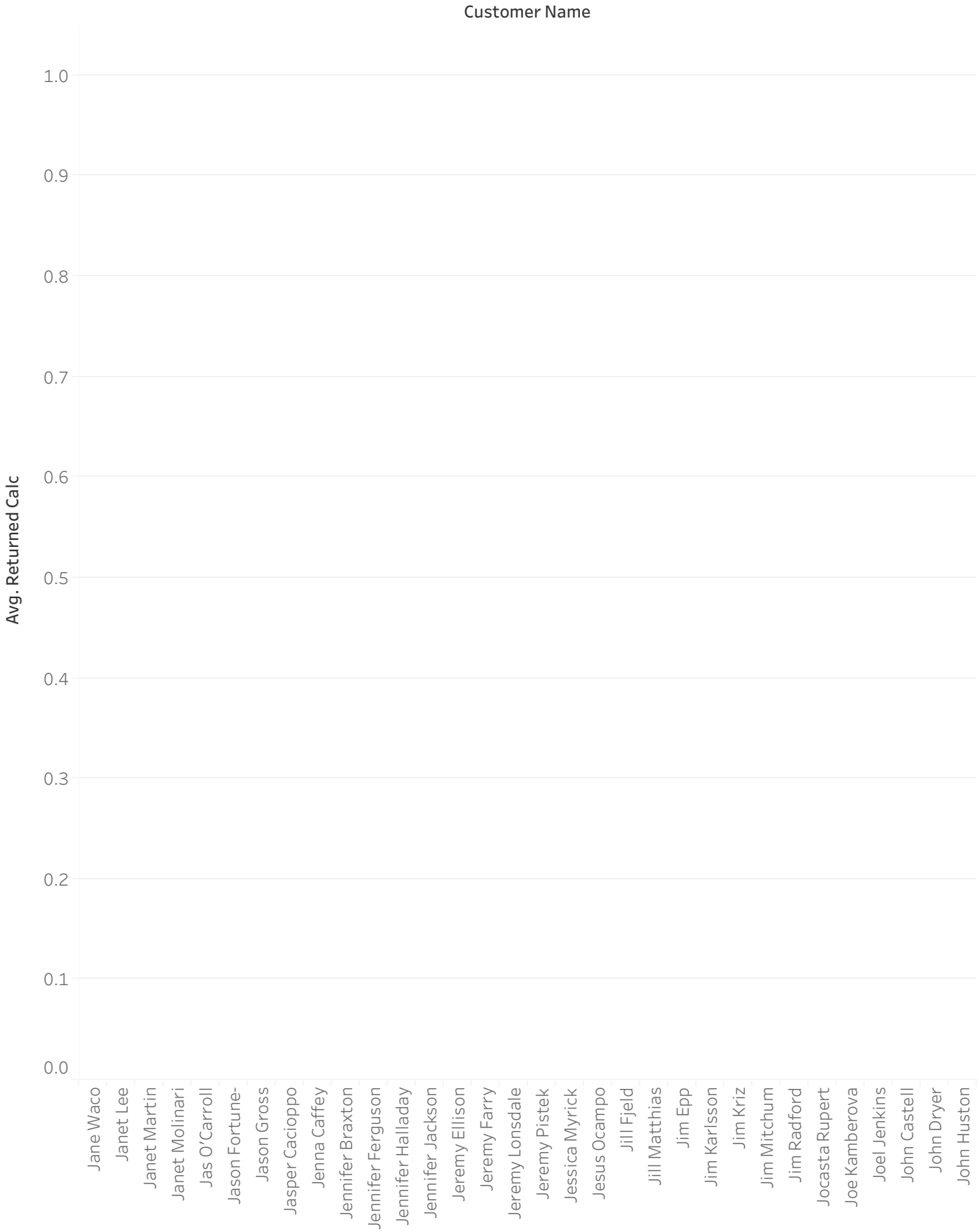
Return Rate by Customer



Return Rate by Customer

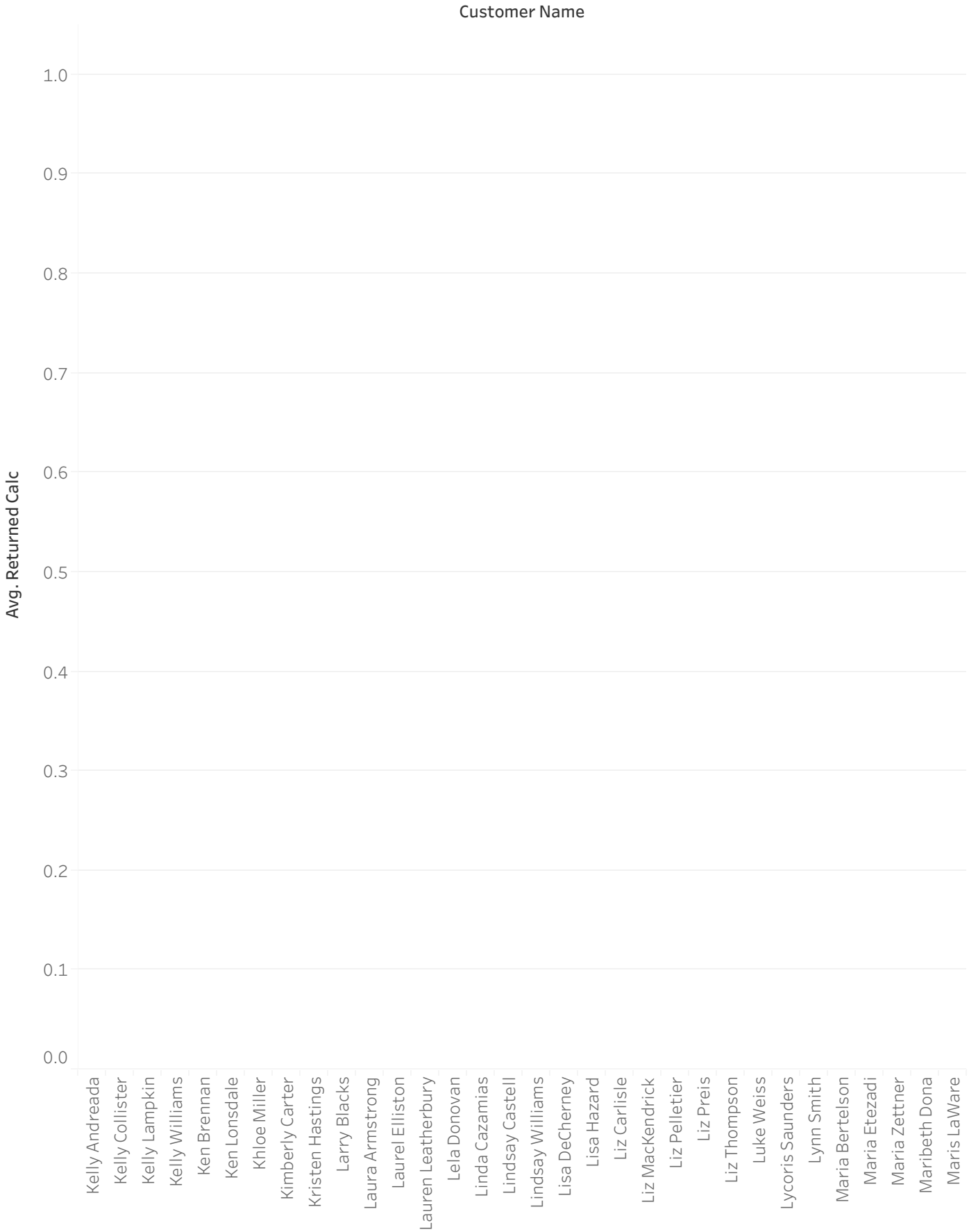


Return Rate by Customer

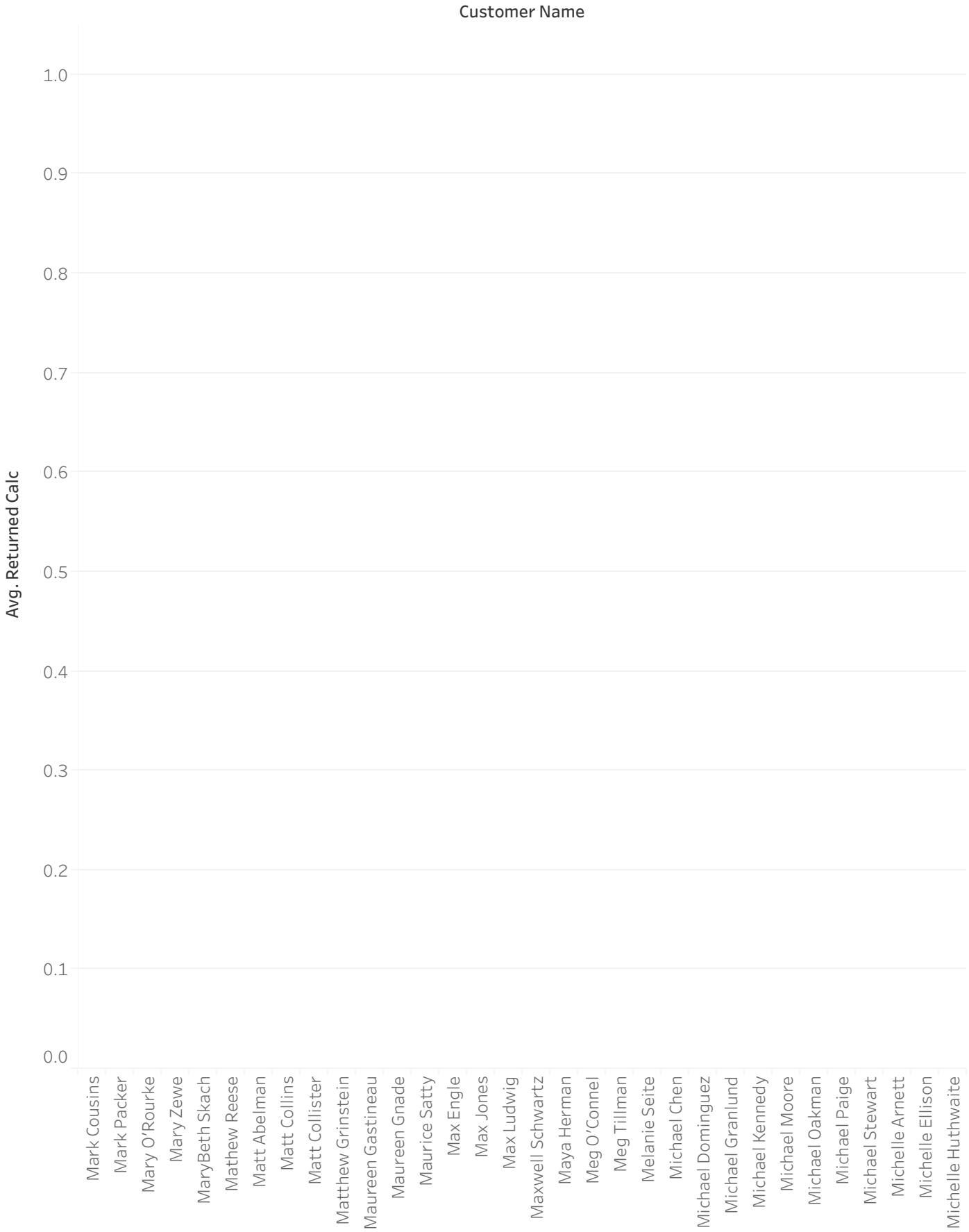


Return Rate by Customer

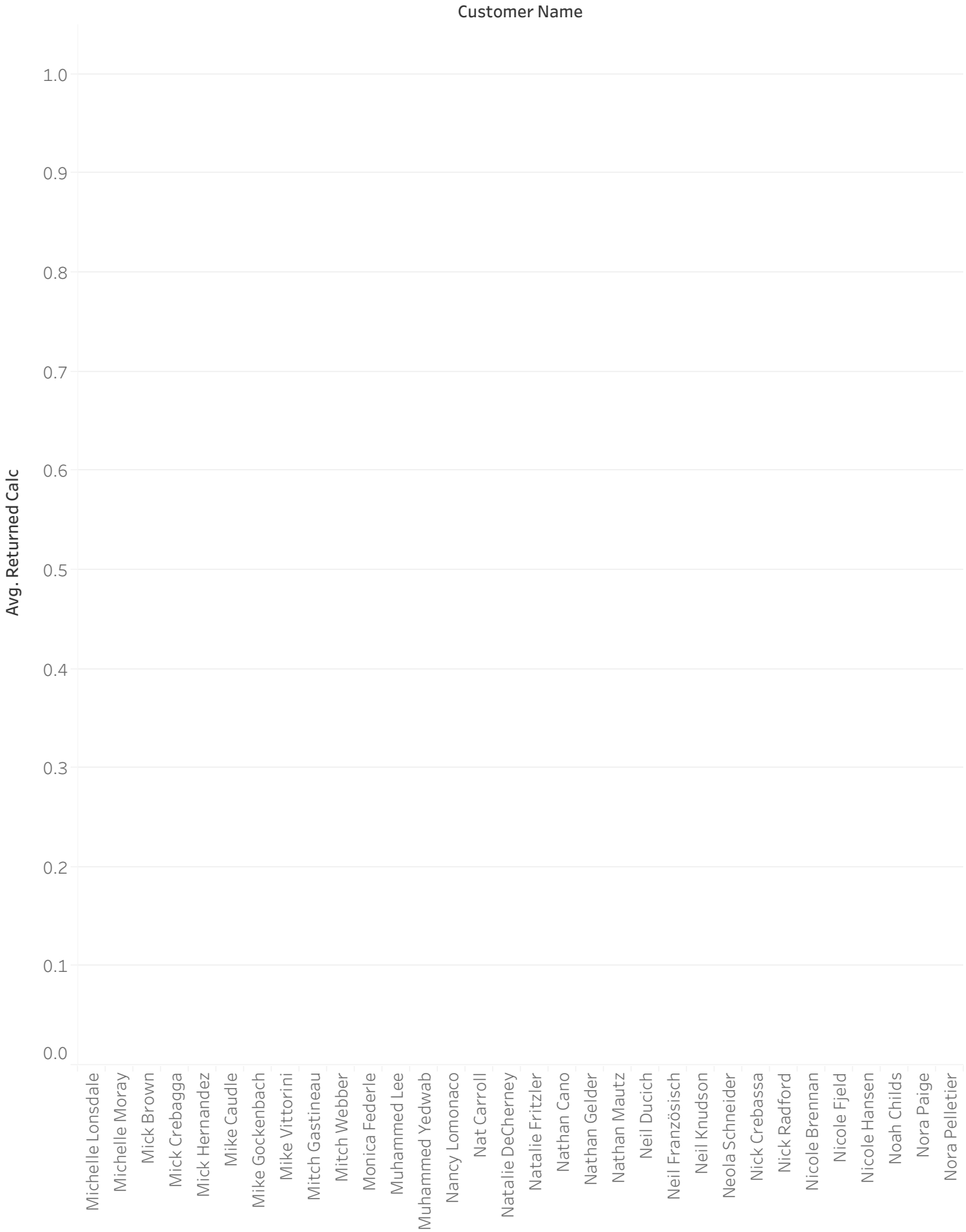
Return Rate by Customer



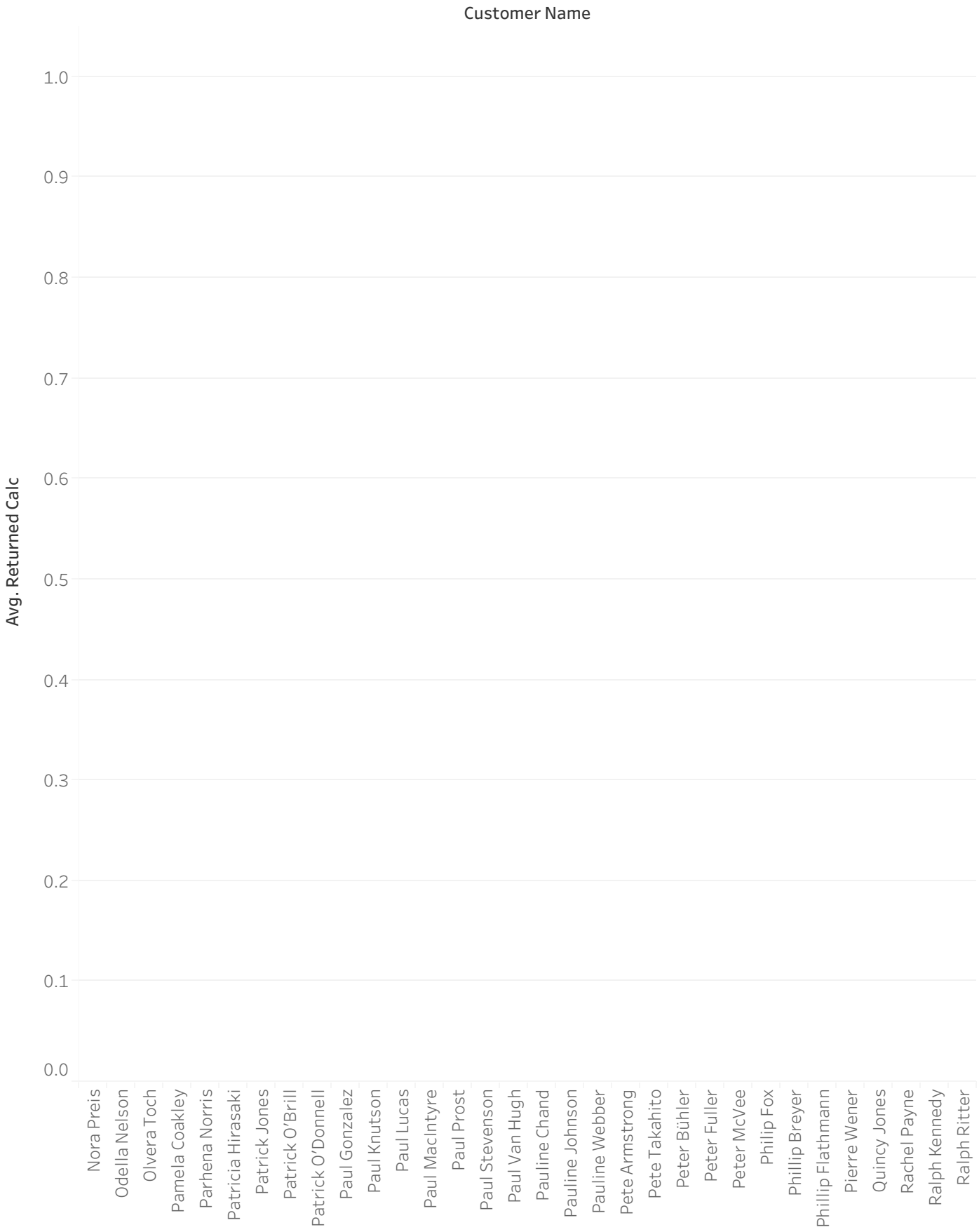
Return Rate by Customer



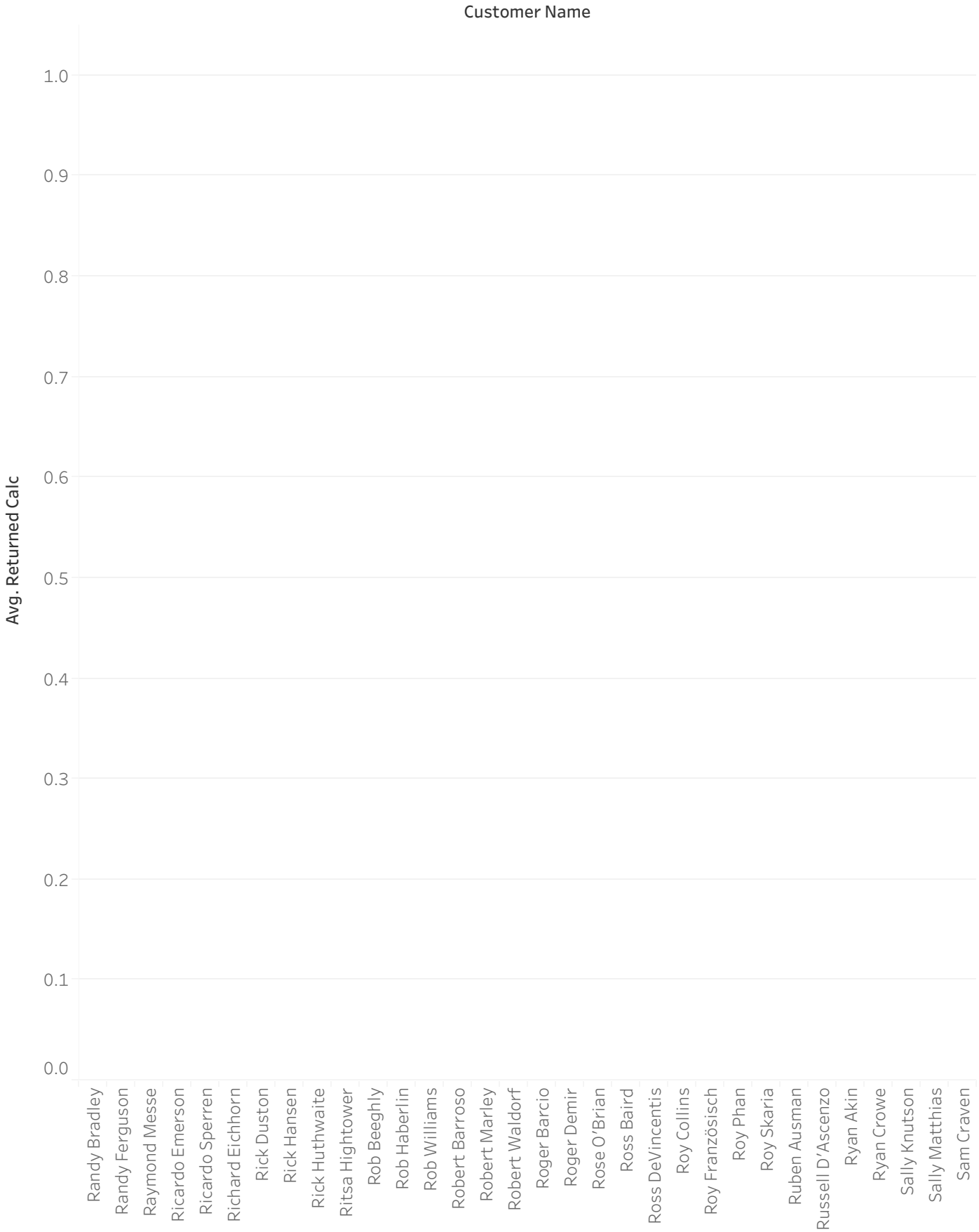
Return Rate by Customer



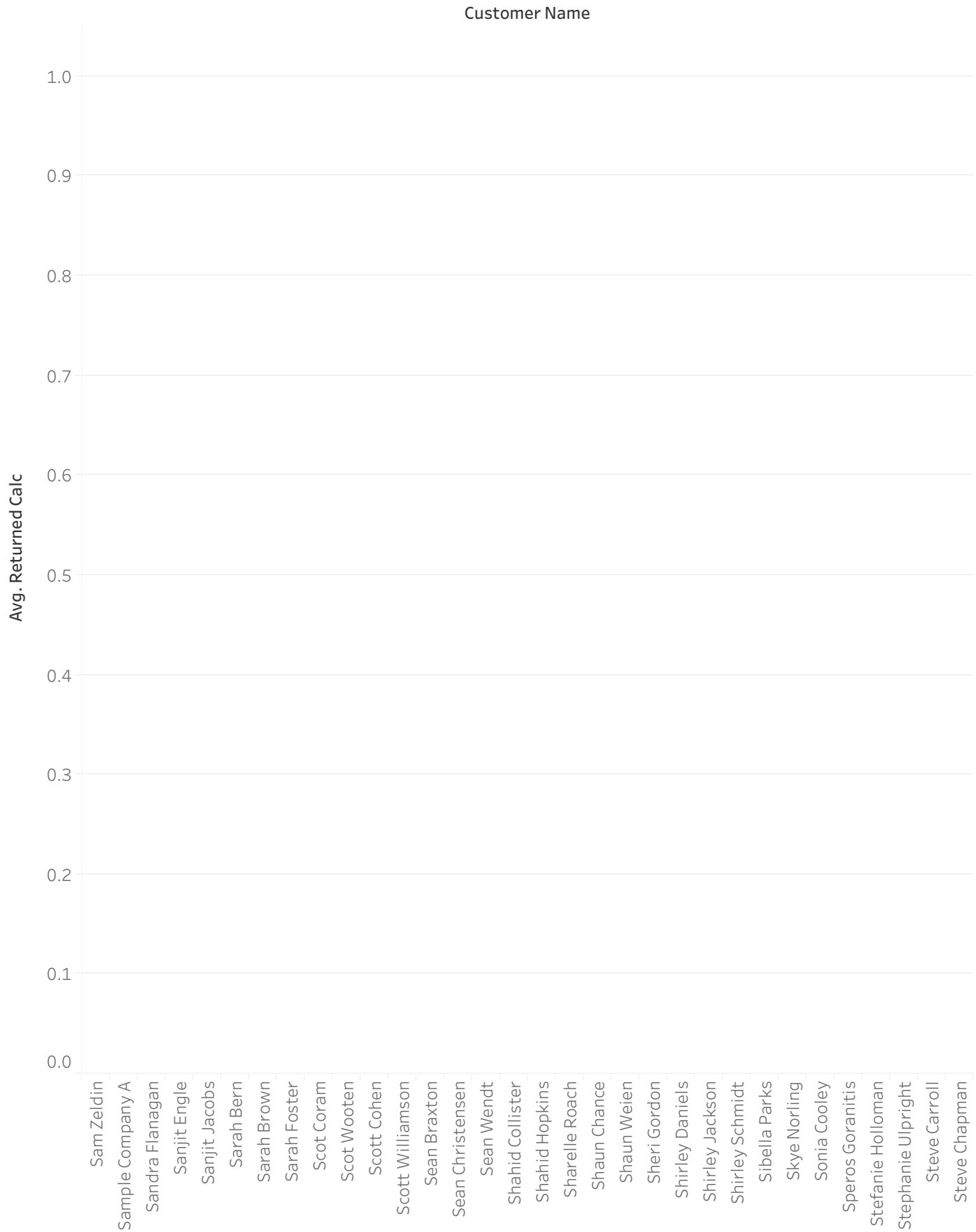
Return Rate by Customer



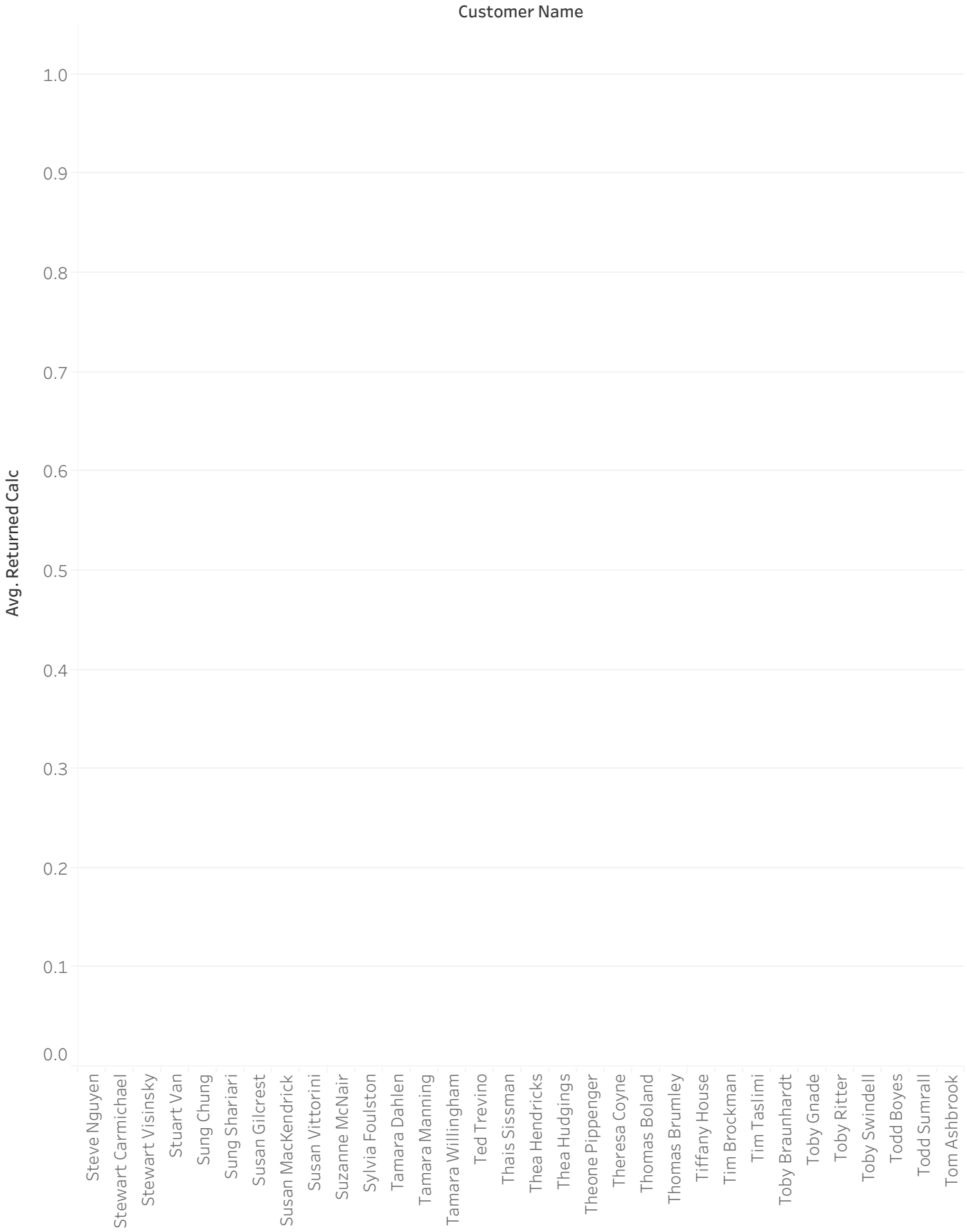
Return Rate by Customer



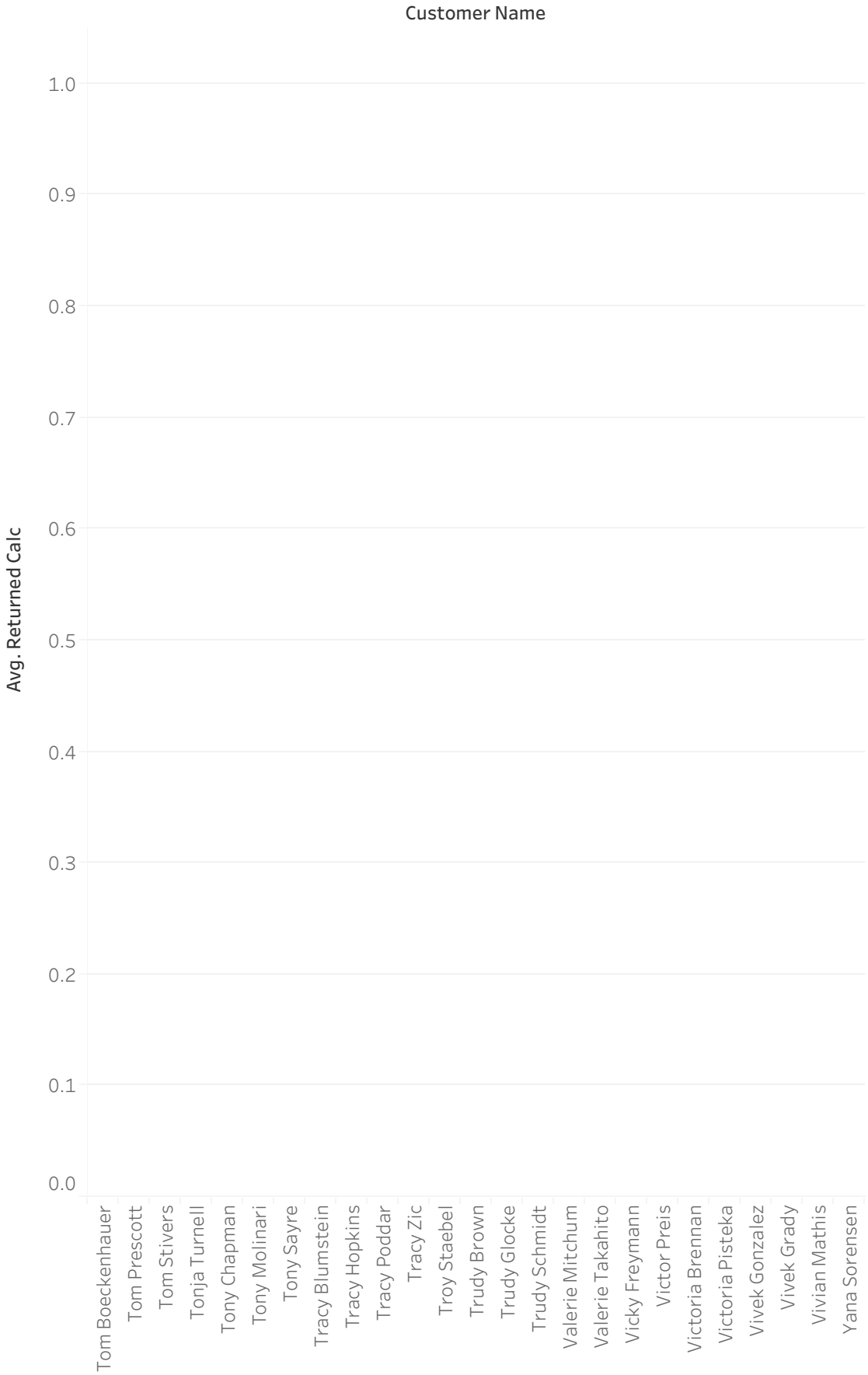
Return Rate by Customer



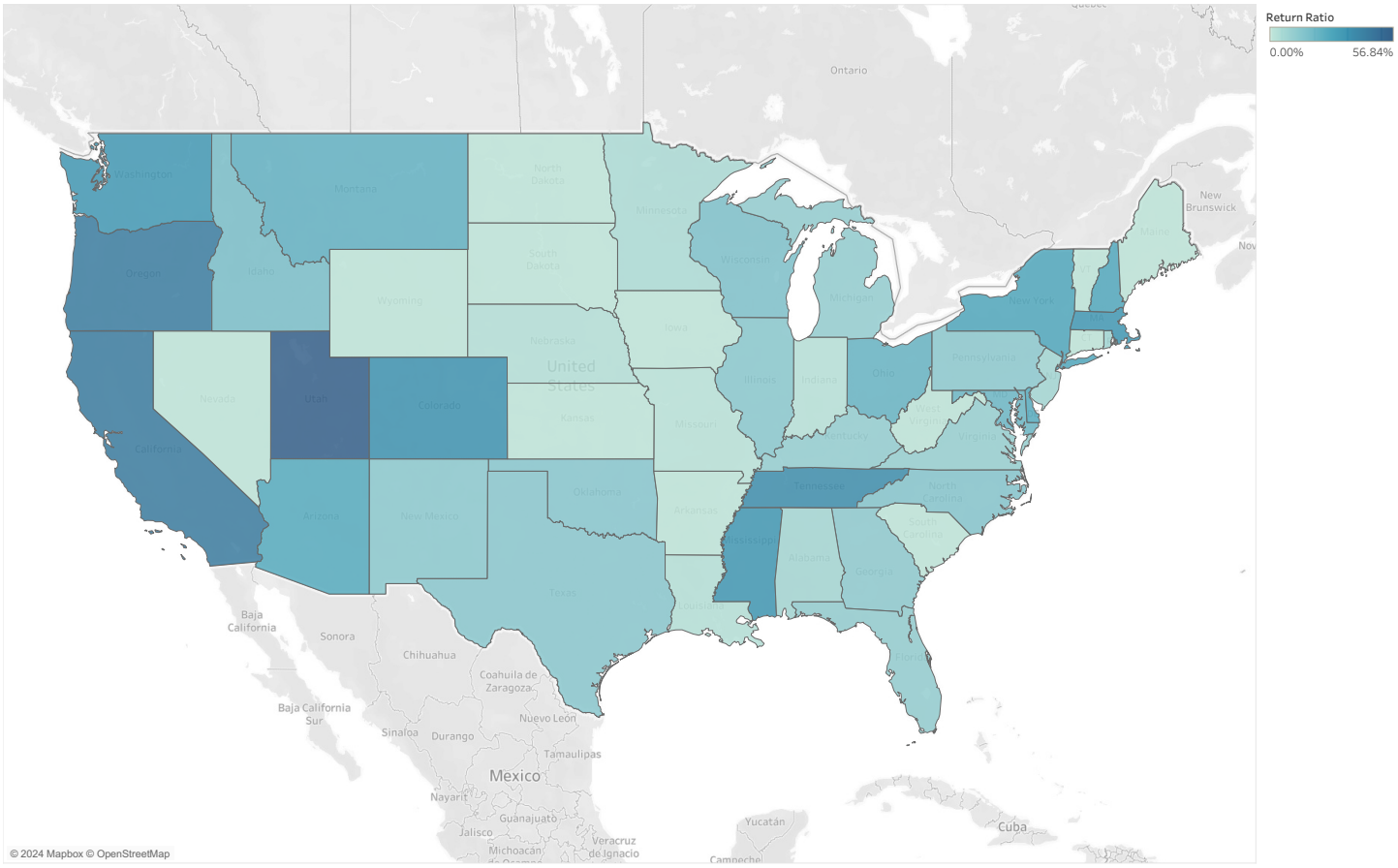
Return Rate by Customer



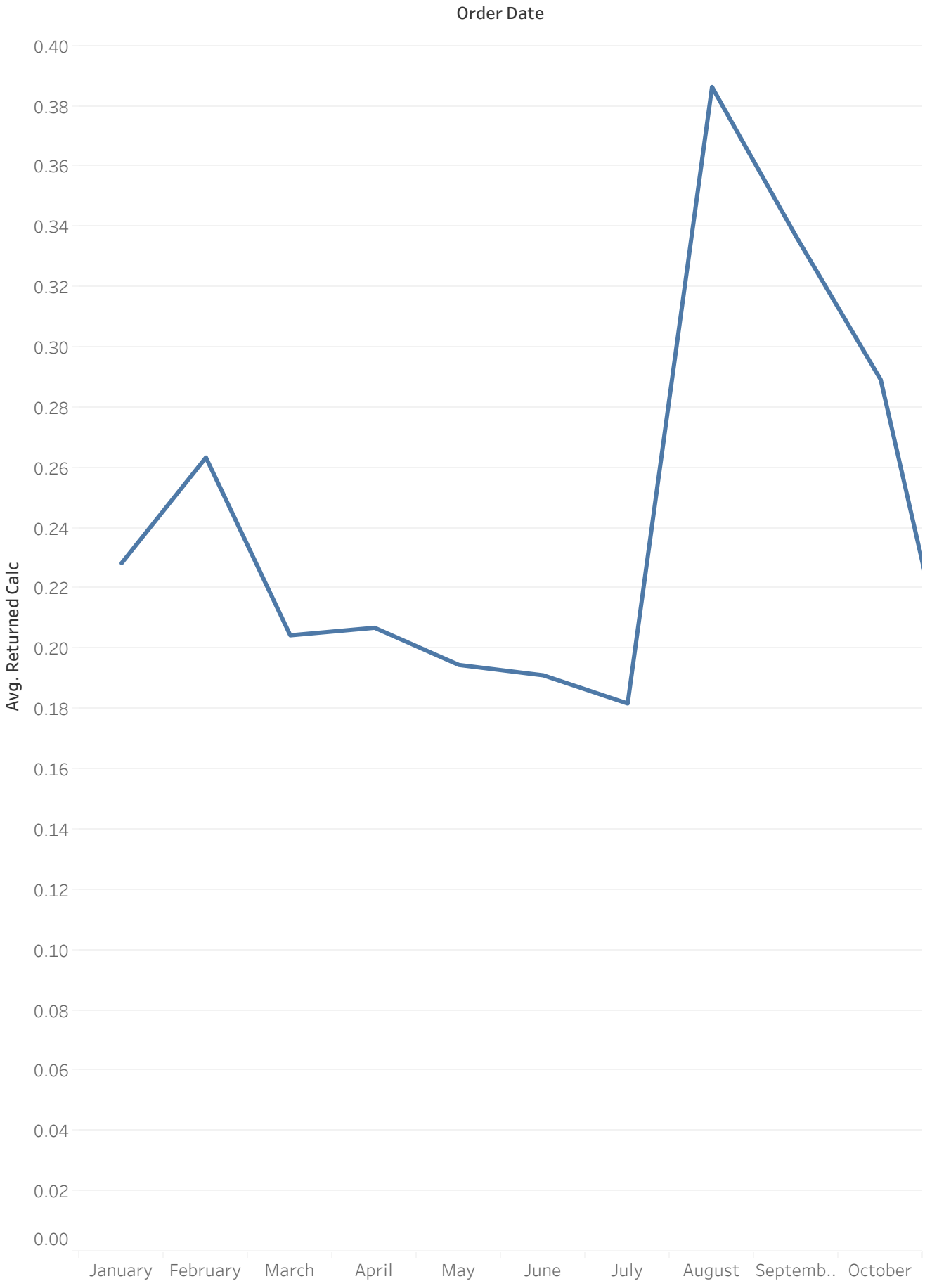
Return Rate by Customer



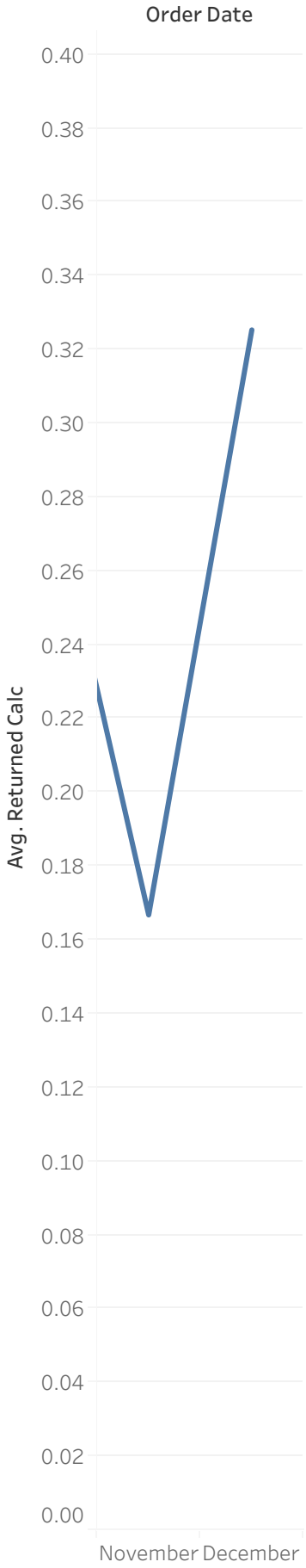
Return Rate by State



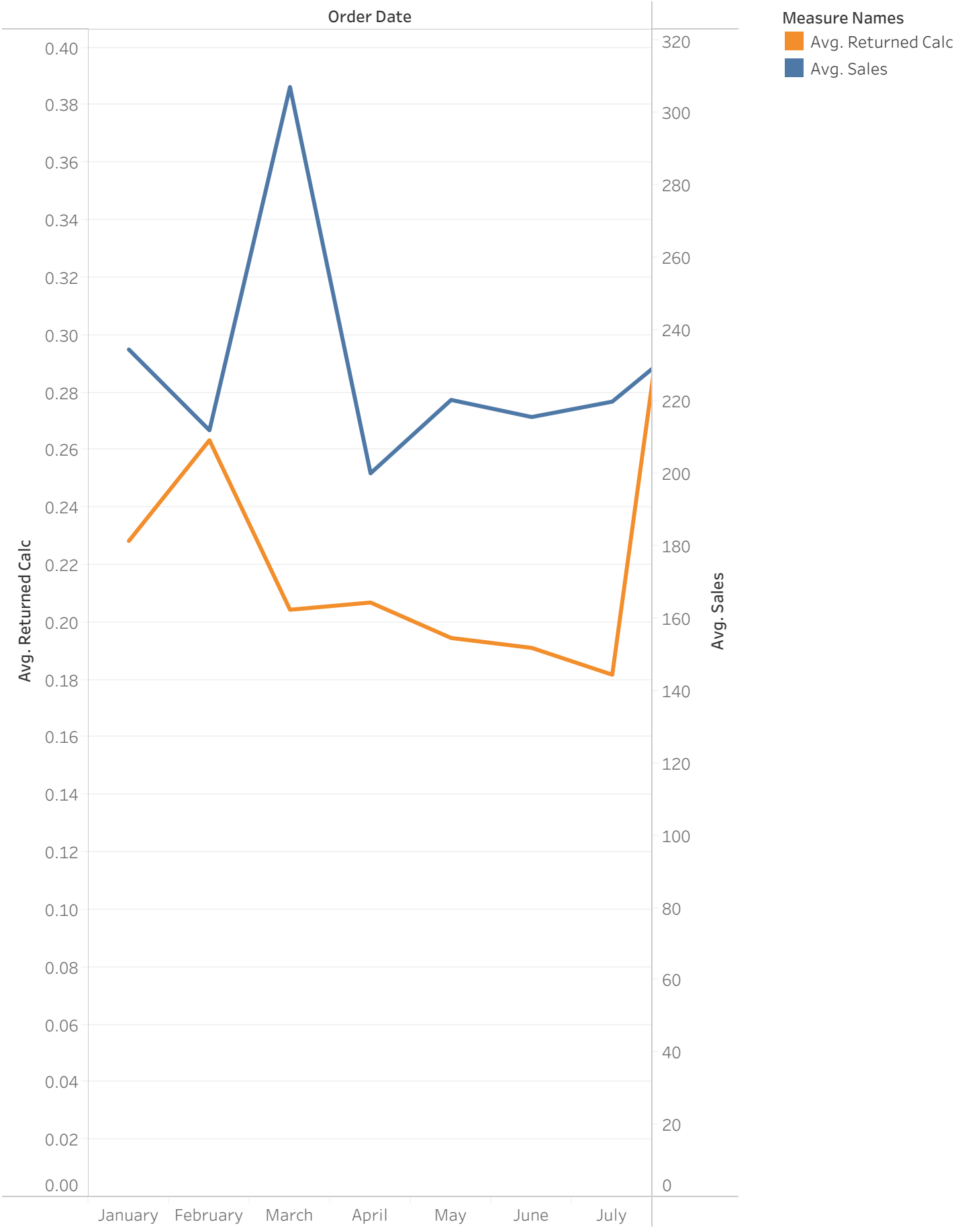
Return Rate by Time



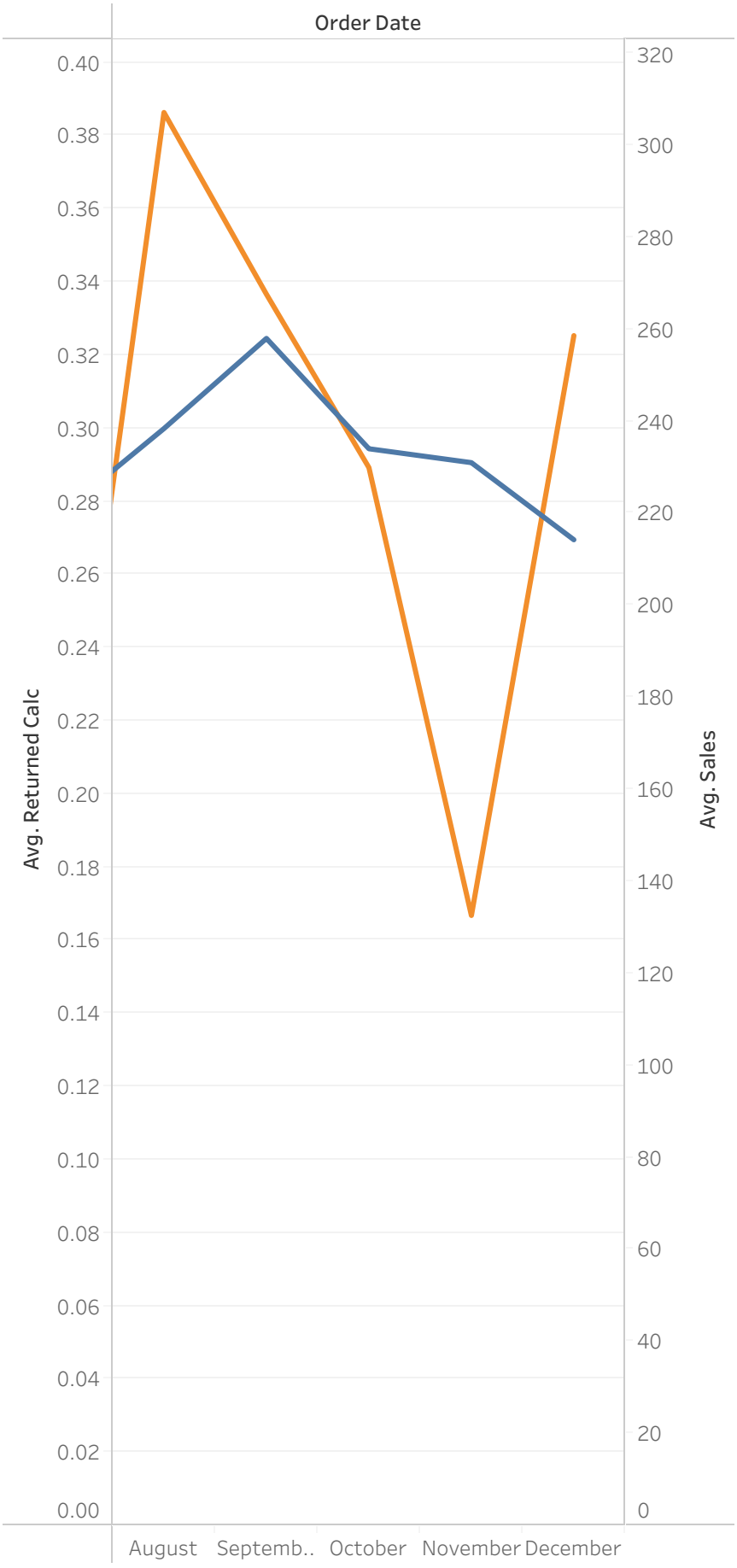
Return Rate by Time



Composite Chart 1

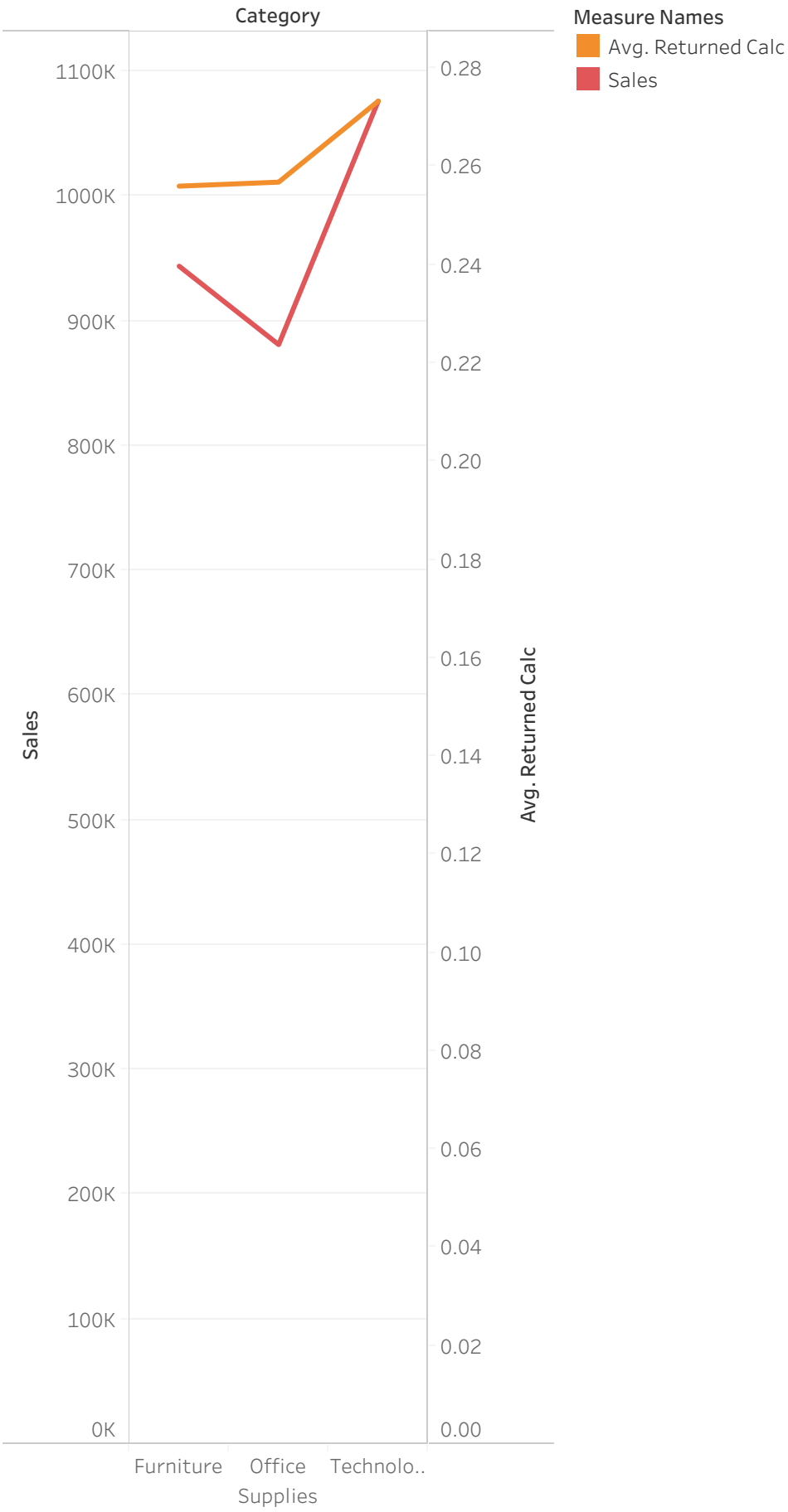


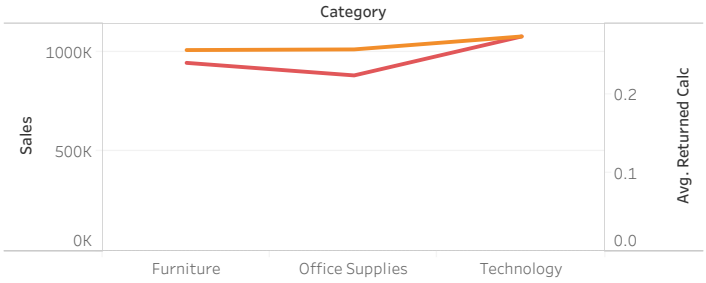
Composite Chart 1

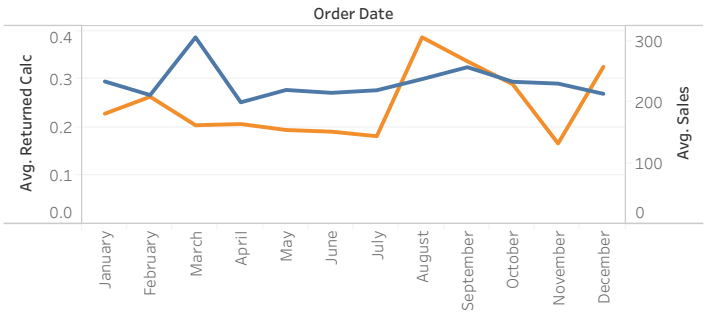


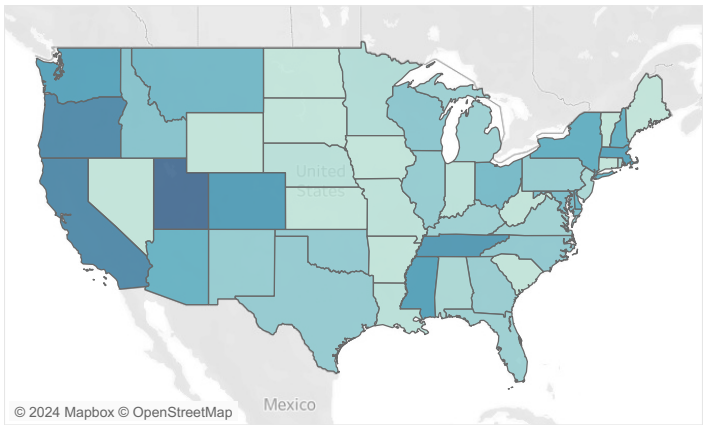
Measure Names
- Avg. Returned Calc
- Avg. Sales

Composite Chart 2

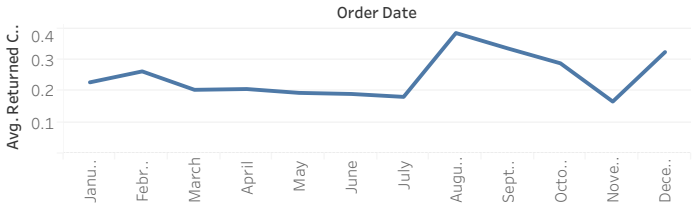




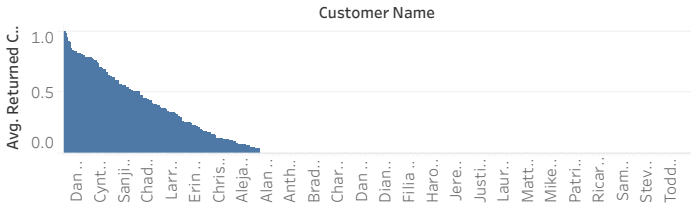




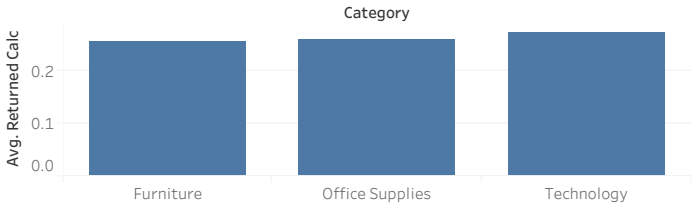
Return Rate by Time



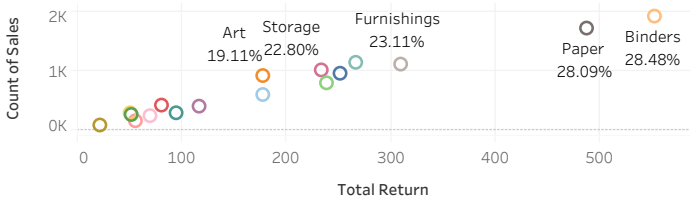
Return Rate by Customer



Return Rate by Category



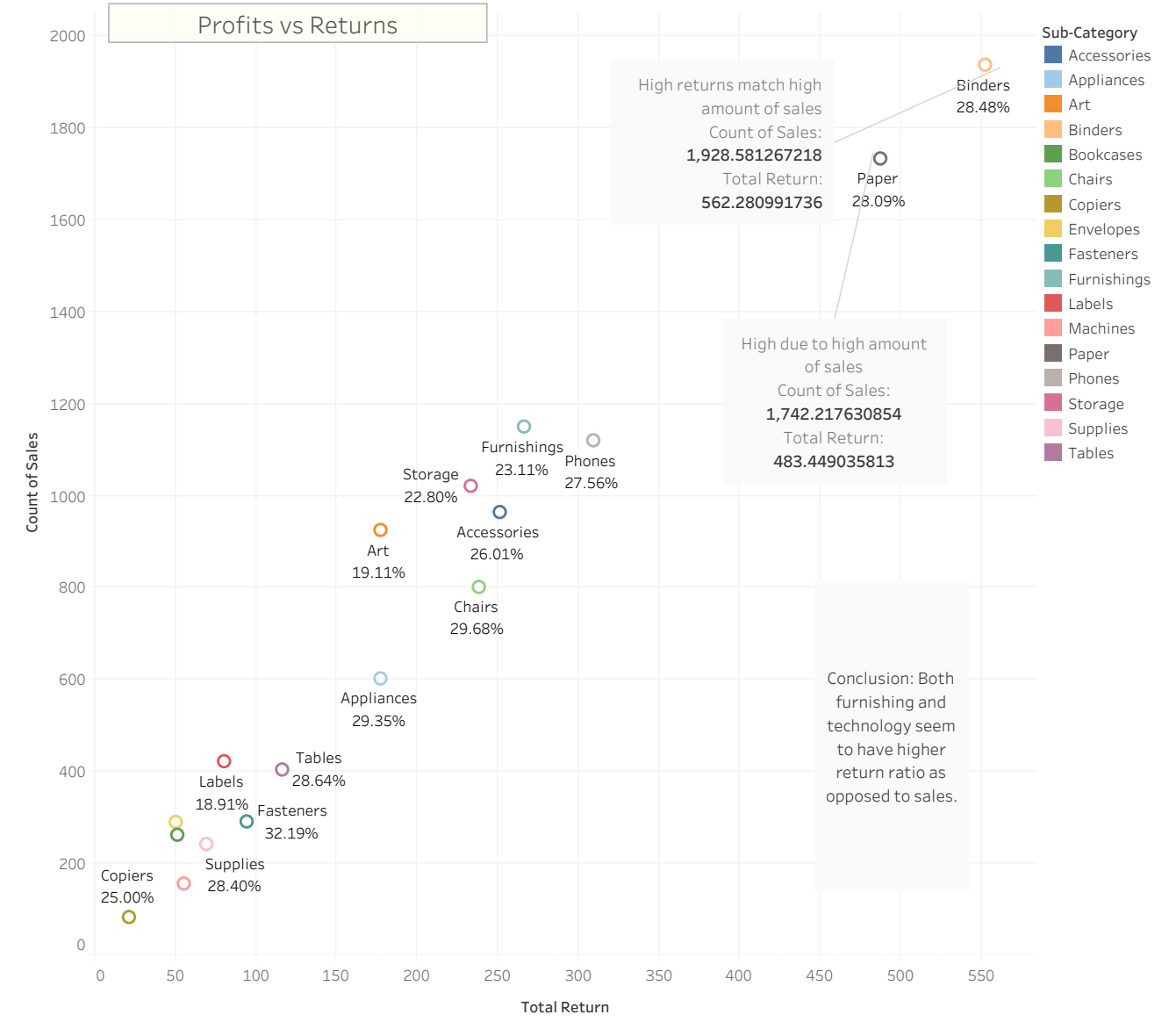
Totals Sales vs Total Returns by Sub

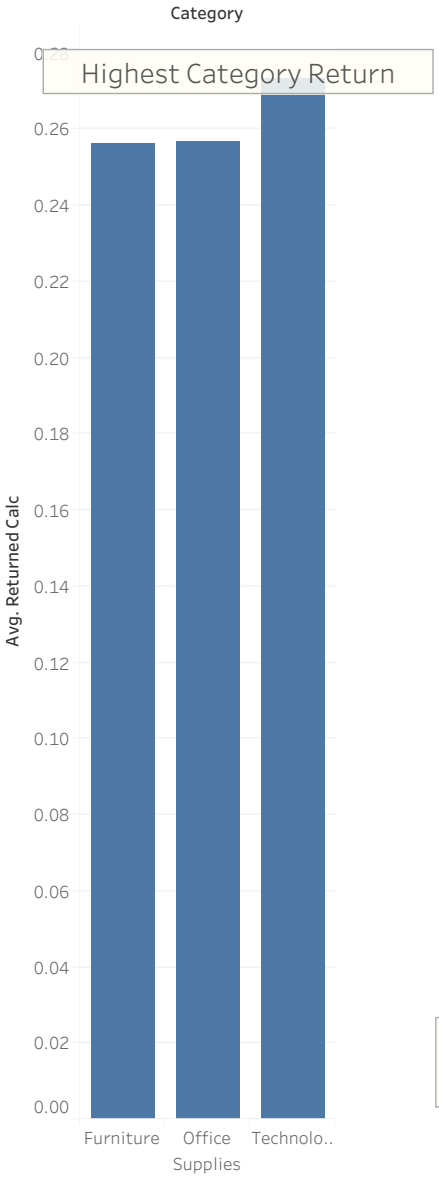


In this Story, we will be discovering the main reasoning for returns within the categories and which categories are returned the most.

The variables discussed through this project will be Sales, Return Rate, Category, and Customers. This data was pulled from the Superstore sheet.

The first step was to see the total amount of sales to return ratio in the whole store. Next the search was refined to find the categories that were returned the most.

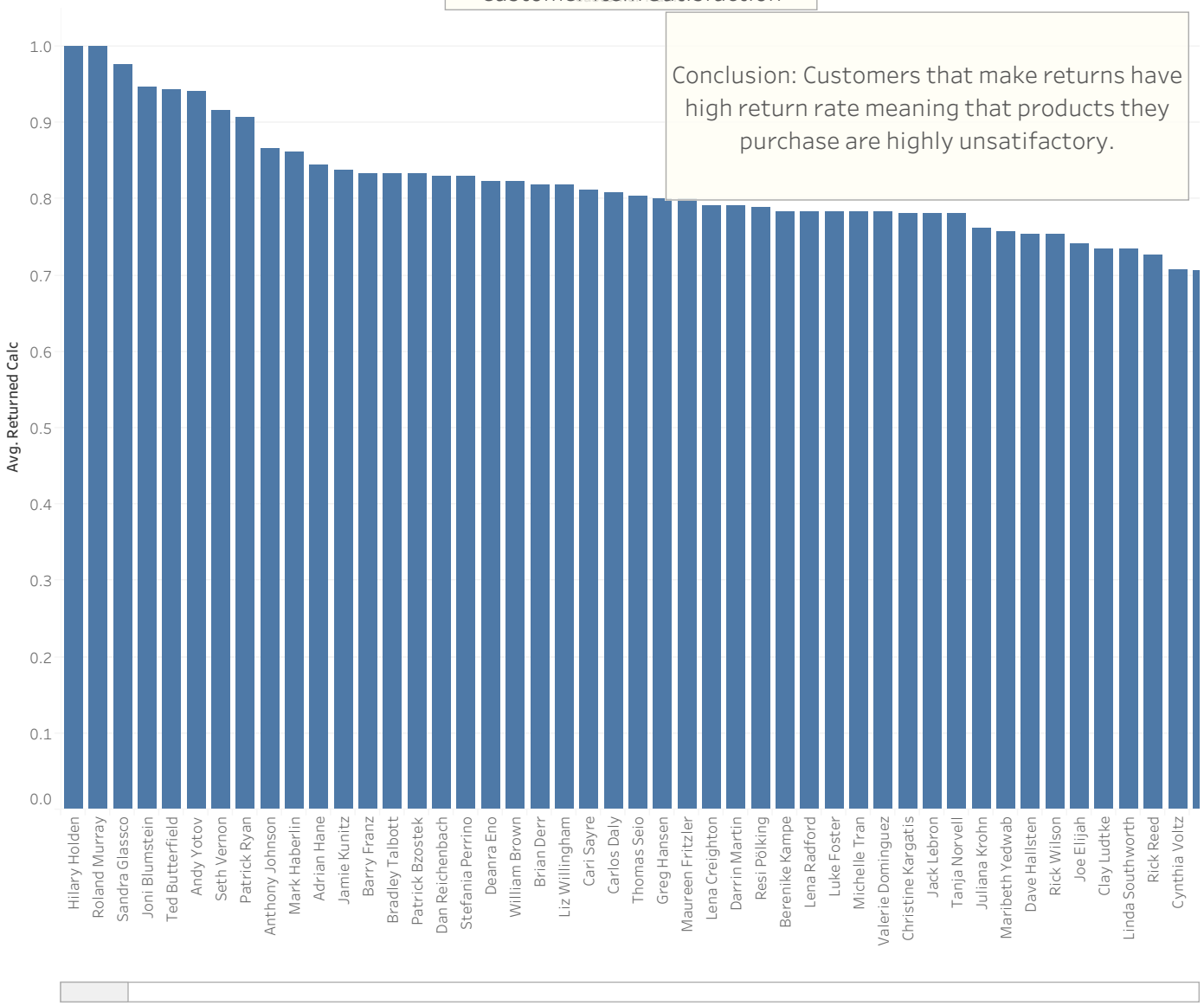

Profits vs Returns
Count of Sales
Total Return
0
200
400
600
800
1000
1200
1400
1600
1800
2000
0
50
100
150
200
250
300
350
400
450
500
550
High returns match high amount of sales
Count of Sales: 1,928.581267218
Total Return: 562.280991736
High due to high amount of sales
Count of Sales: 1,742.217630854
Total Return: 483.449035813
Conclusion: Both furnishing and technology seem to have higher return ratio as opposed to sales.
Binders 28.48%
Paper 28.09%
Furnishings 23.11%
Phones 27.56%
Storage 22.80%
Accessories 26.01%
Art 19.11%
Chairs 29.68%
Appliances 29.35%
Tables 28.64%
Labels 18.91%
Fasteners 32.19%
Supplies 28.40%
Copiers 25.00%
Sub-Category
Accessories
Appliances
Art
Binders
Bookcases
Chairs
Copiers
Envelopes
Fasteners
Furnishings
Labels
Machines
Paper
Phones
Storage
Supplies
Tables

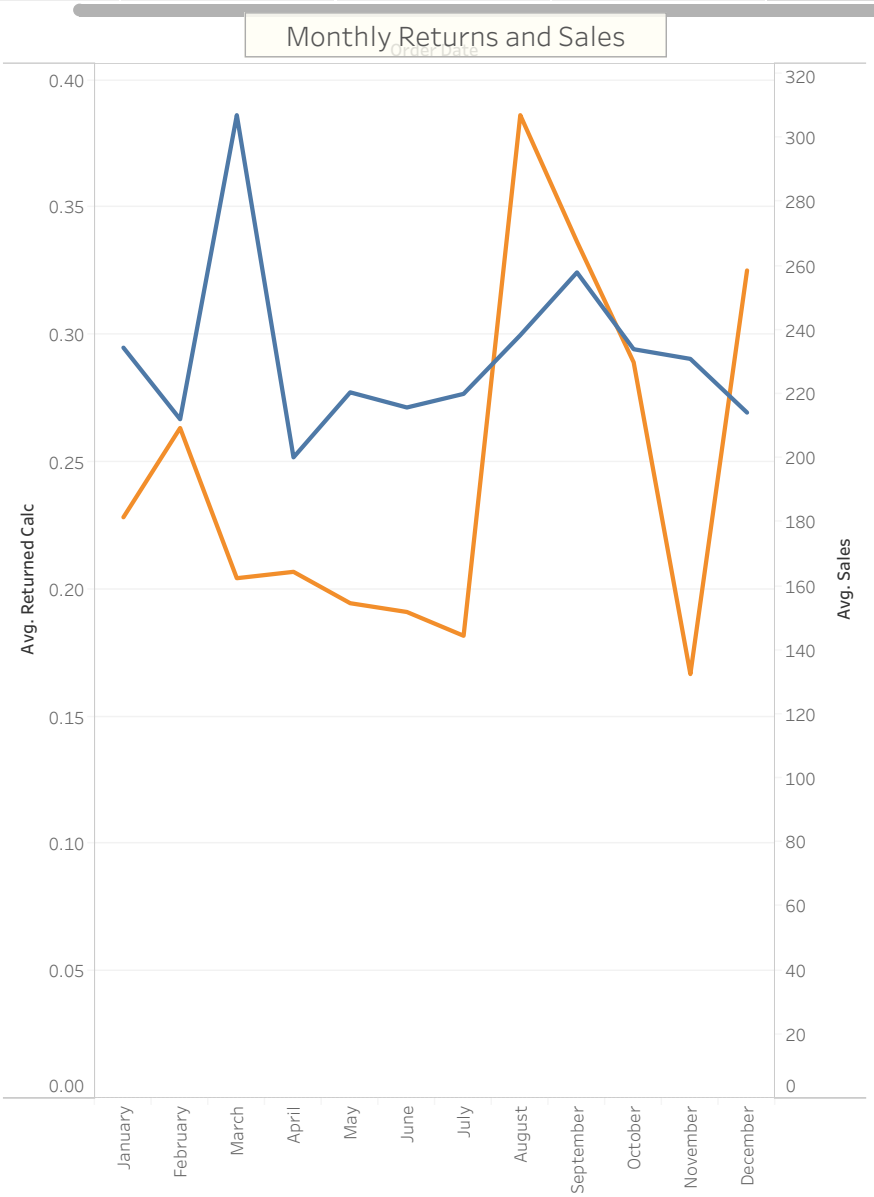


Conclusion: Technology has the highest return rate

Customer Item Satisfaction

Conclusion: Customers that make returns have high return rate meaning that products they purchase are highly unsatifactory.

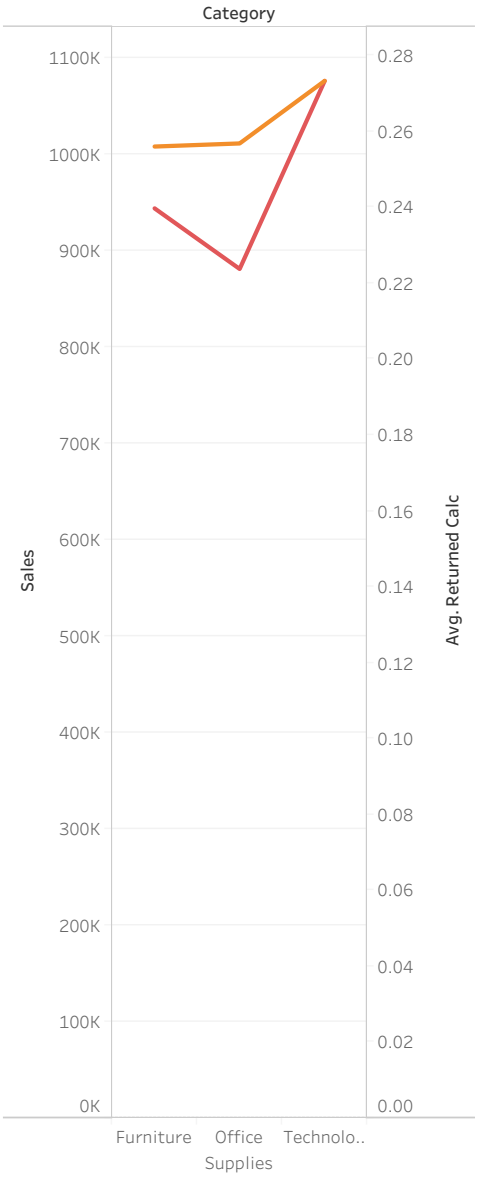




Measure Names
- Avg. Returned Calc
- Avg. Sales

Conclusion:
Month of August has best sales to return ratio being low. While August, September and December have higher rates. This can be due to holidays or events like Black Friday creating higher return ratios

Category: Returns vs Sales



Measure Names
- Avg. Returned Calc
- Sales

Conclusion:
Technology items has high unsatifactory rates among customers.

From the data presented technology seems to be the most returned category. This could be due to faulty items that don’t work properly. However, specific customers have h..

Story 1 (2)

Total Sales vs Total Returns	Return Rate by Category	Return Rate by Customer	Composite Chart 1	Composite Chart 2

Story 1 (2)

Total Sales vs Total Returns	Return Rate by Category	Return Rate by Customer	Composite Chart 1	Composite Chart 2

Story 1 (2)

Total Sales vs Total Returns	Return Rate by Category	Return Rate by Customer	Composite Chart 1	Composite Chart 2

Story 1 (2)

Total Sales vs Total Returns	Return Rate by Category	Return Rate by Customer	Composite Chart 1	Composite Chart 2

Story 1 (2)

Total Sales vs Total Returns	Return Rate by Category	Return Rate by Customer	Composite Chart 1	Composite Chart 2