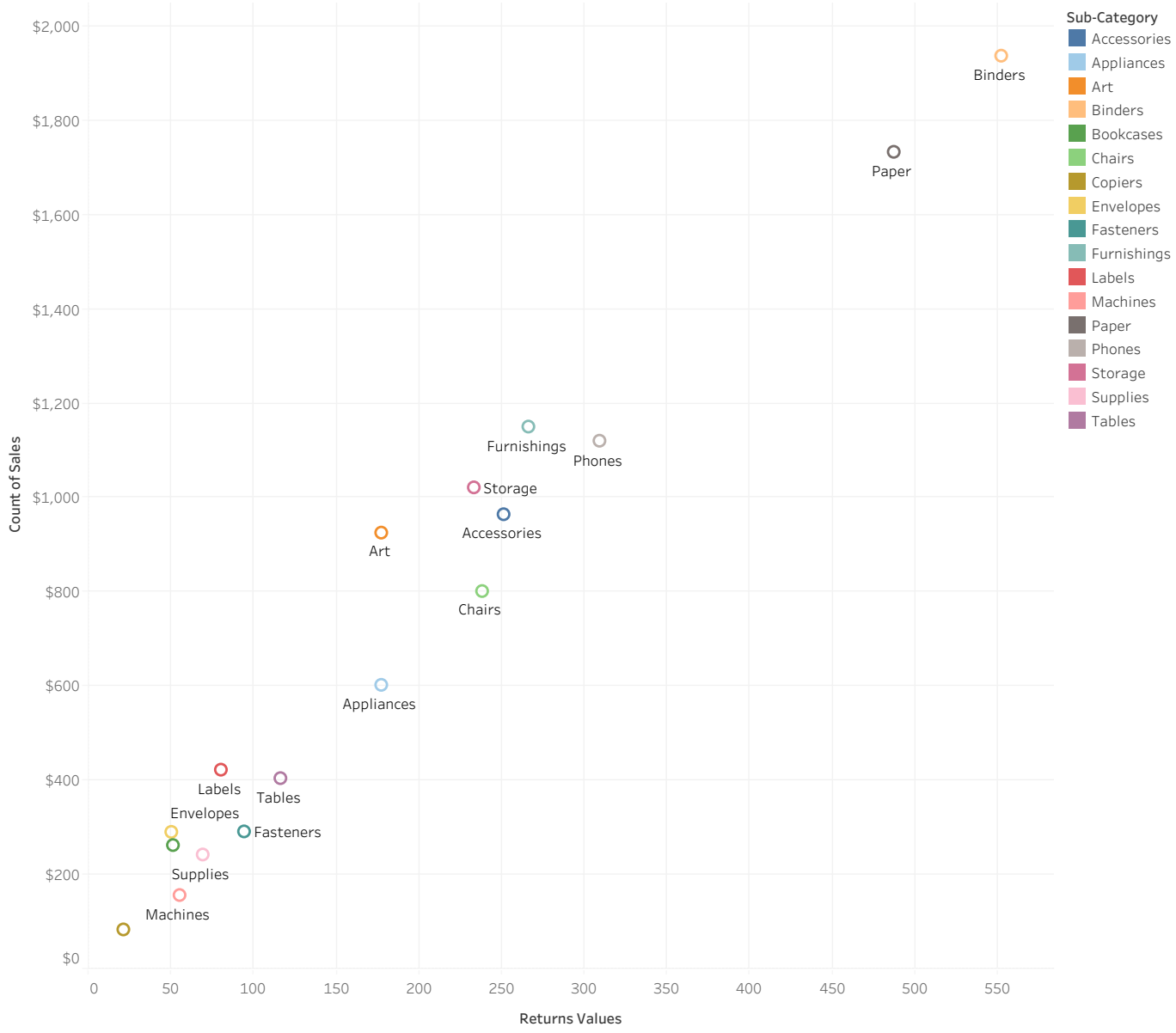
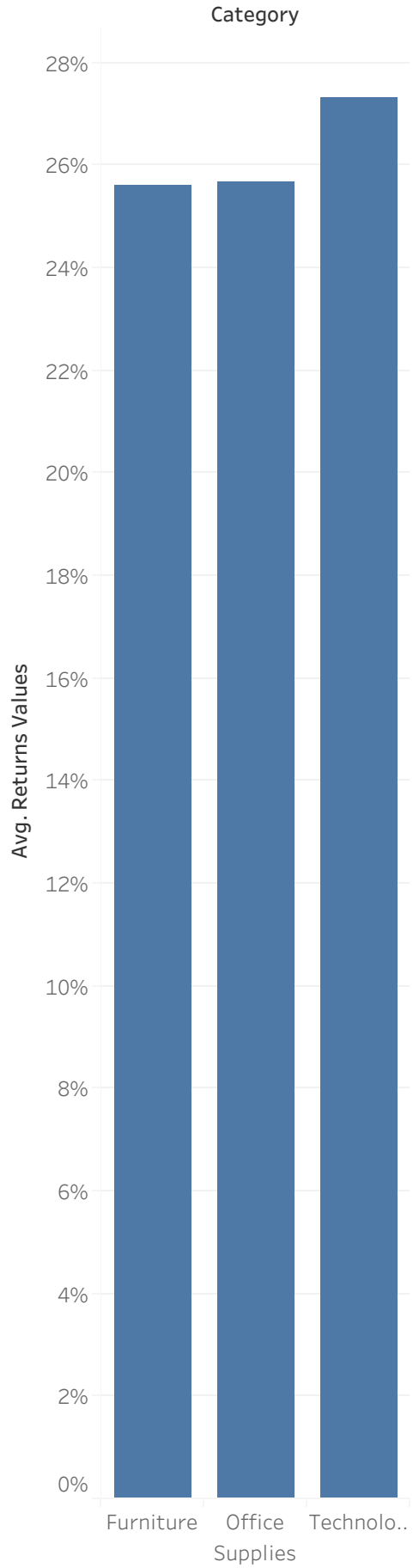
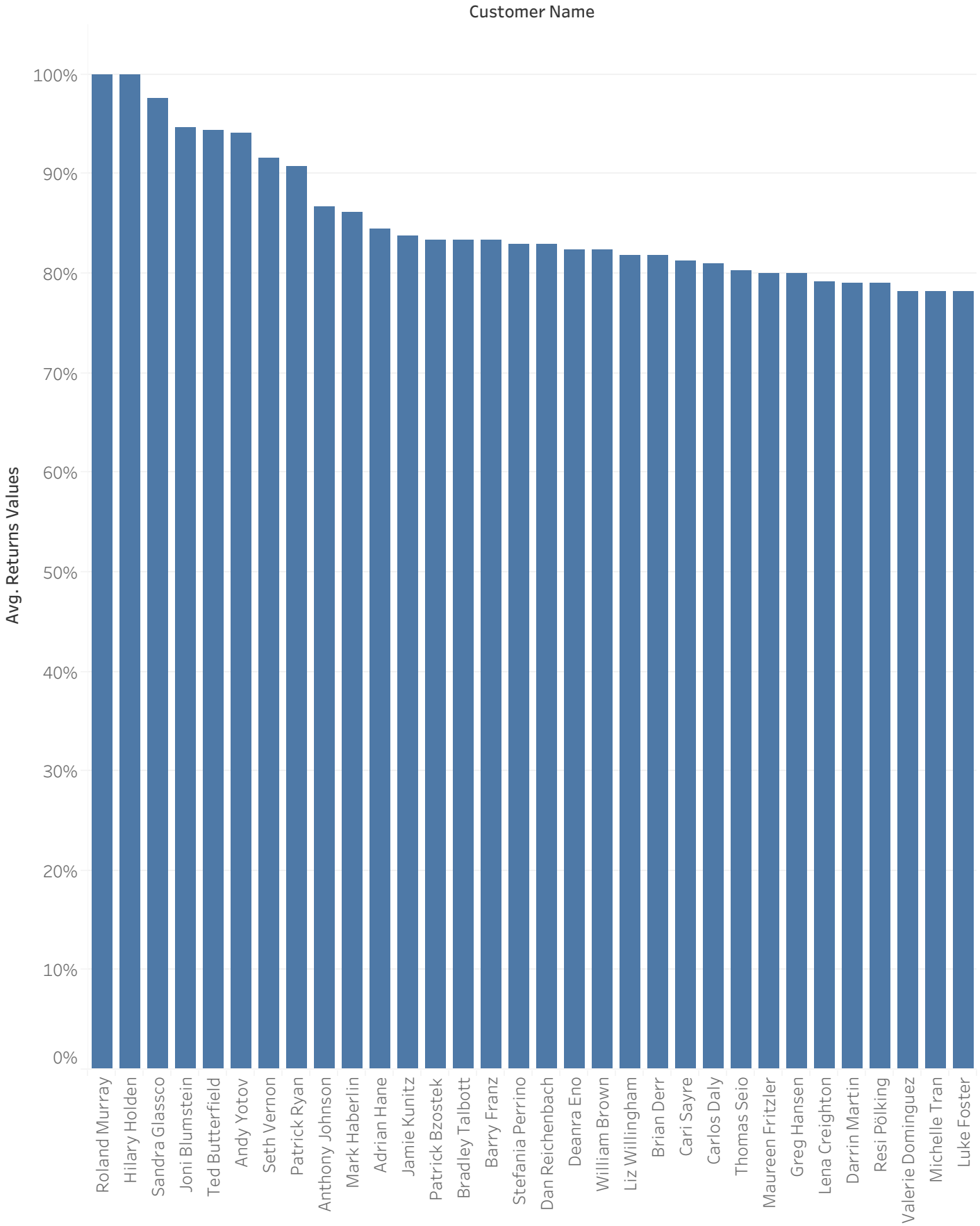
Total Sales and Total Returns by Sub-Category



Return Rate by Category



Returns Rate by Customer



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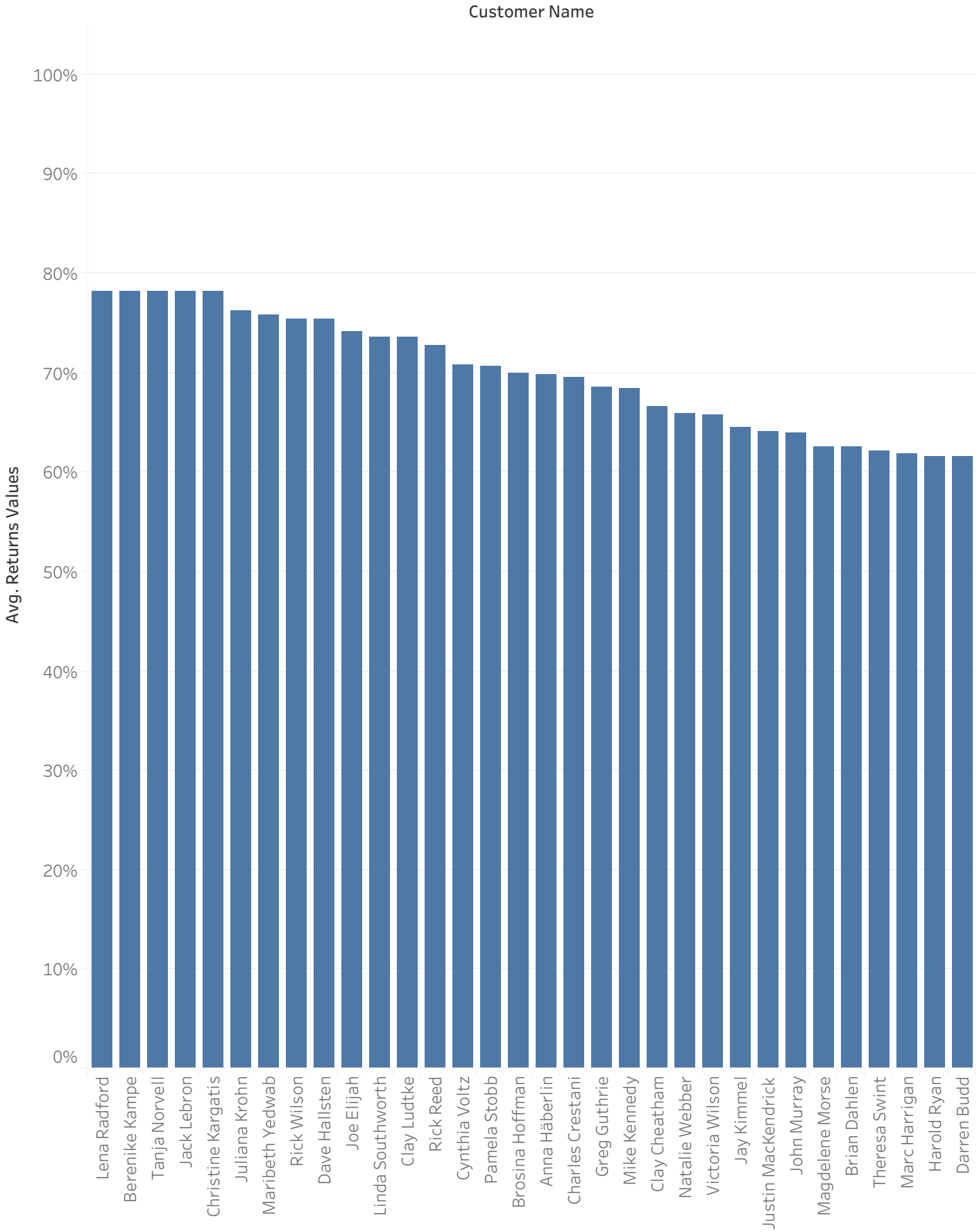

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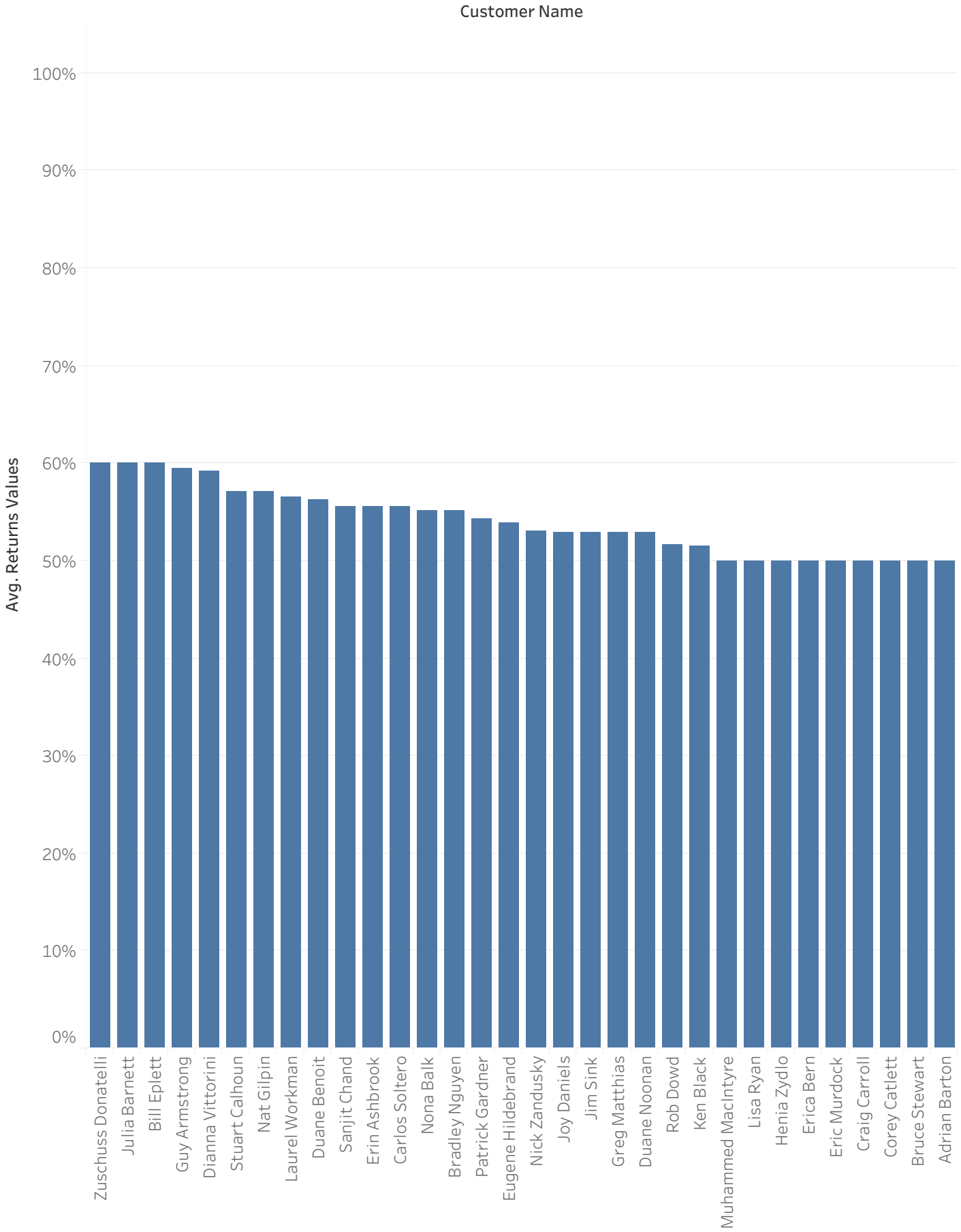

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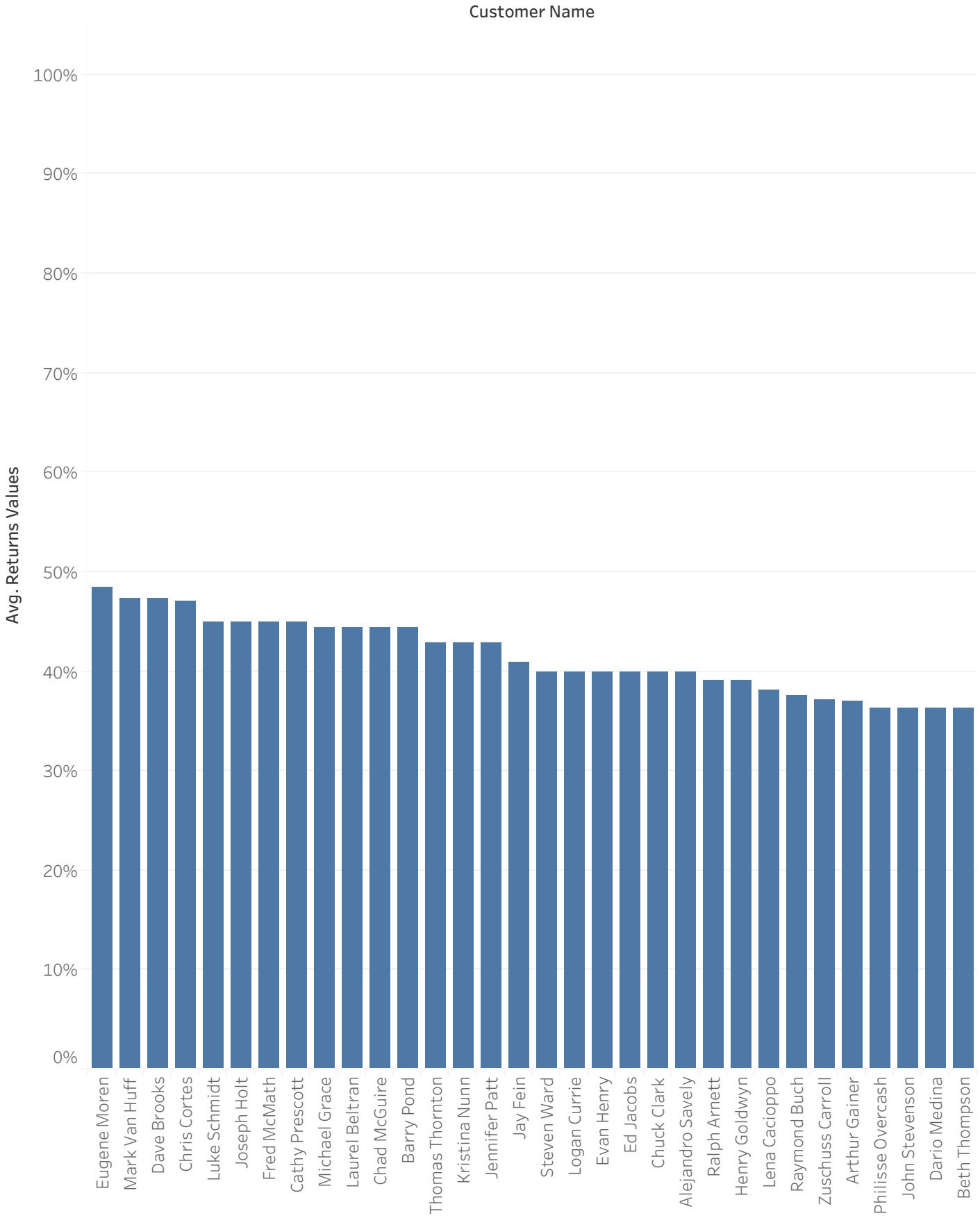

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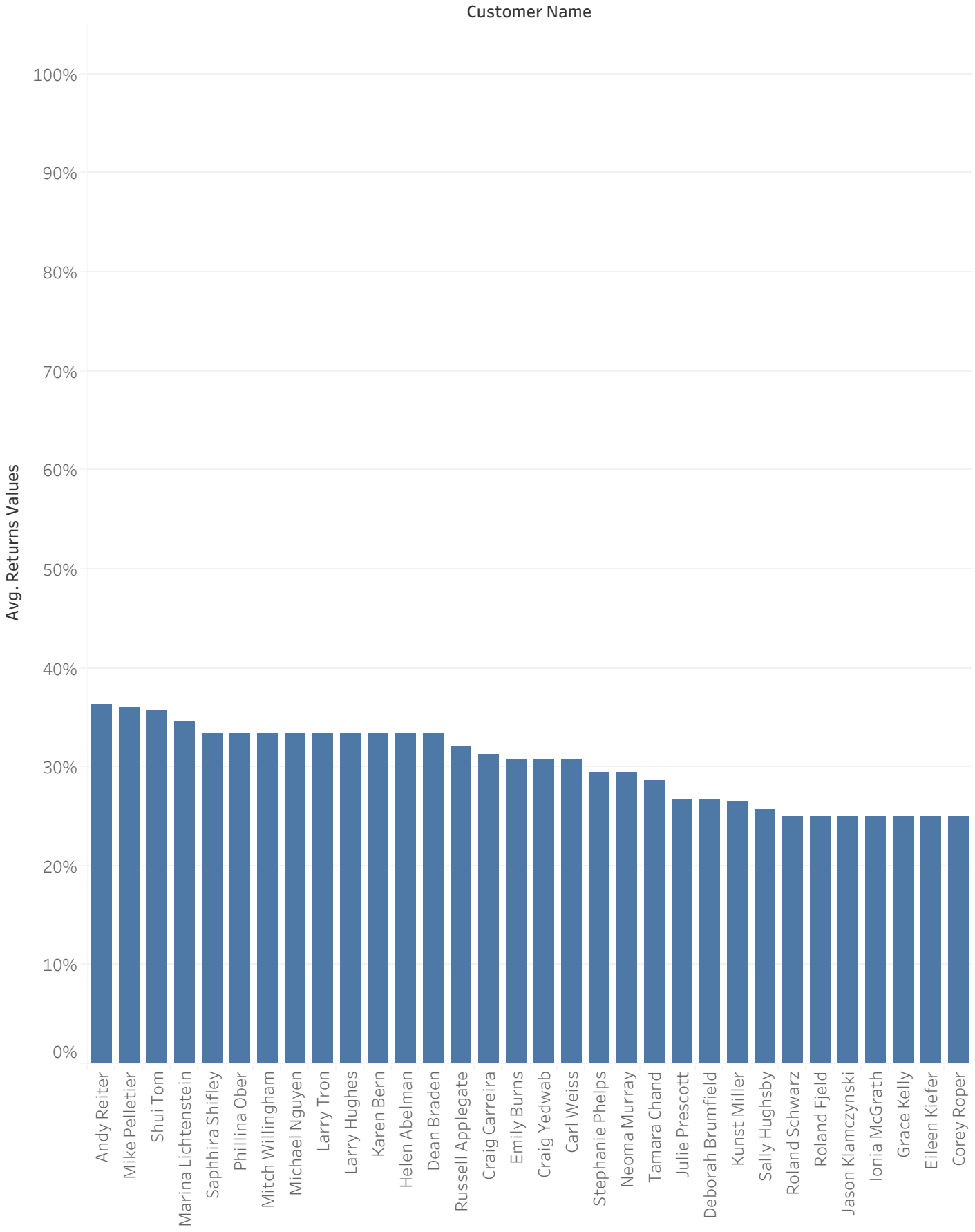

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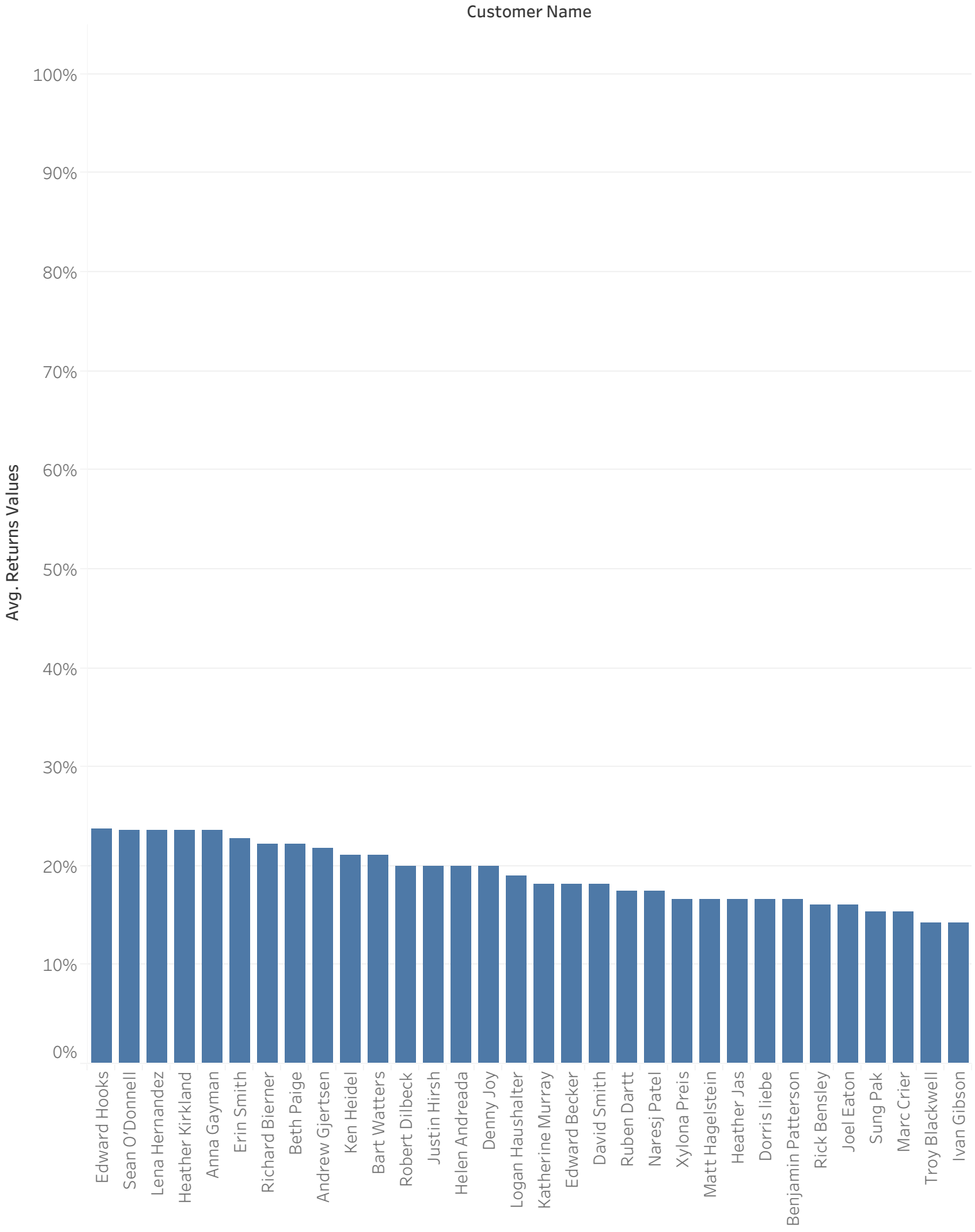

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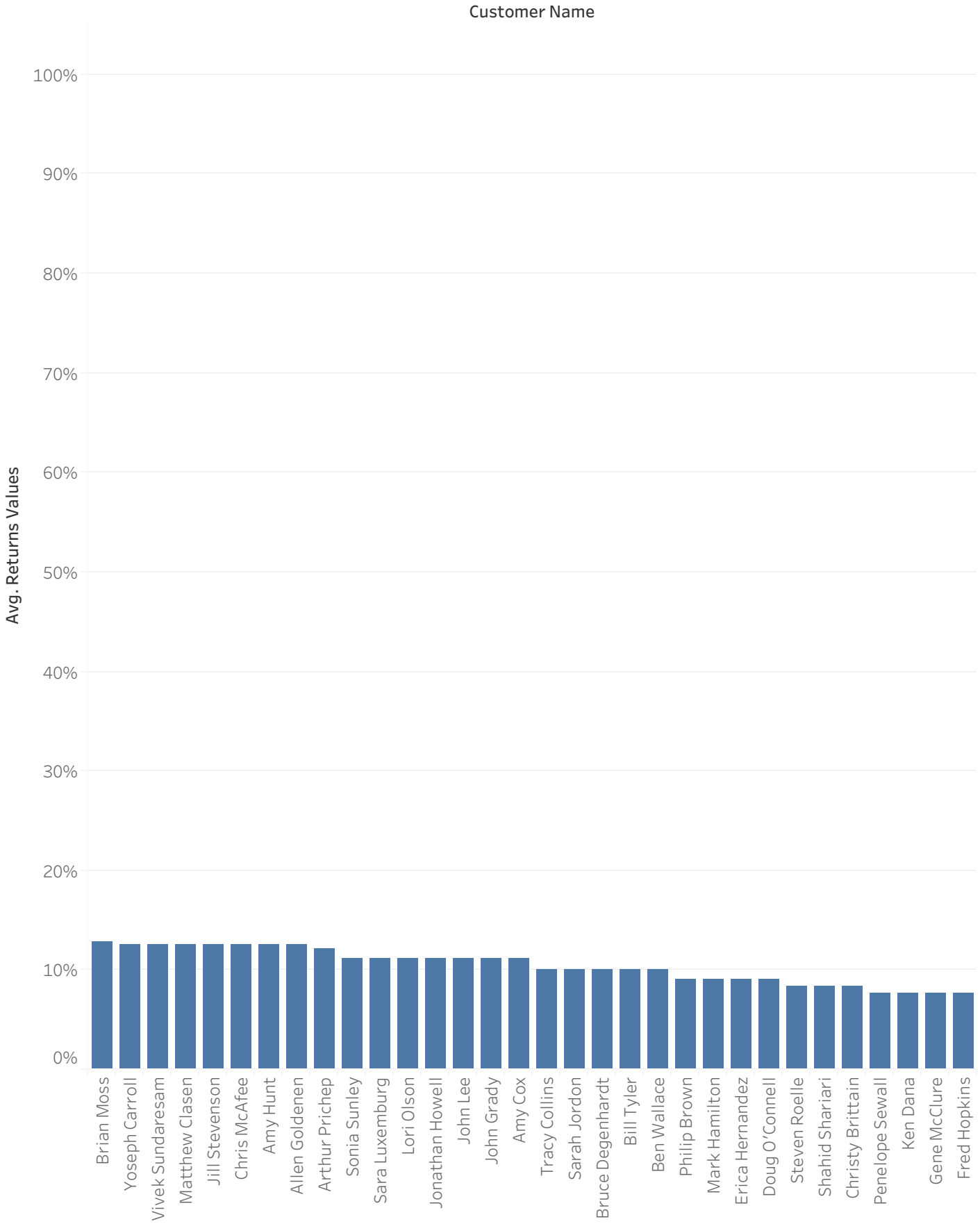

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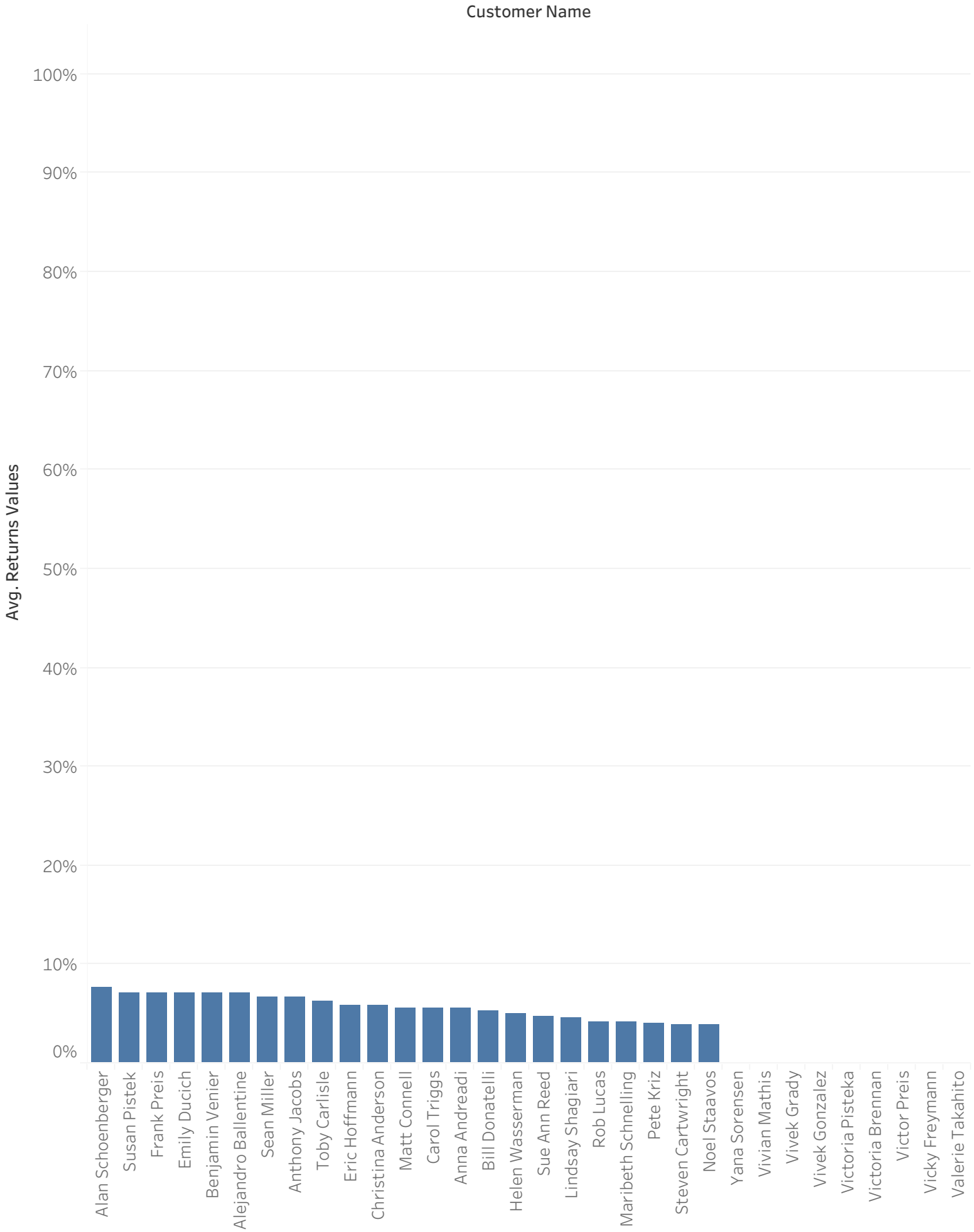

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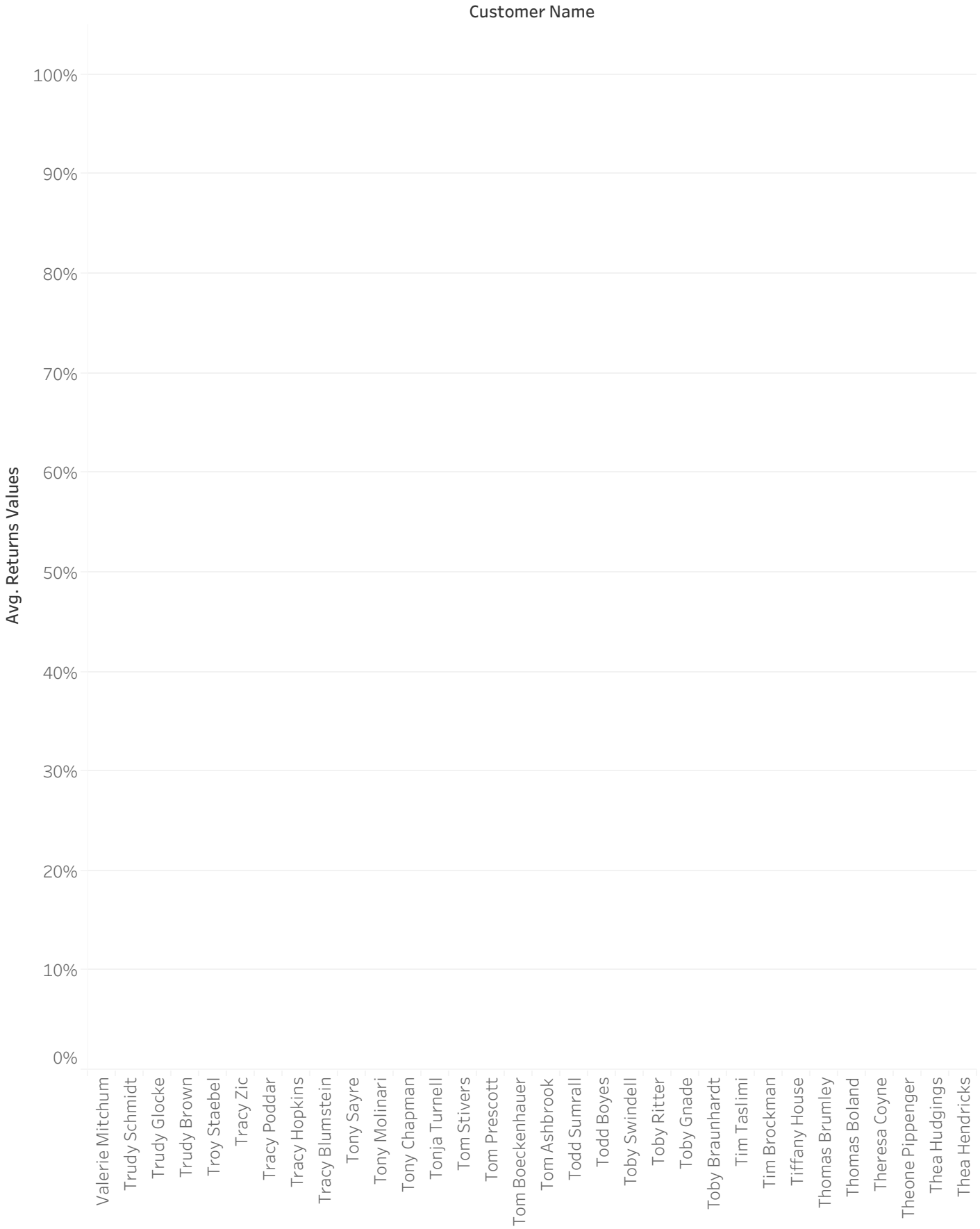

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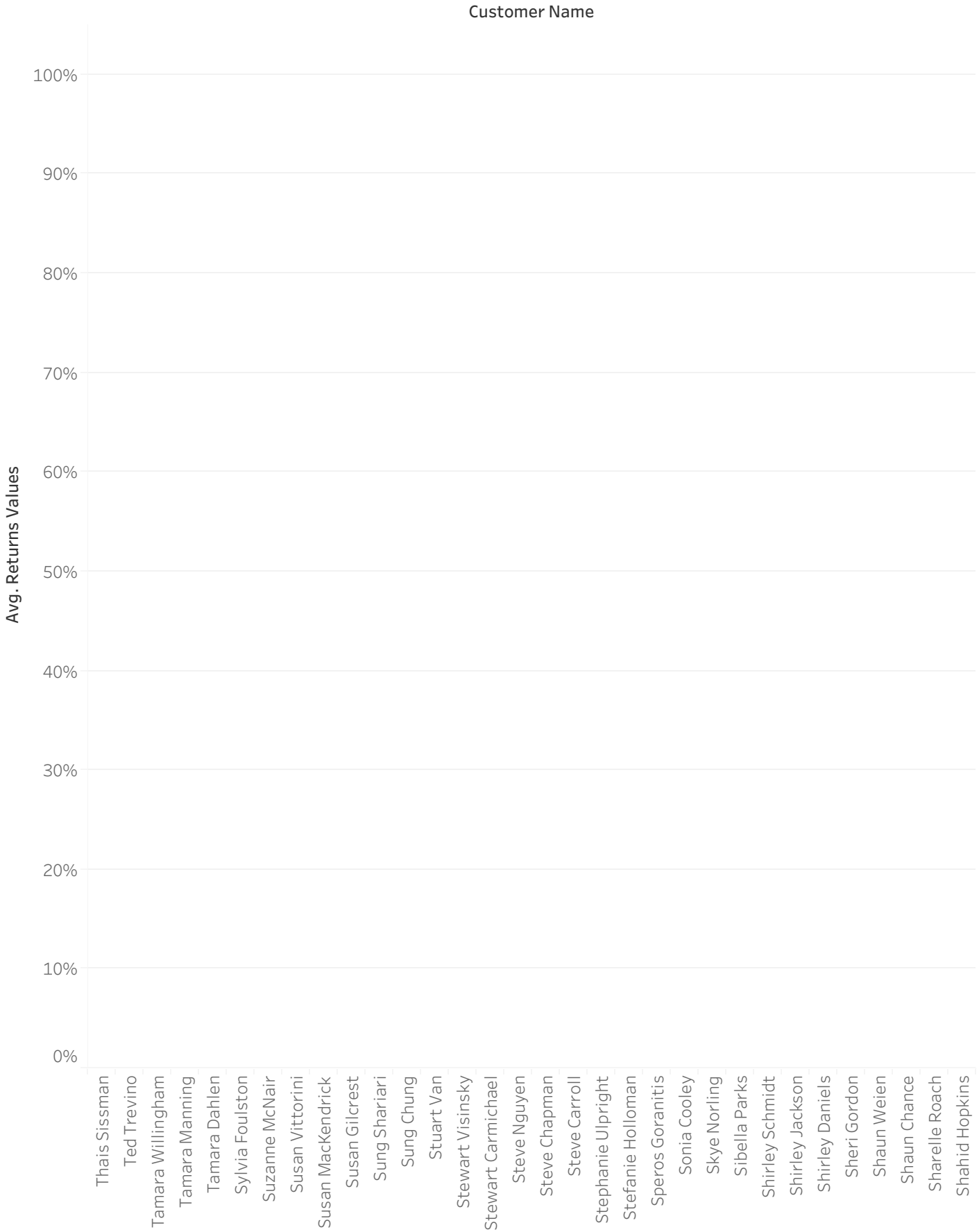

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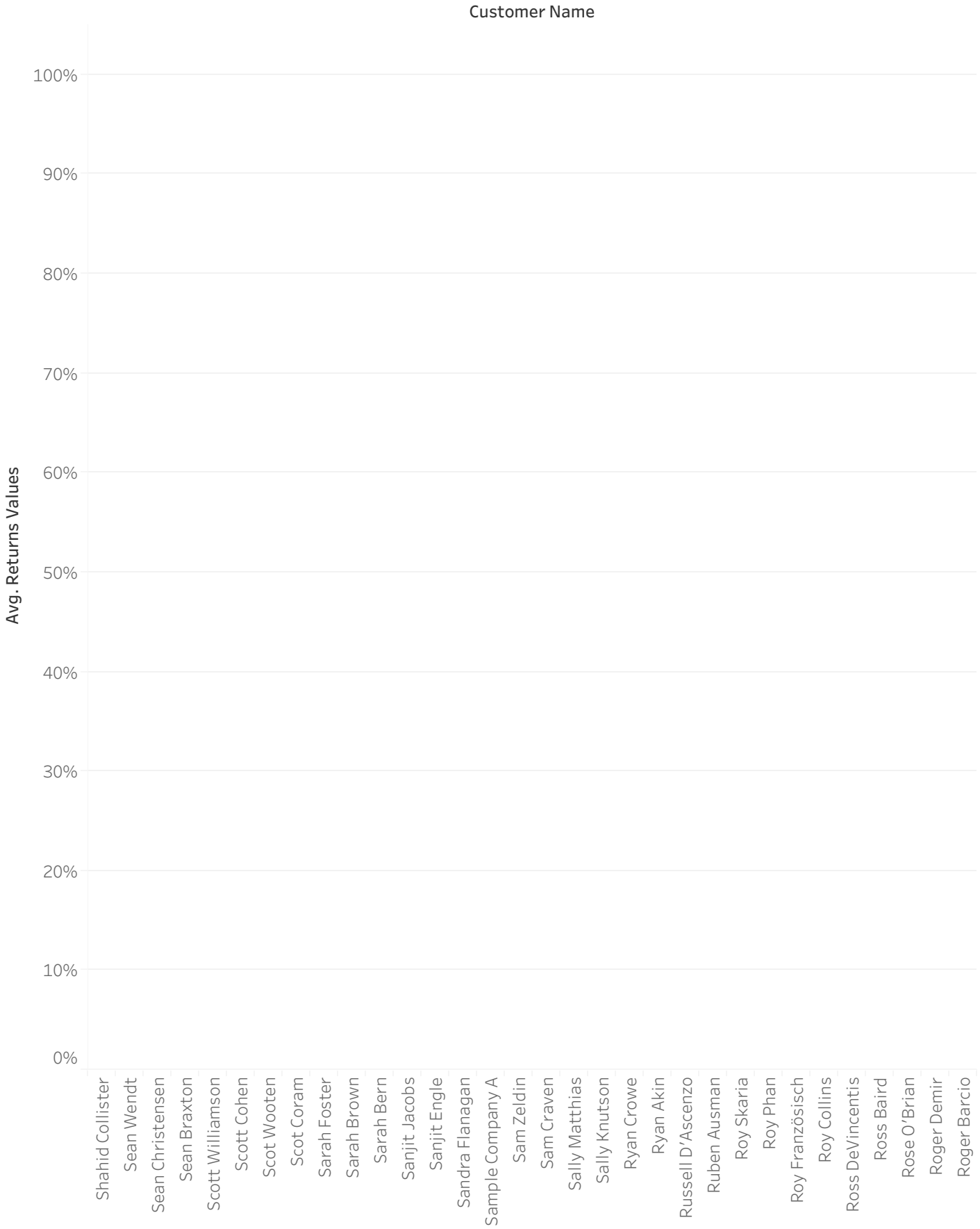

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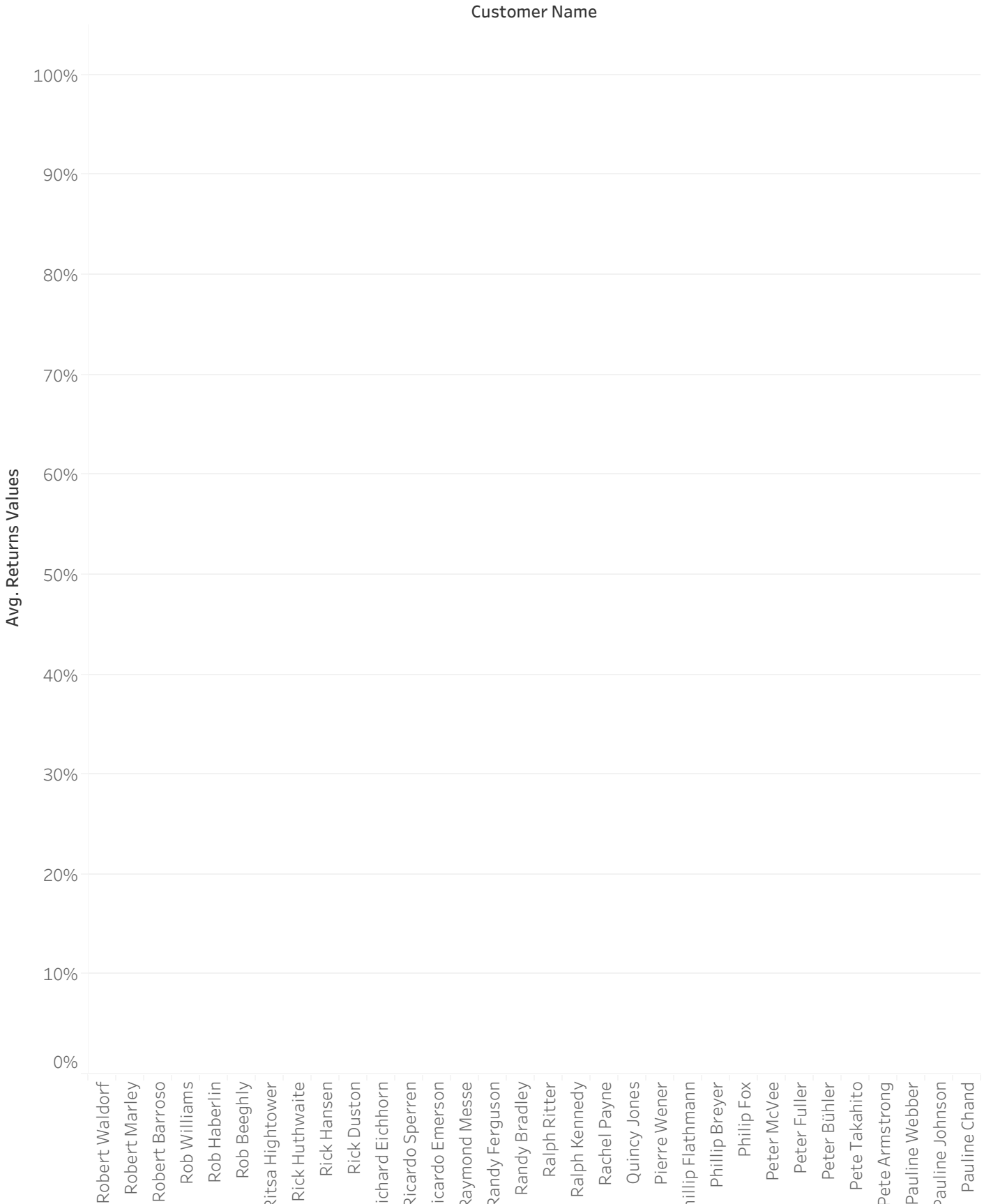

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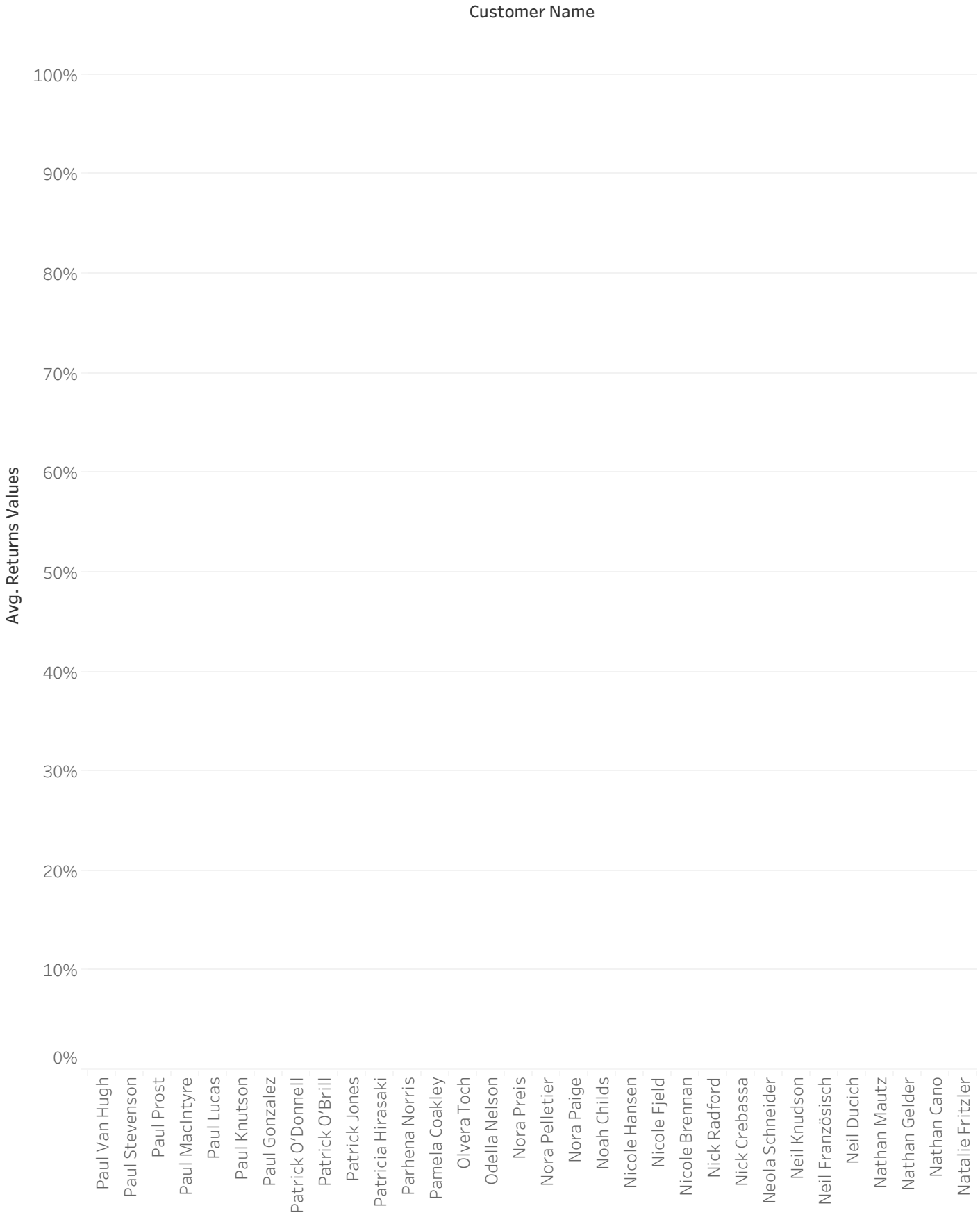
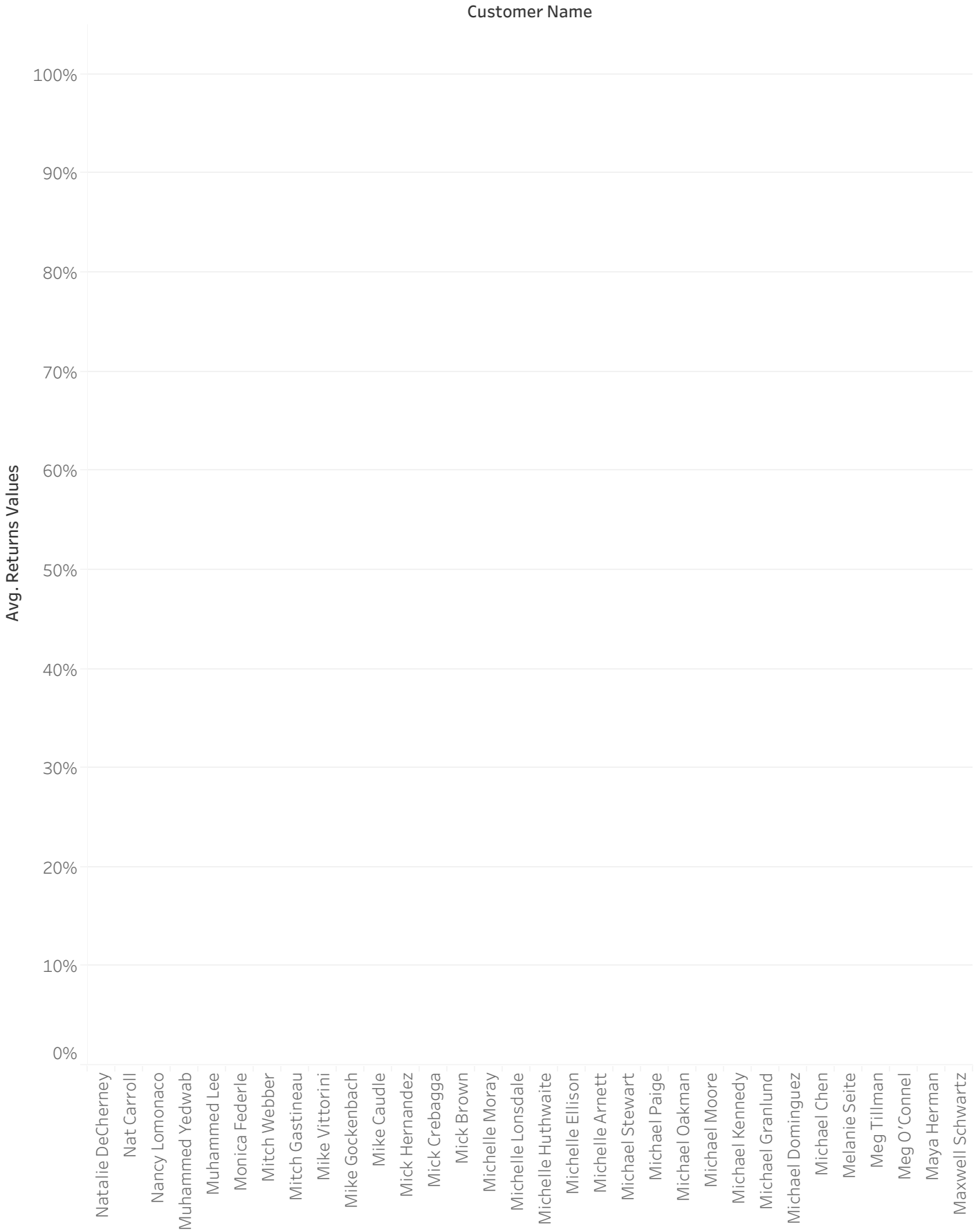
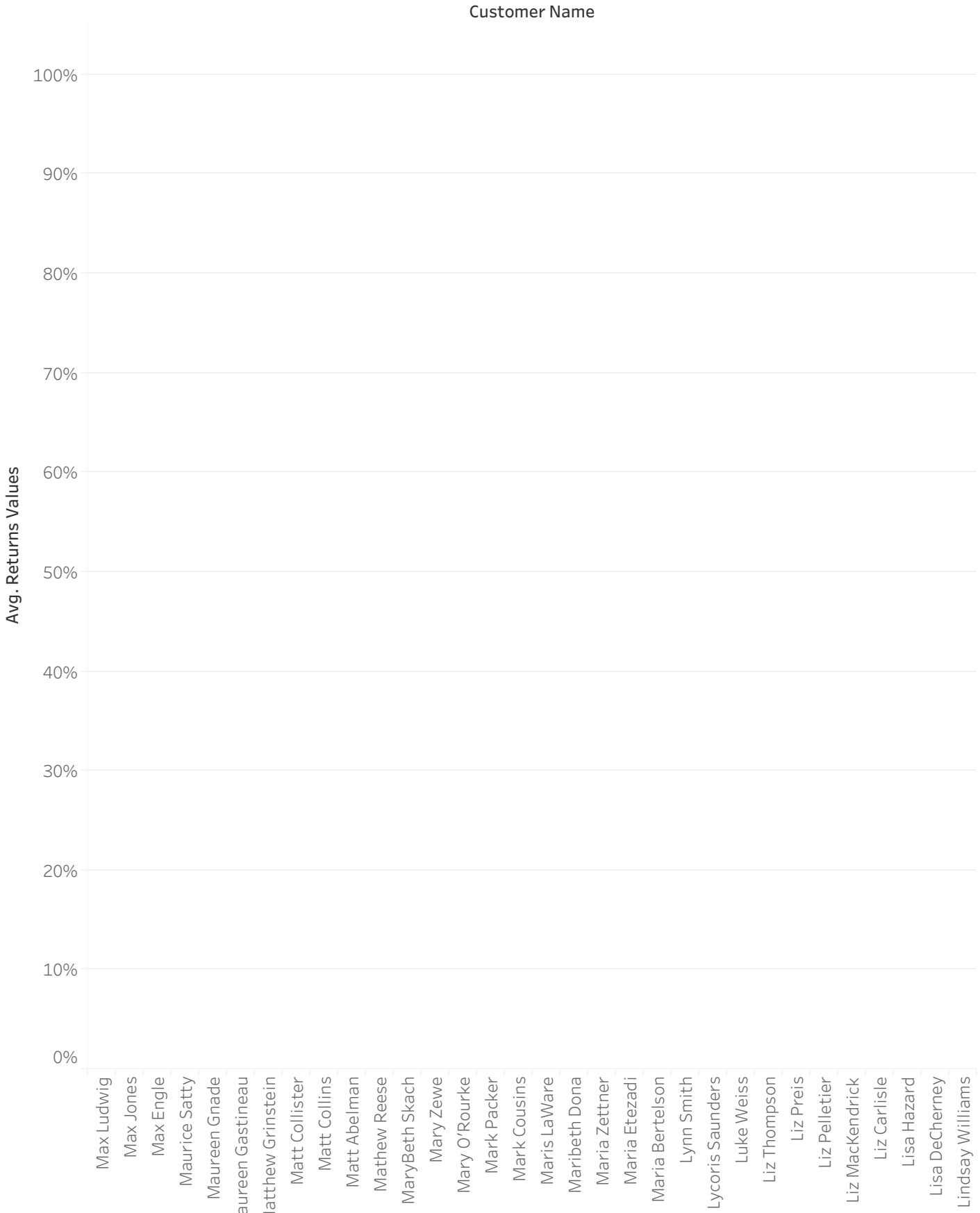


Returns Rate by Customer



Returns Rate by Customer



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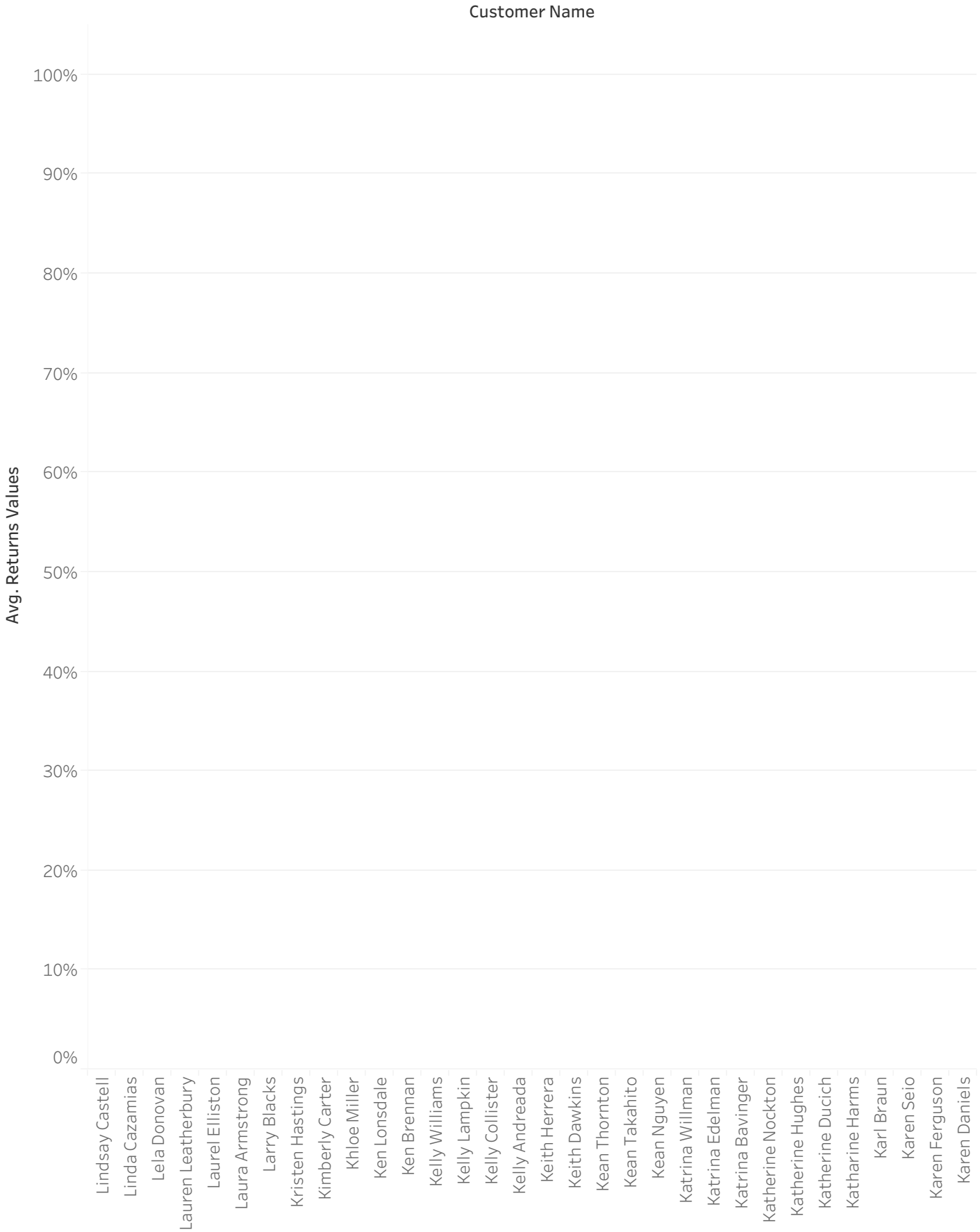
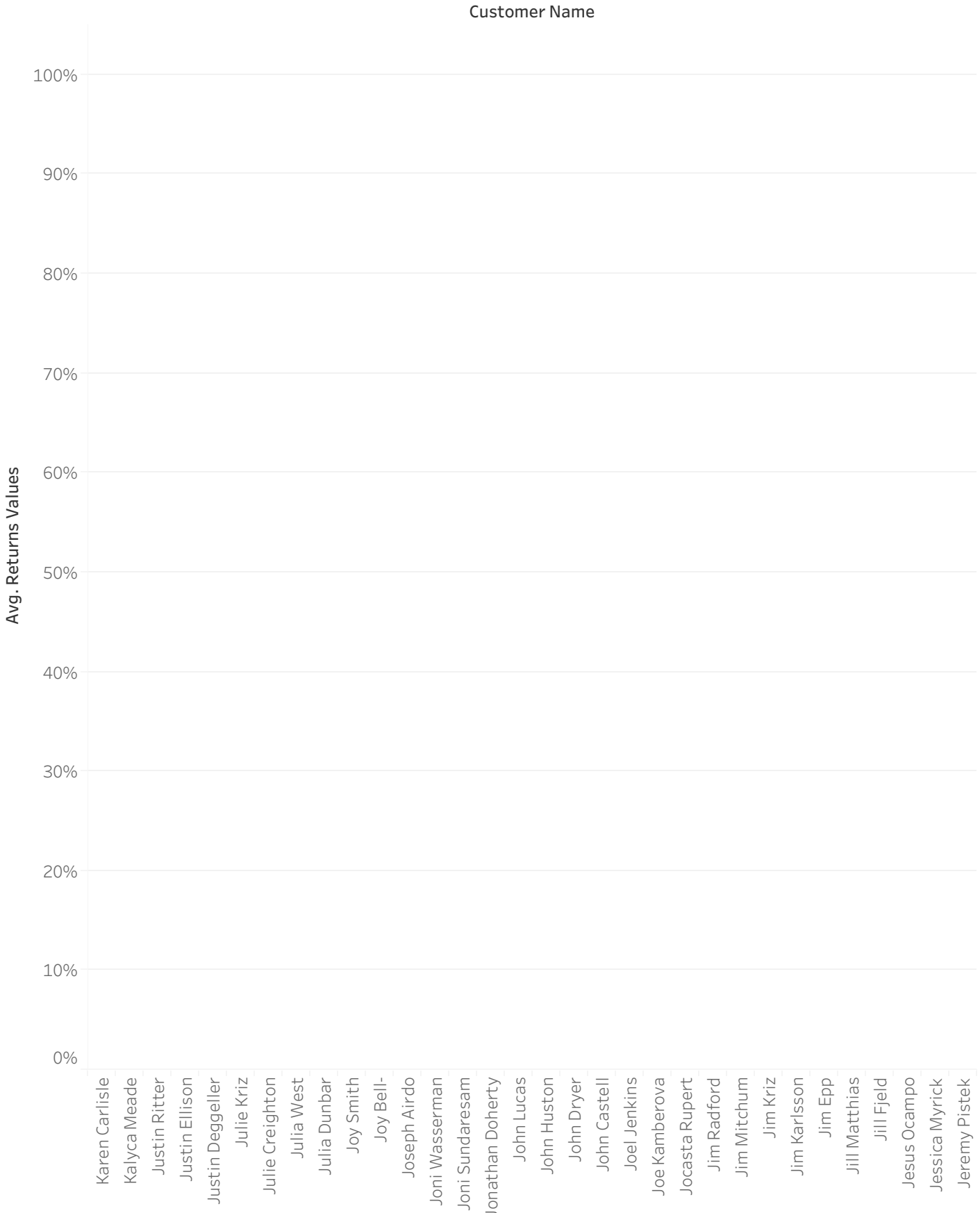
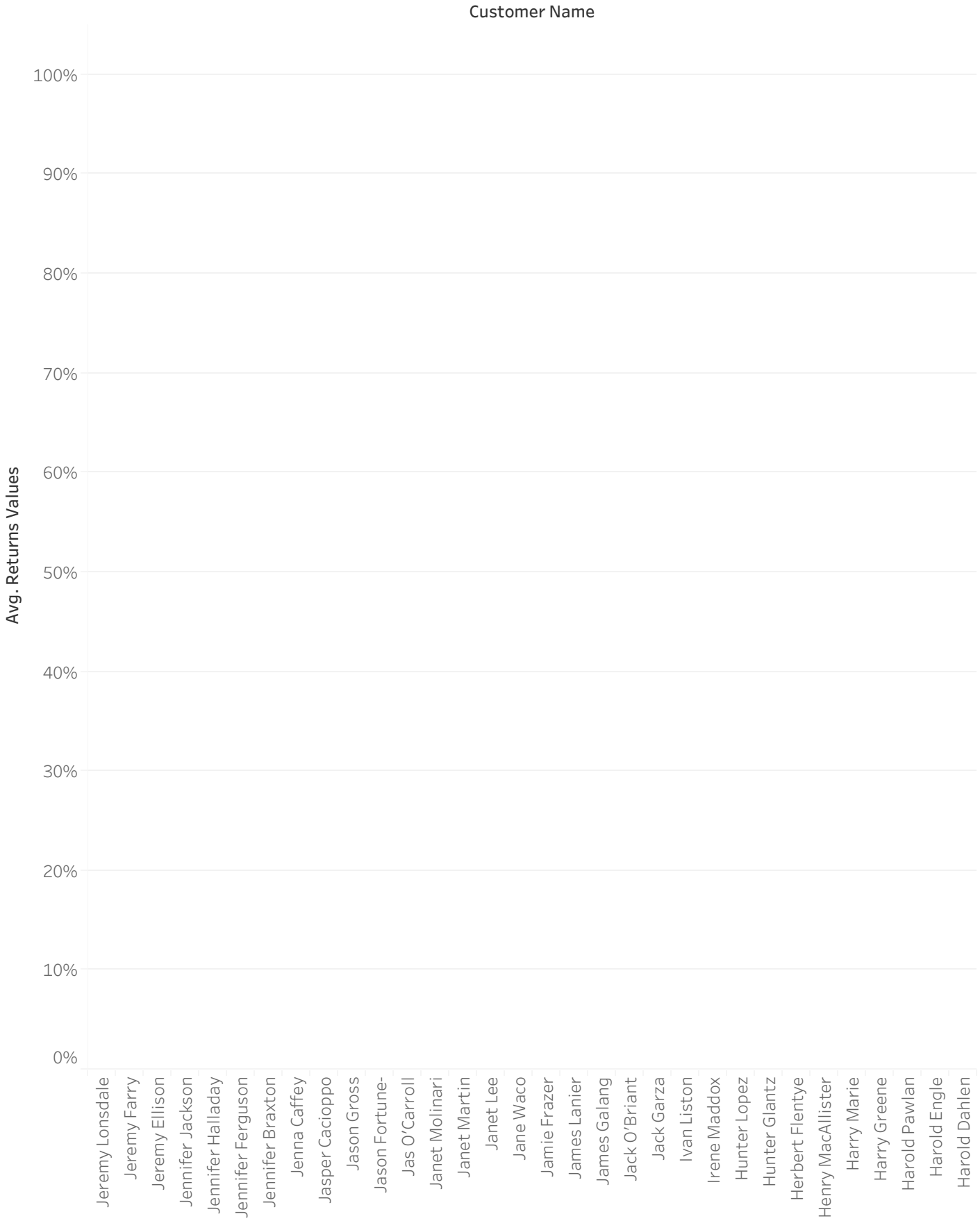


Returns Rate by Customer



Returns Rate by Customer



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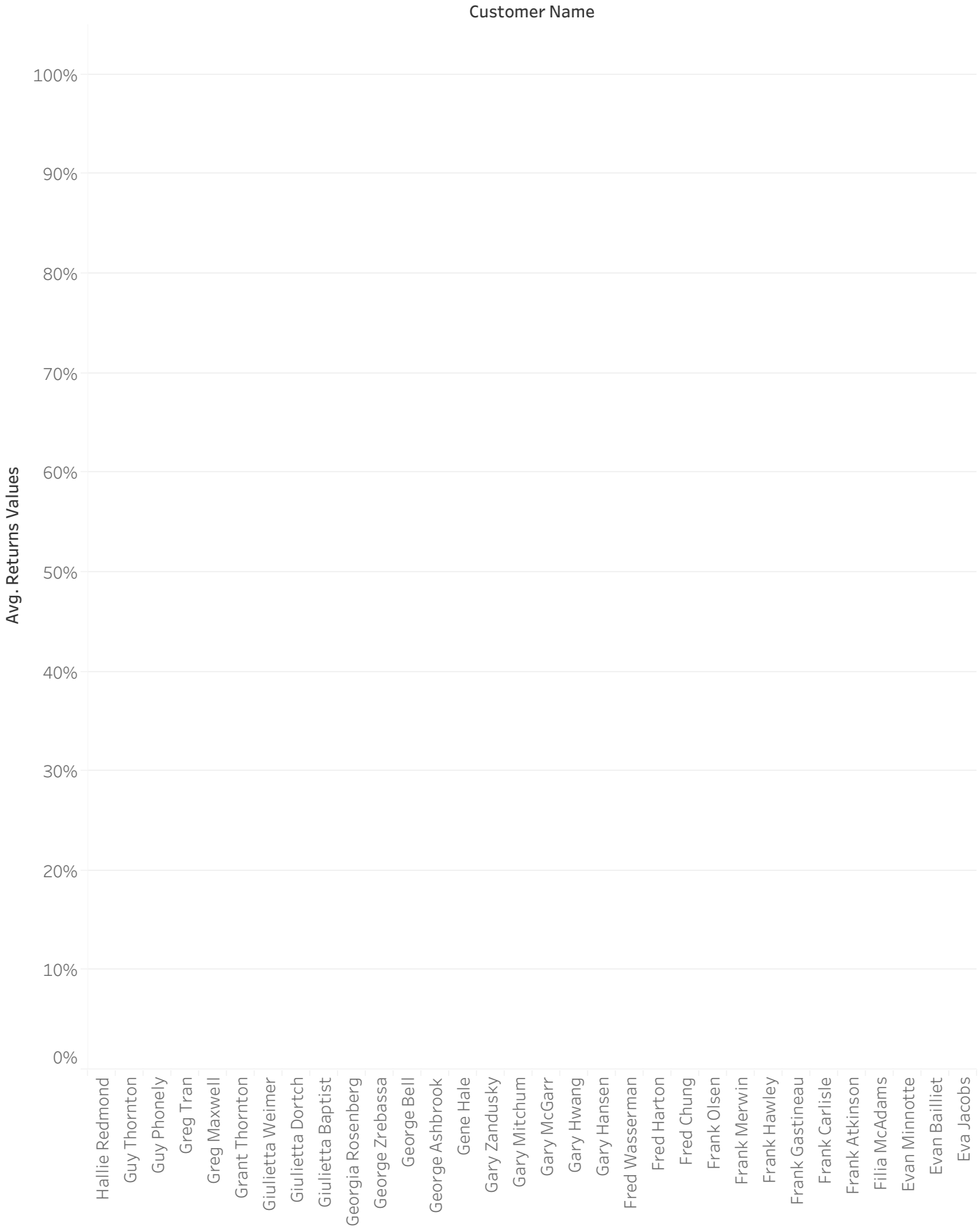

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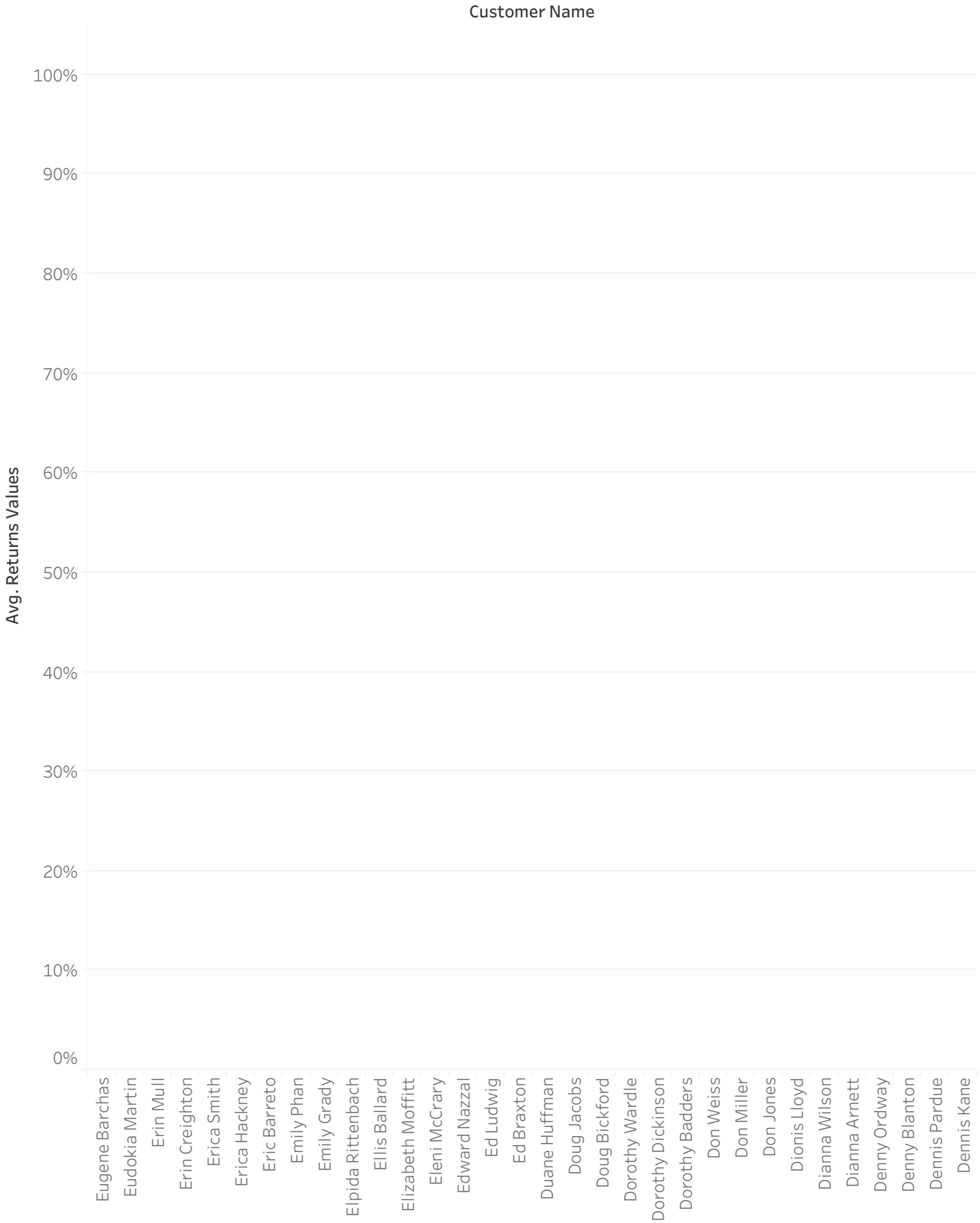

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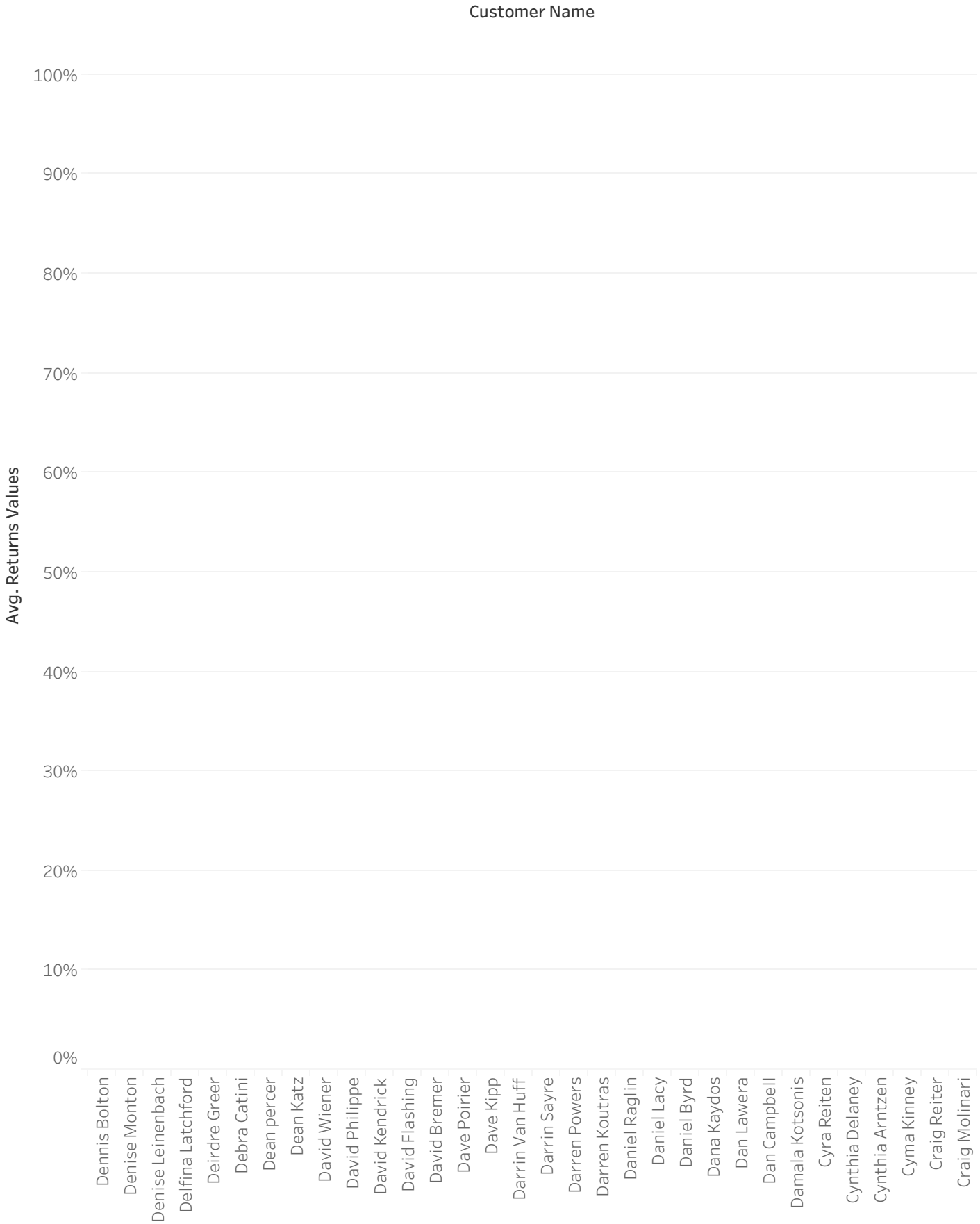
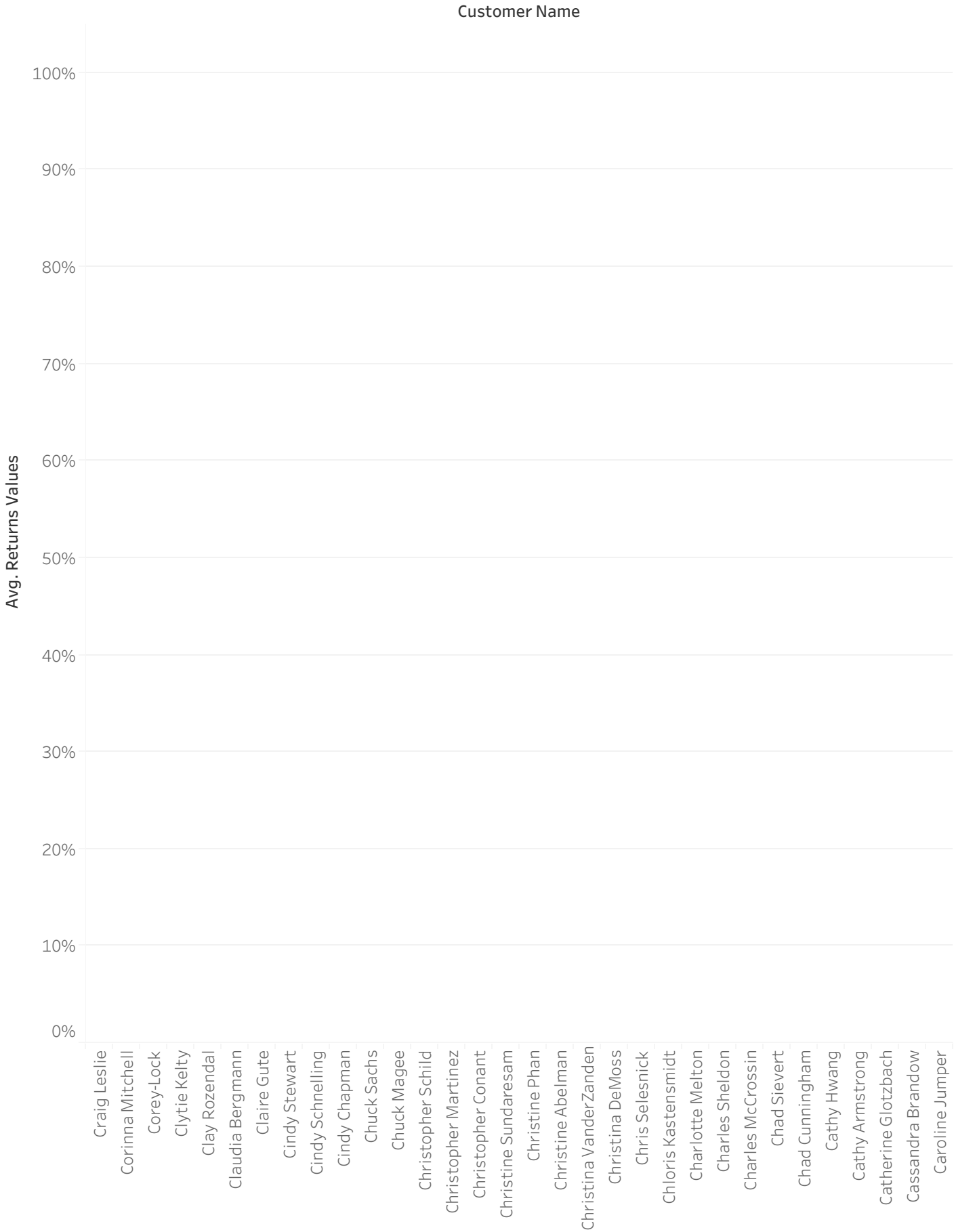
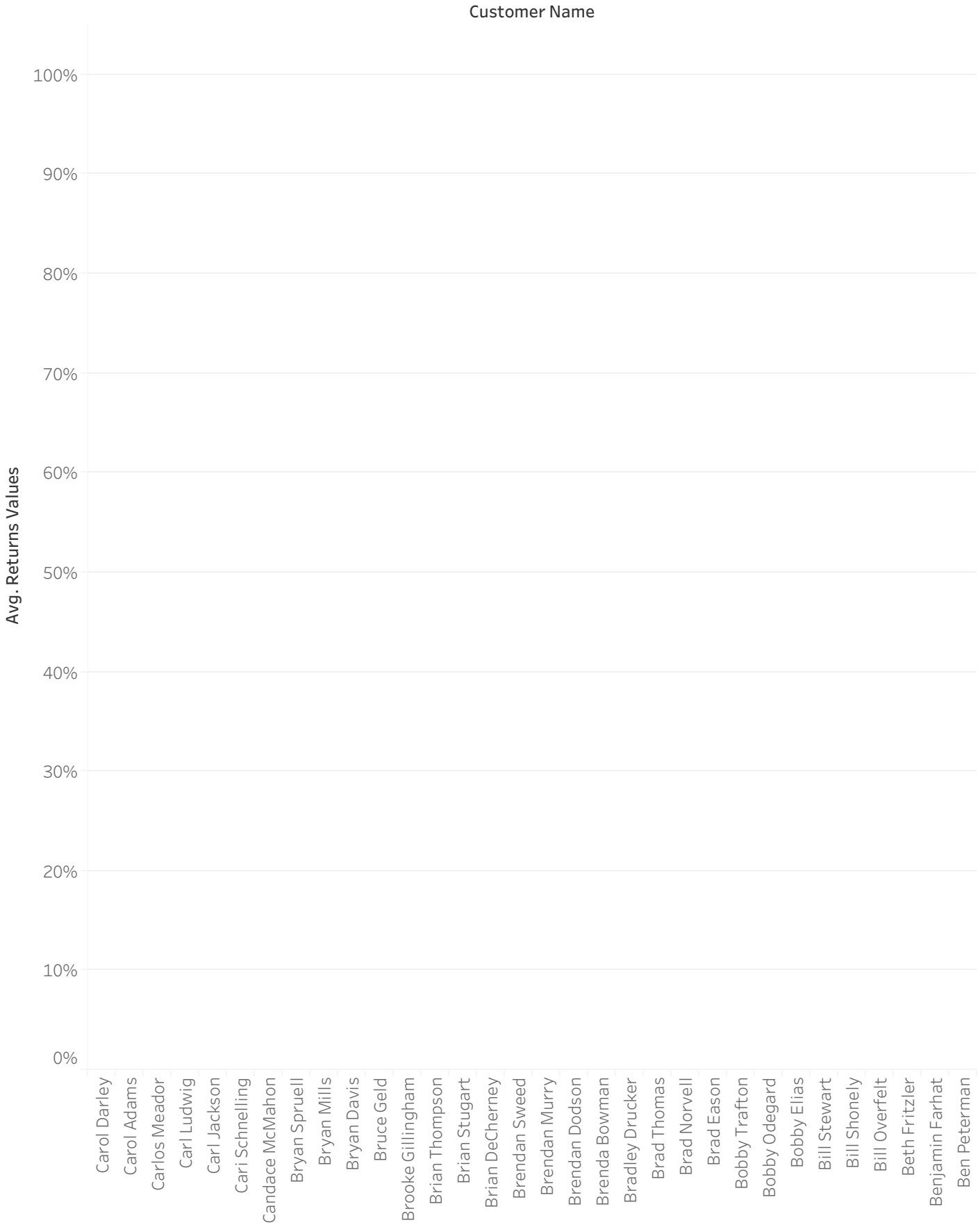


Returns Rate by Customer



Returns Rate by Customer



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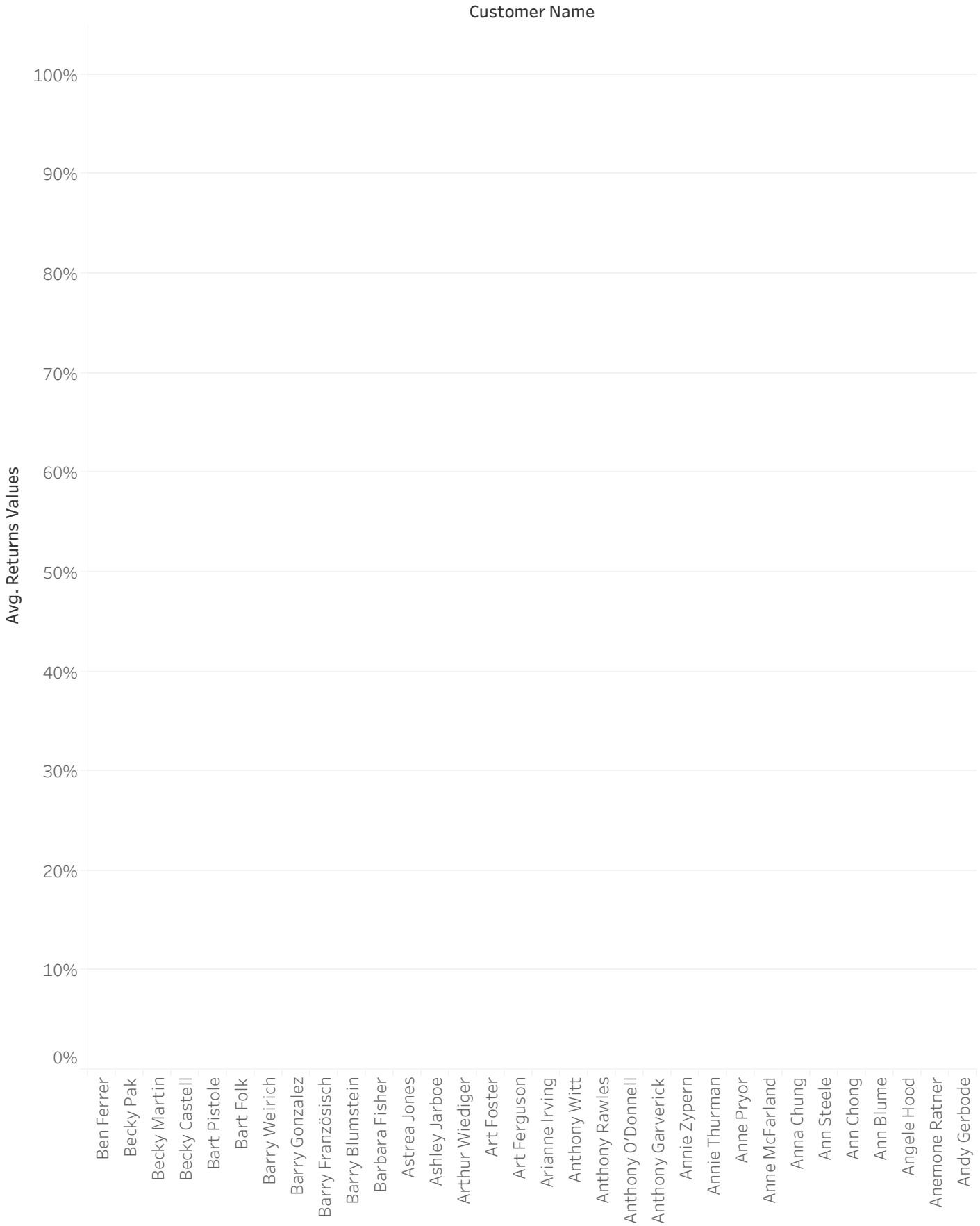
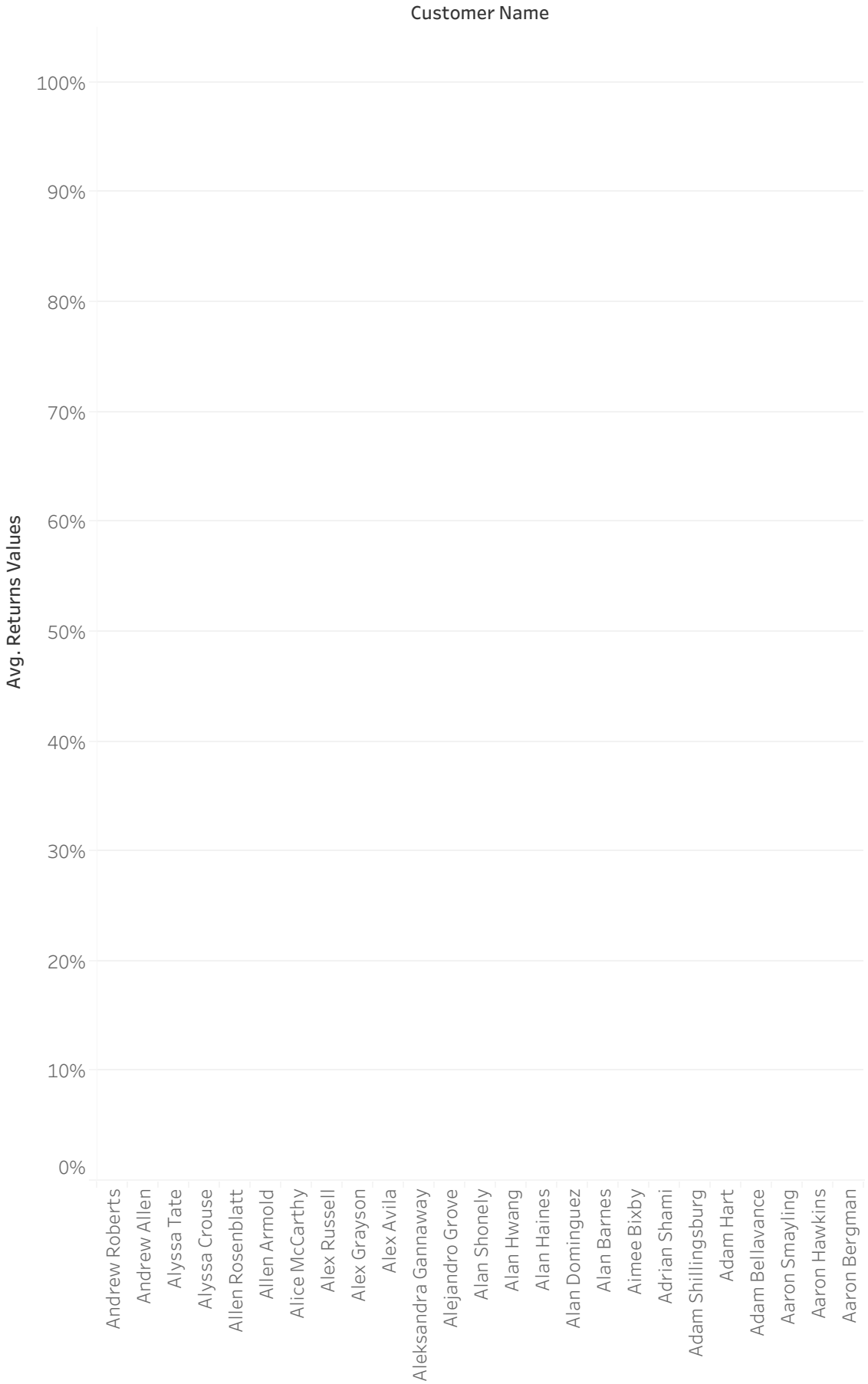
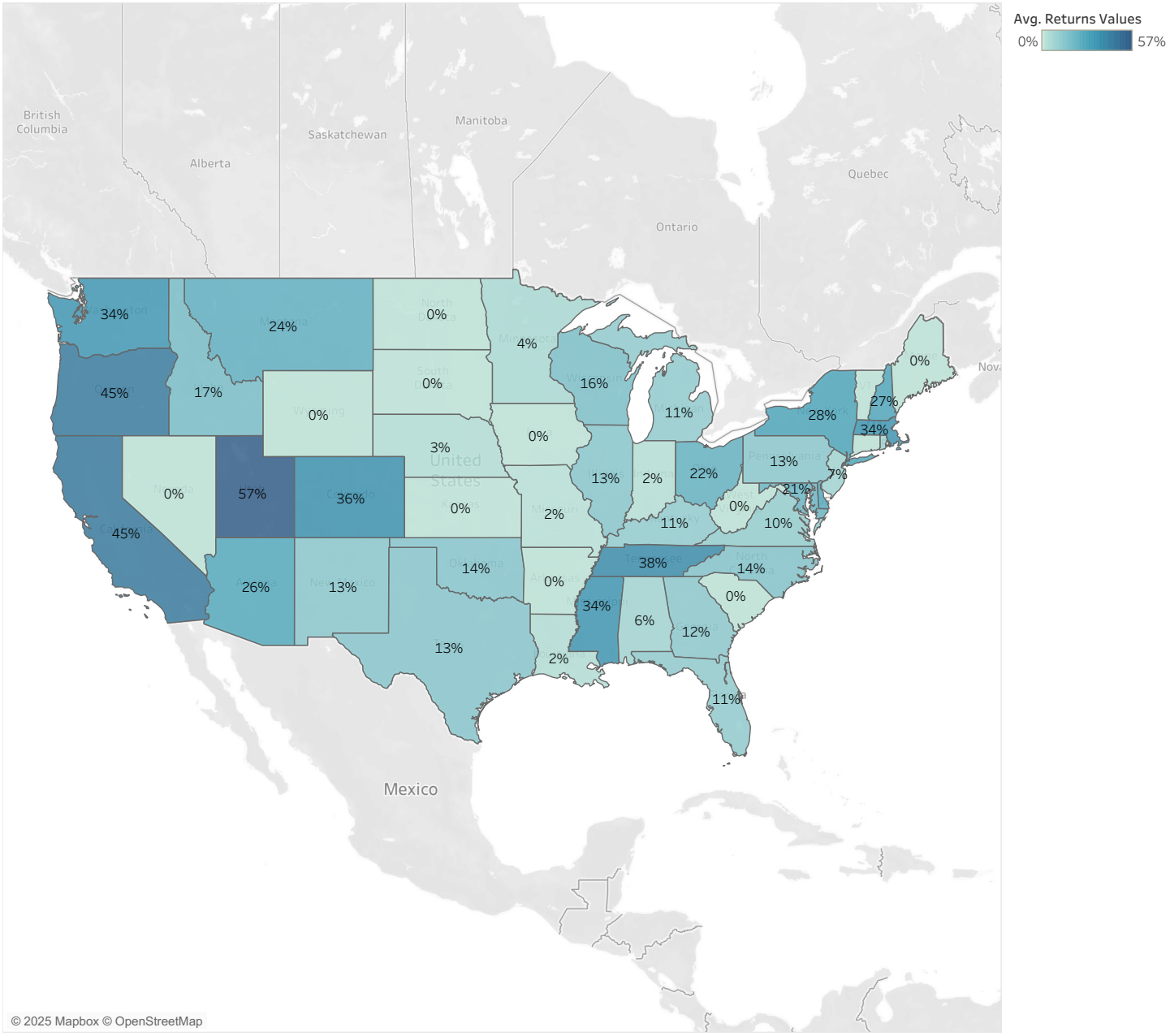


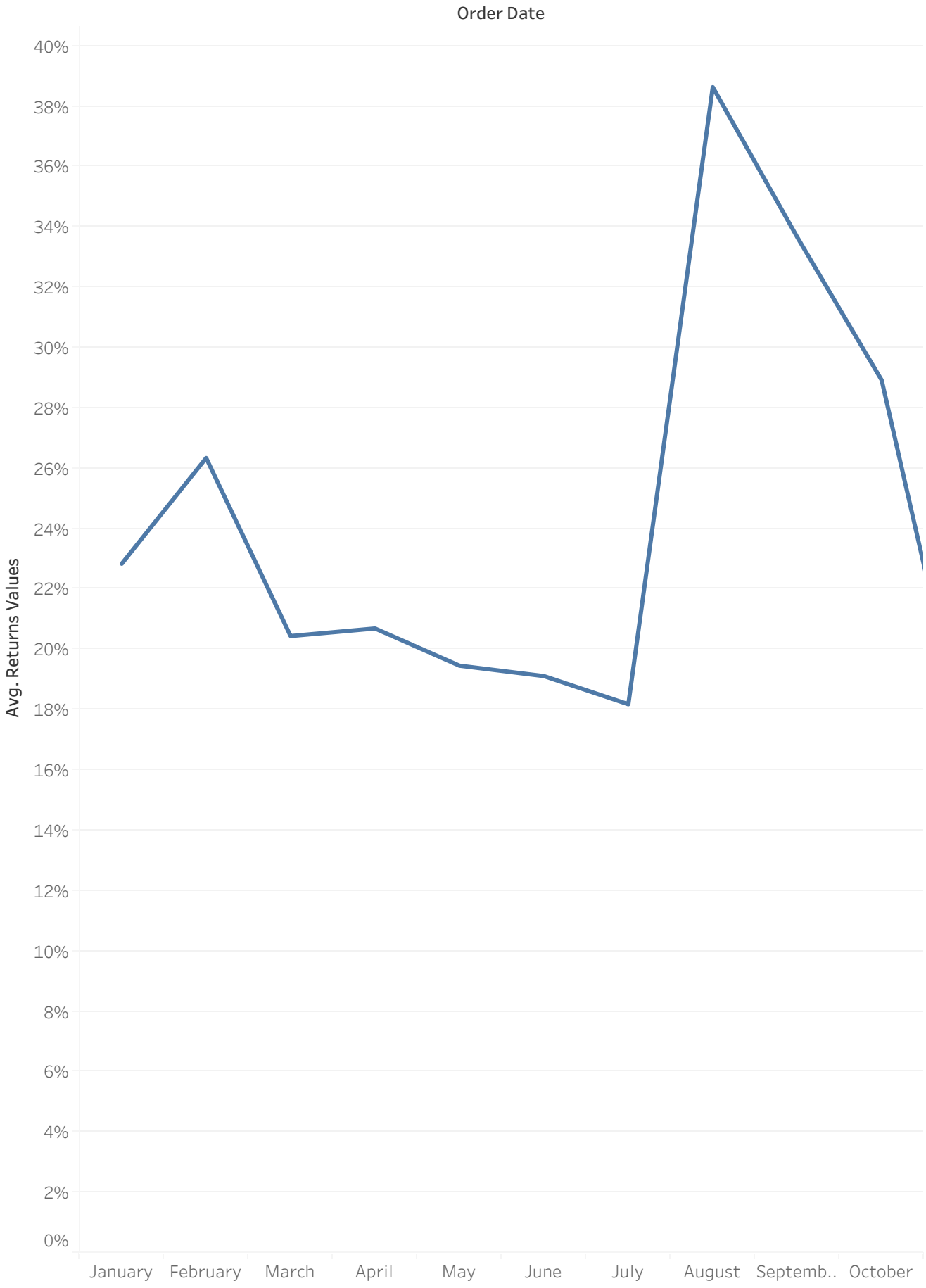
Returns Rate by Customer



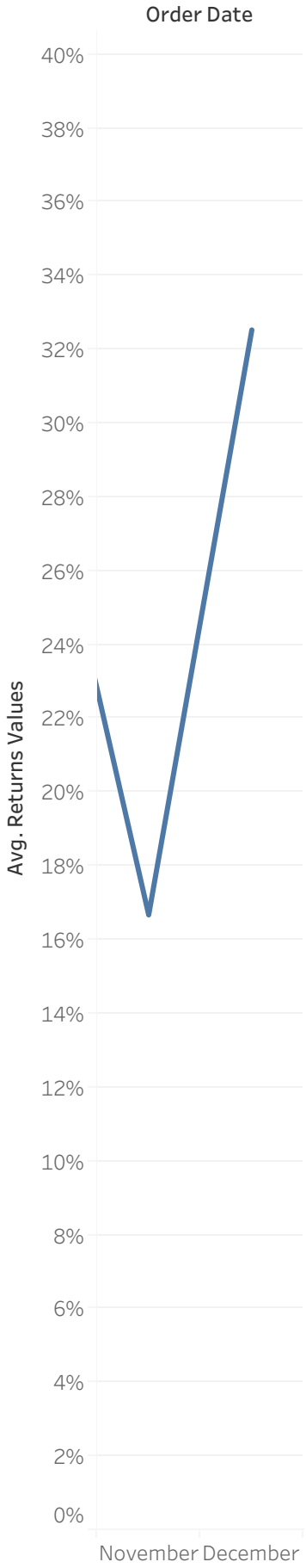
Returns by State



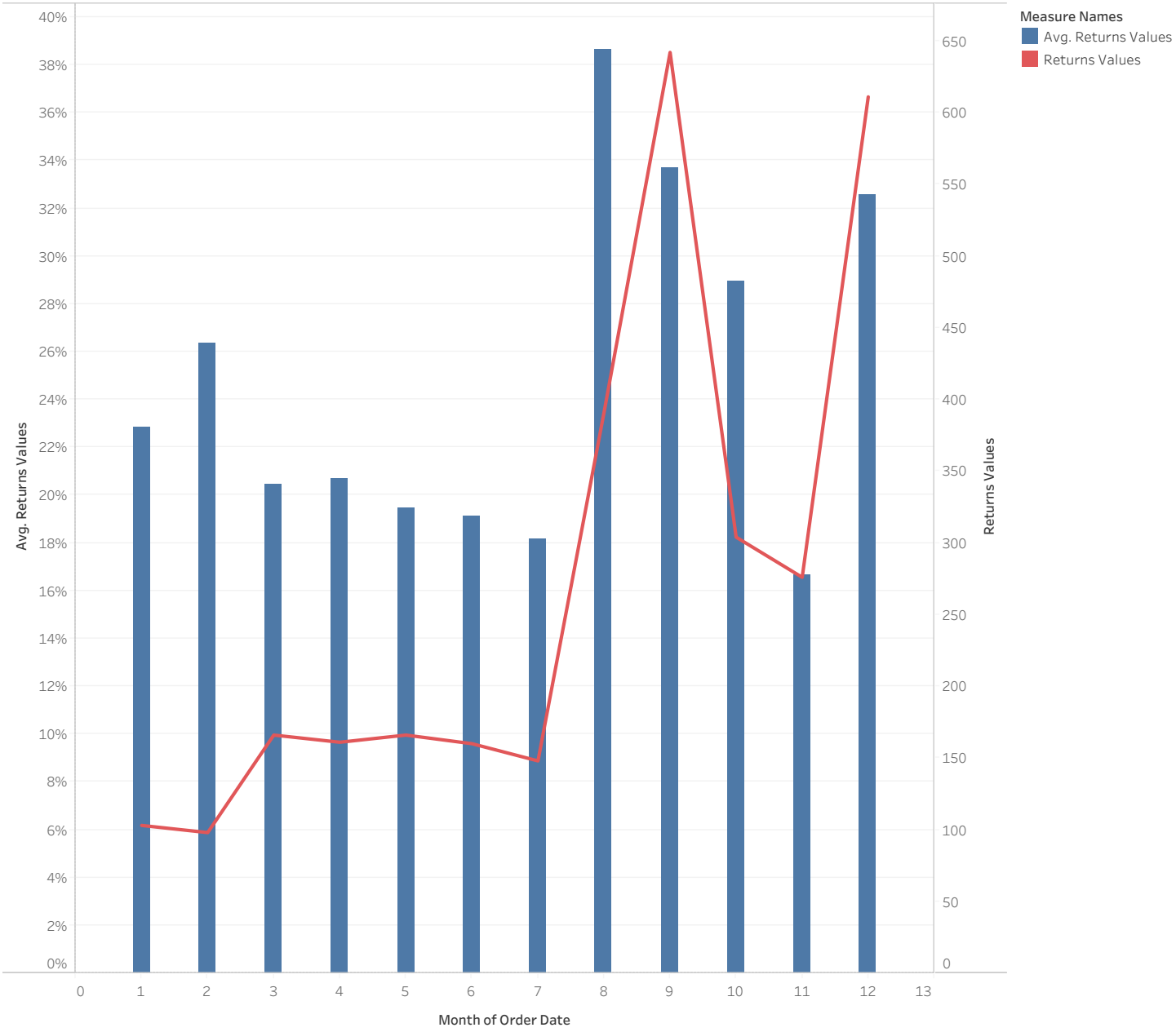
Return Rate by Month



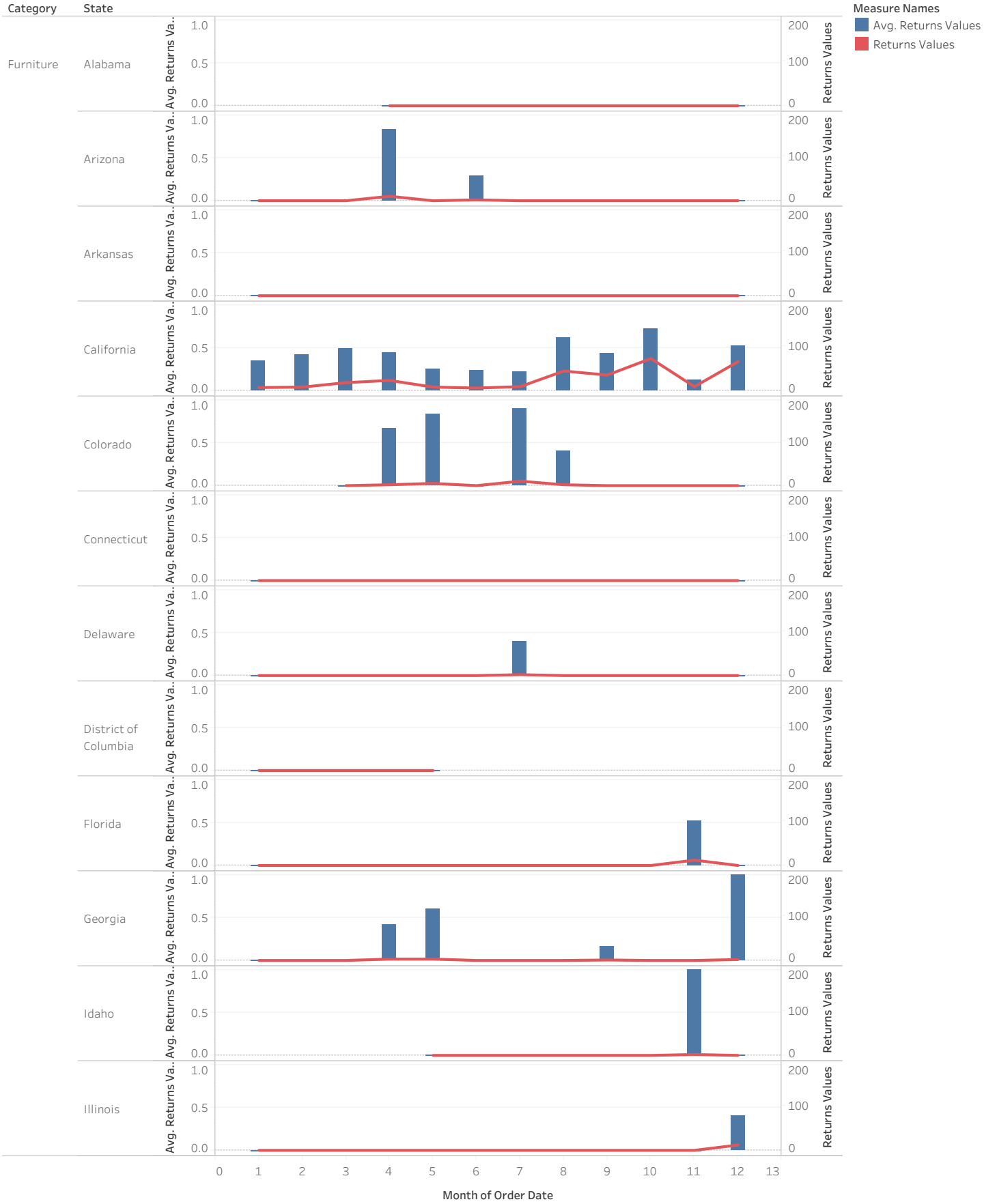
Return Rate by Month



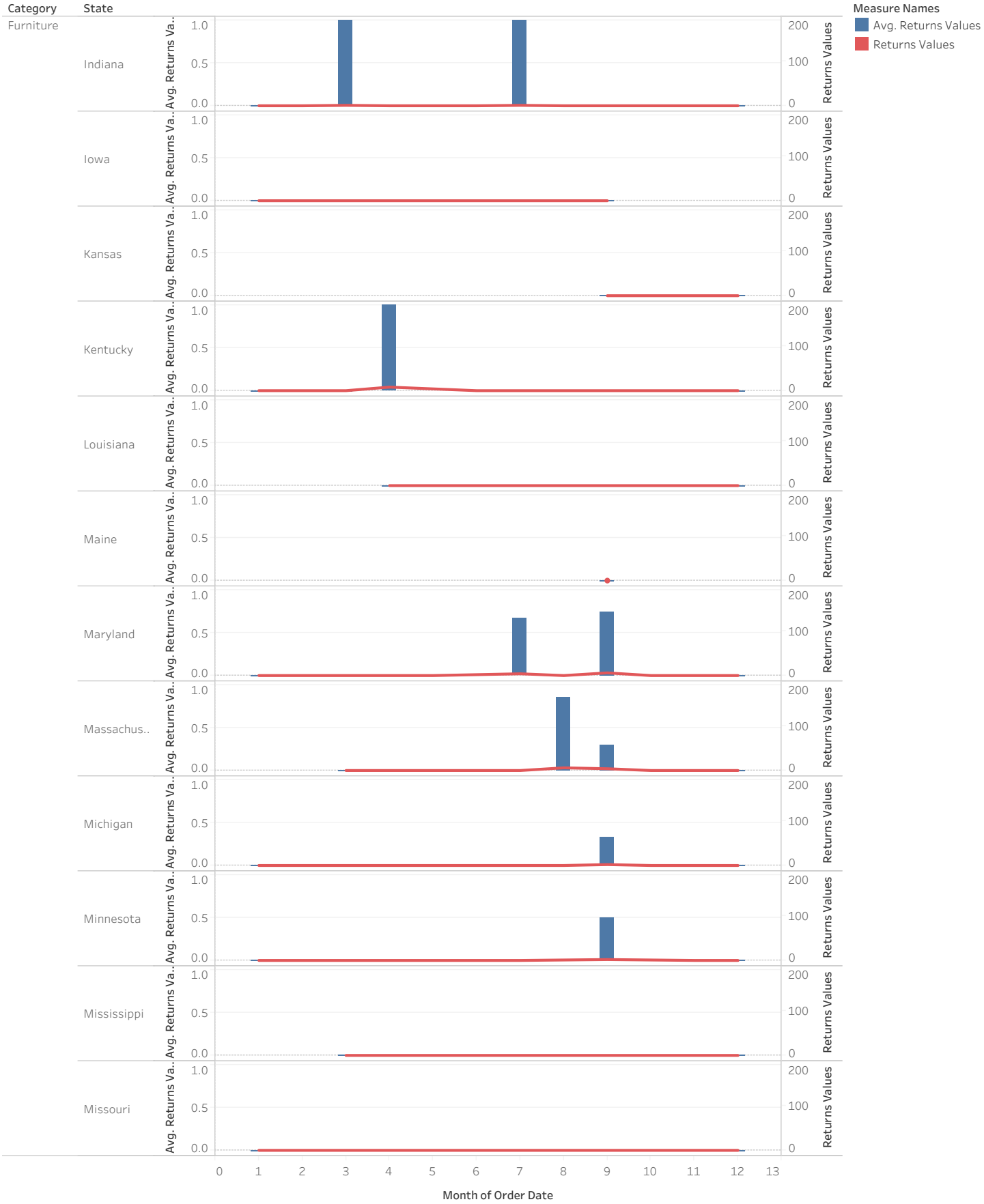
Composite: Quantity of Returns over Months



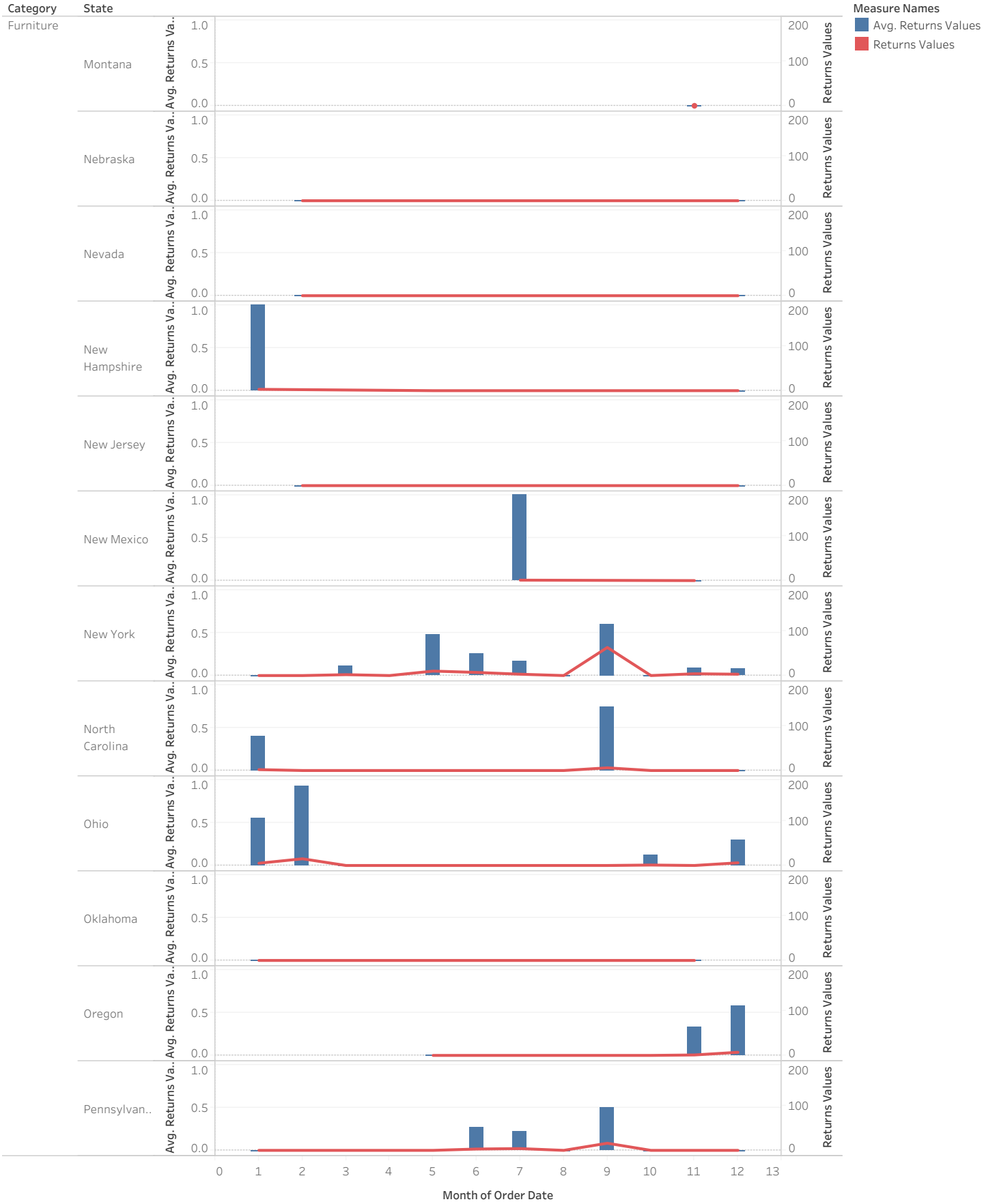
Composite: Regional Returns per Category



Composite: Regional Returns per Category



Composite: Regional Returns per Category



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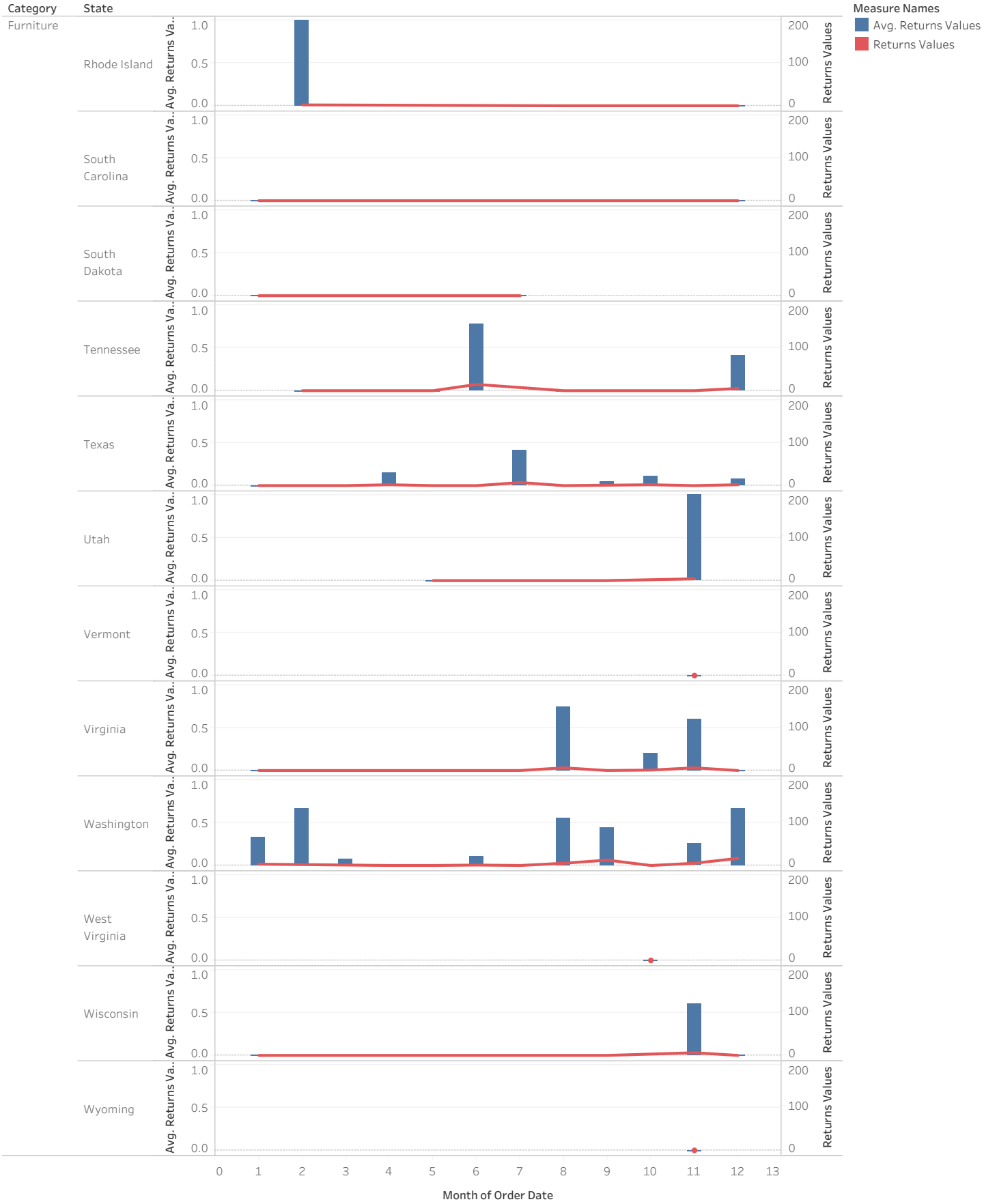

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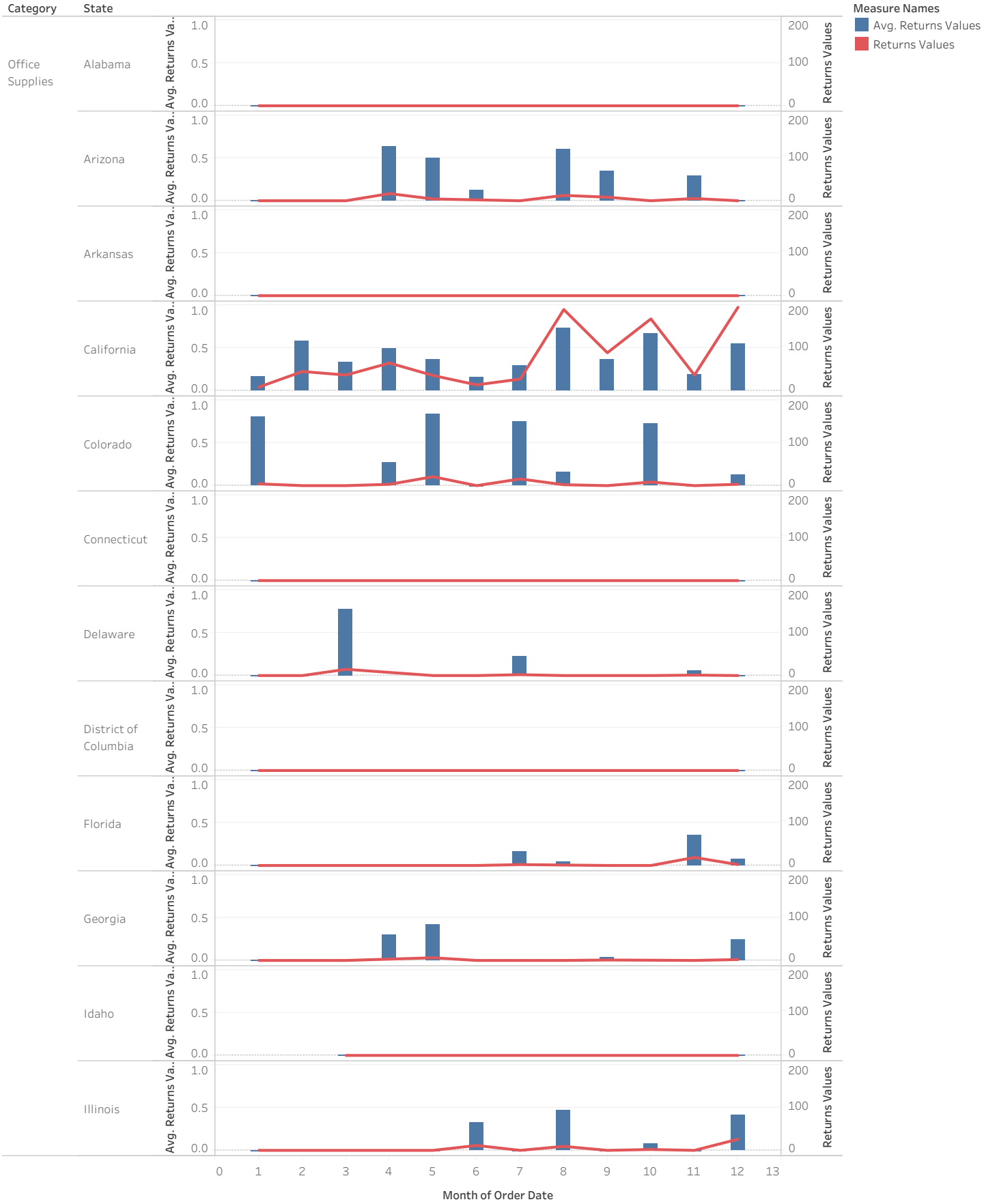

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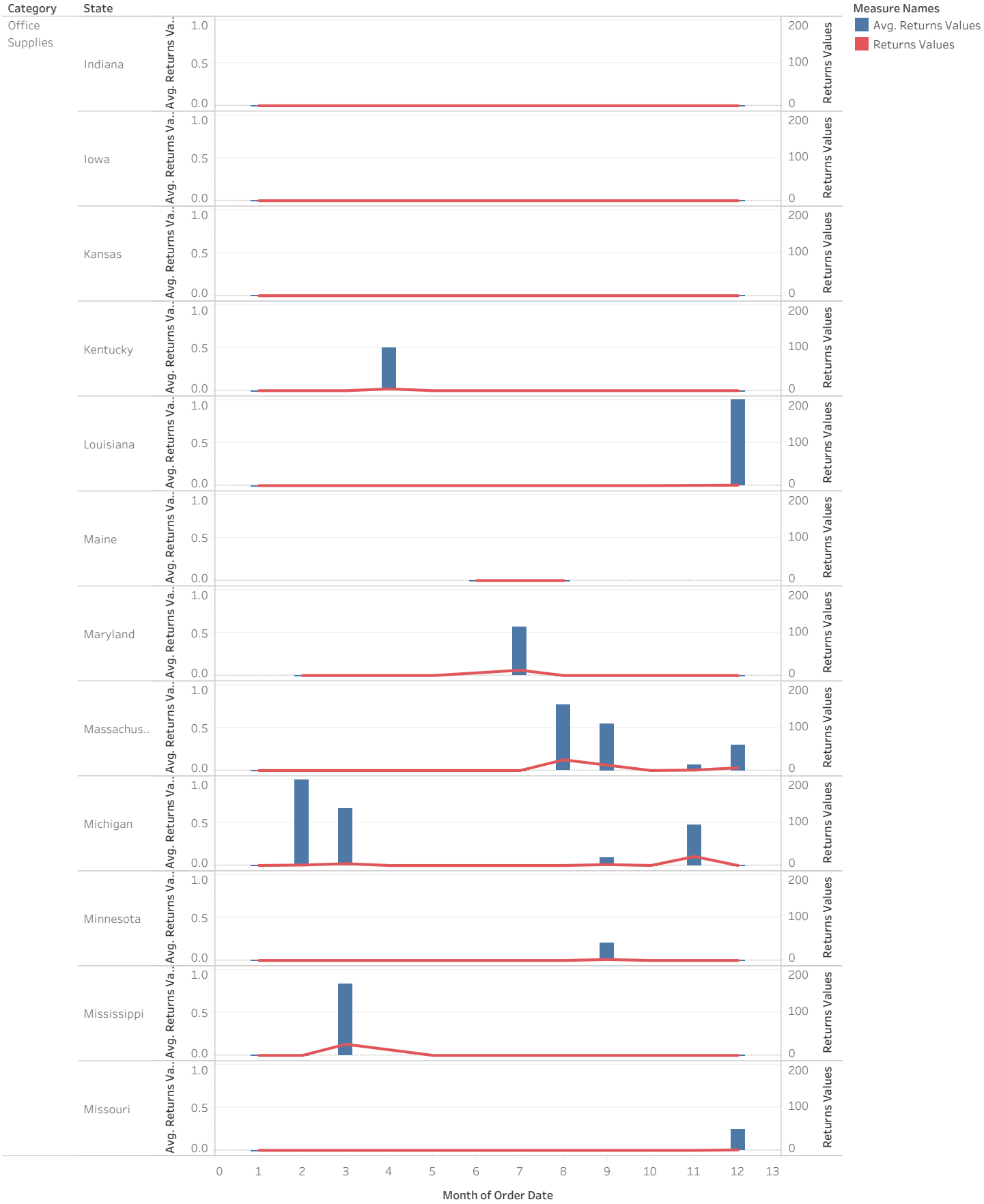

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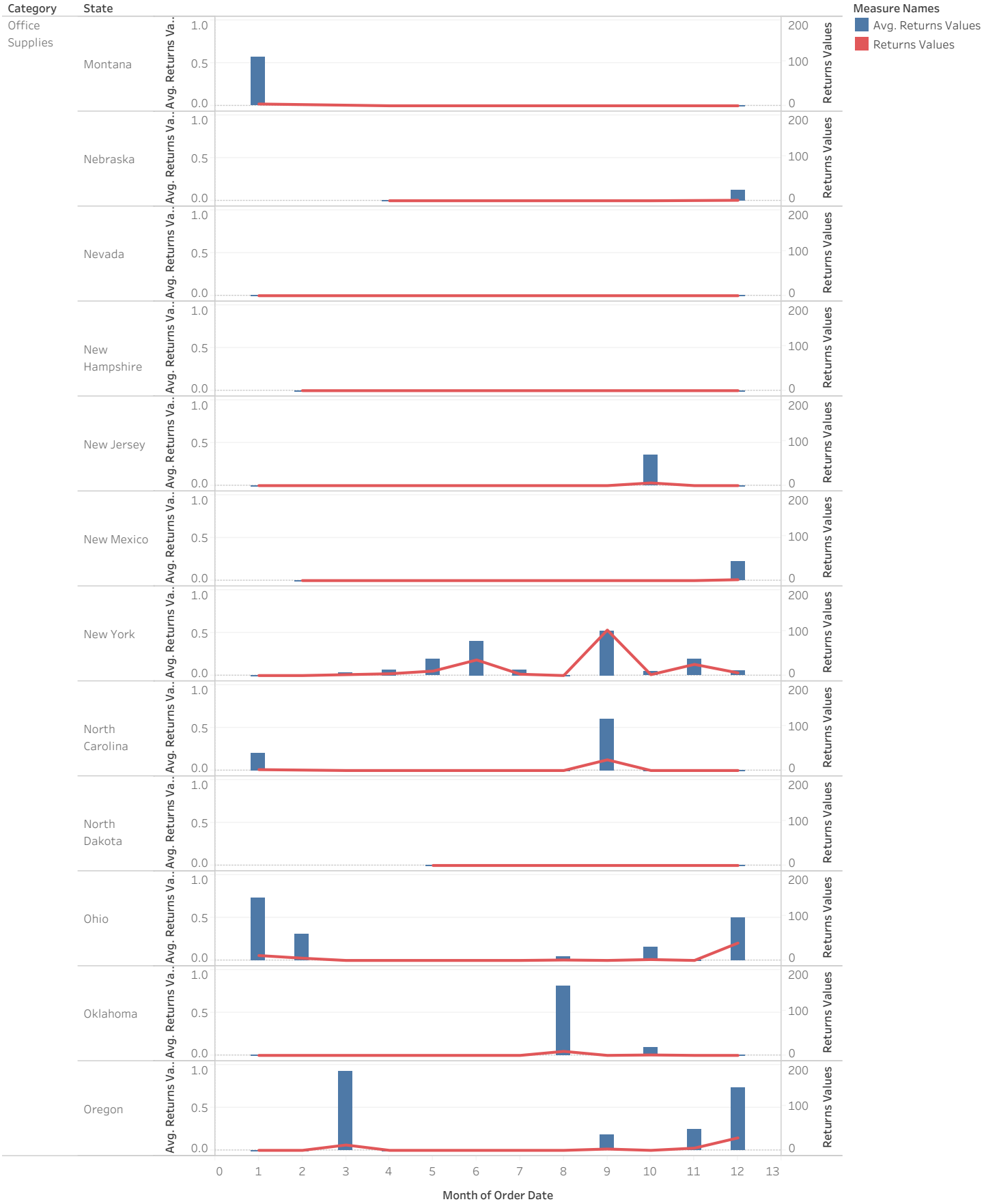

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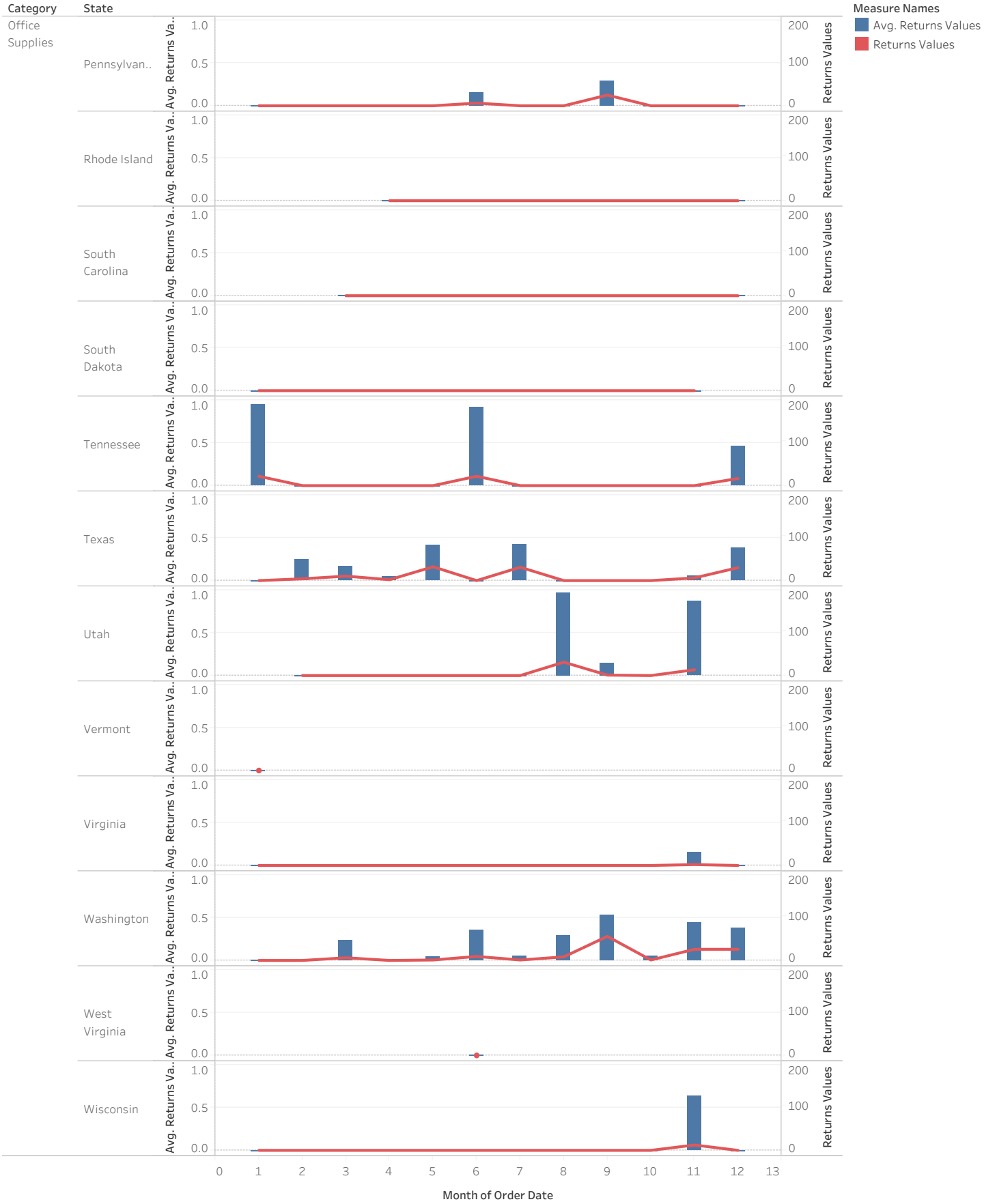
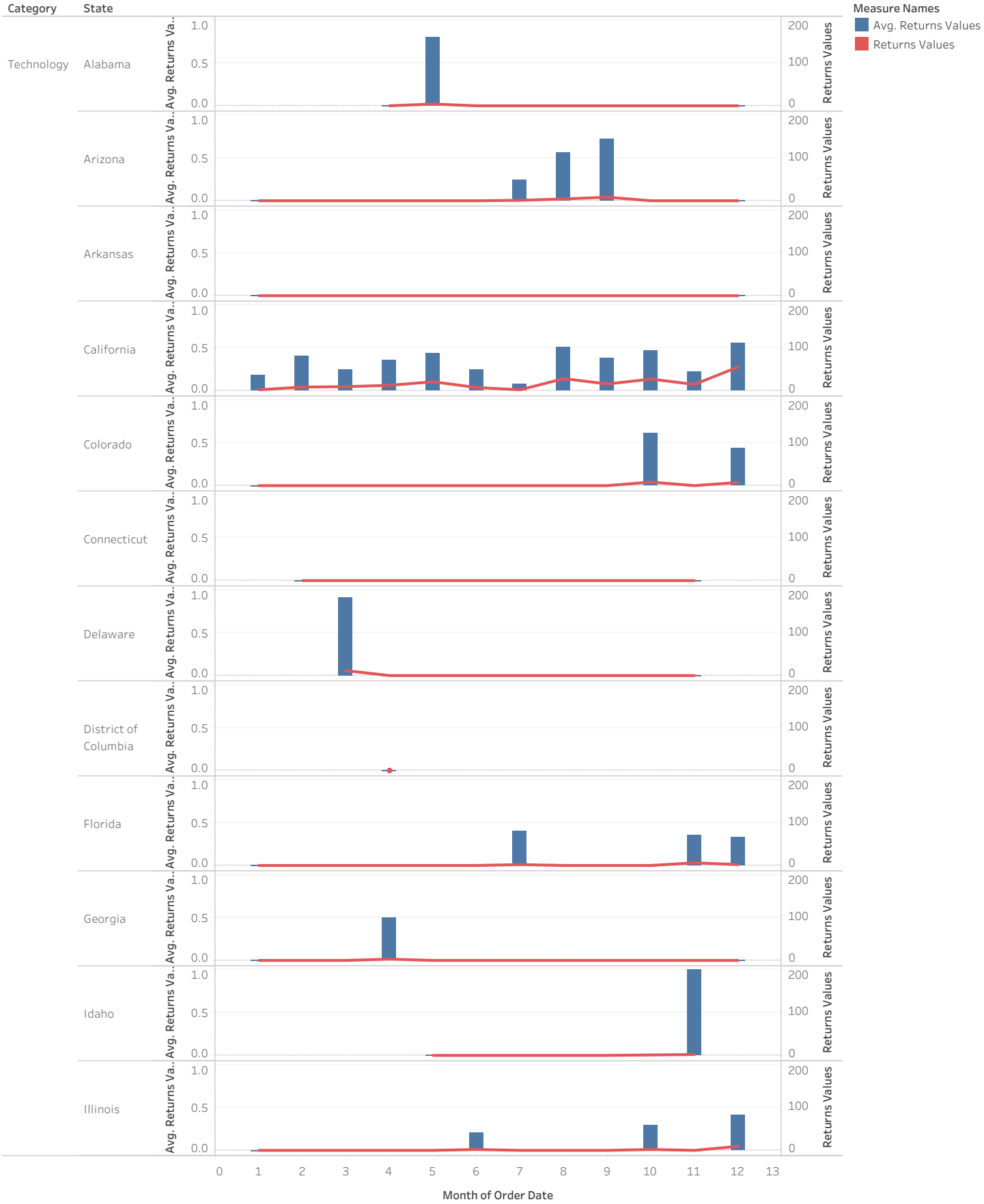
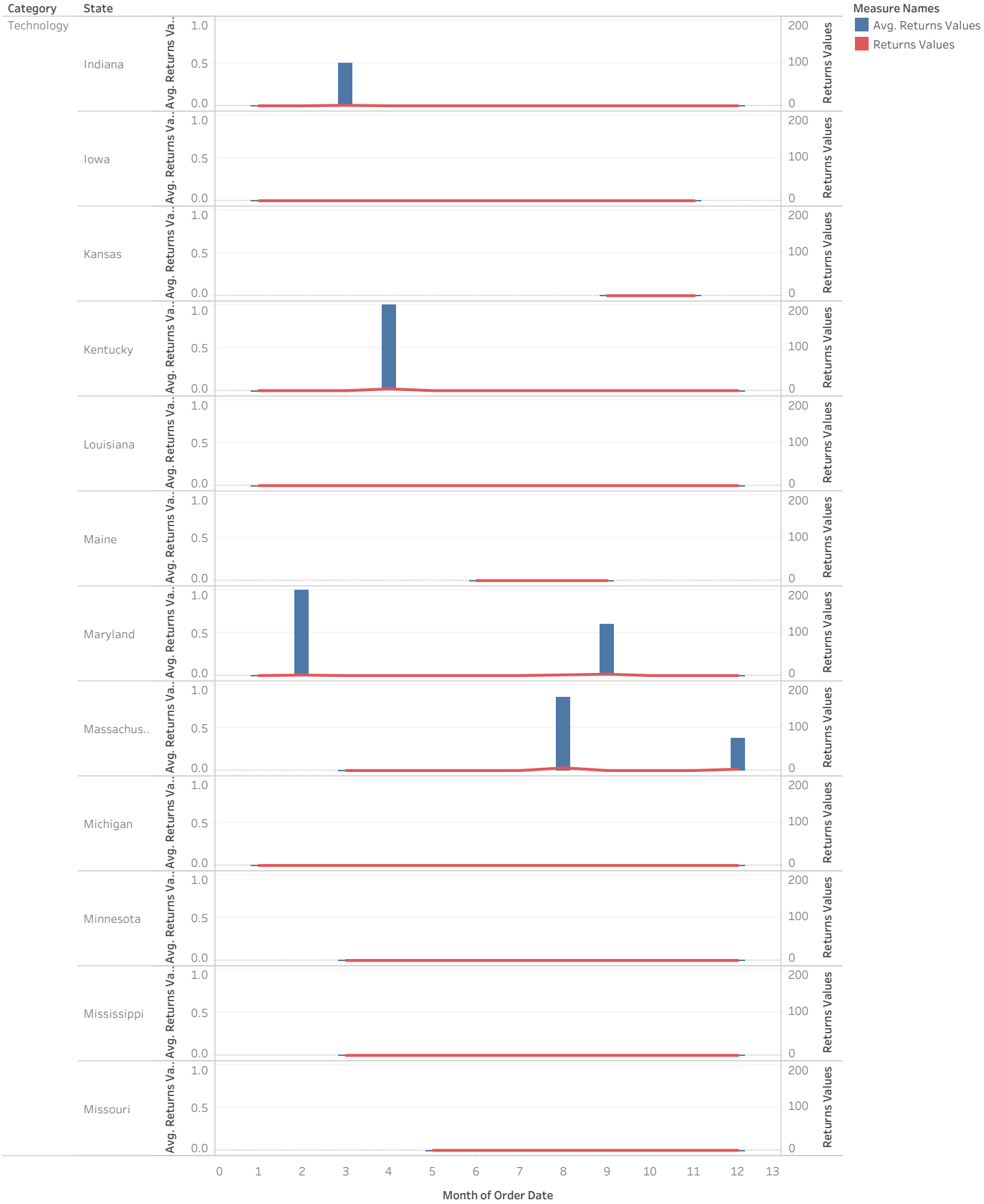


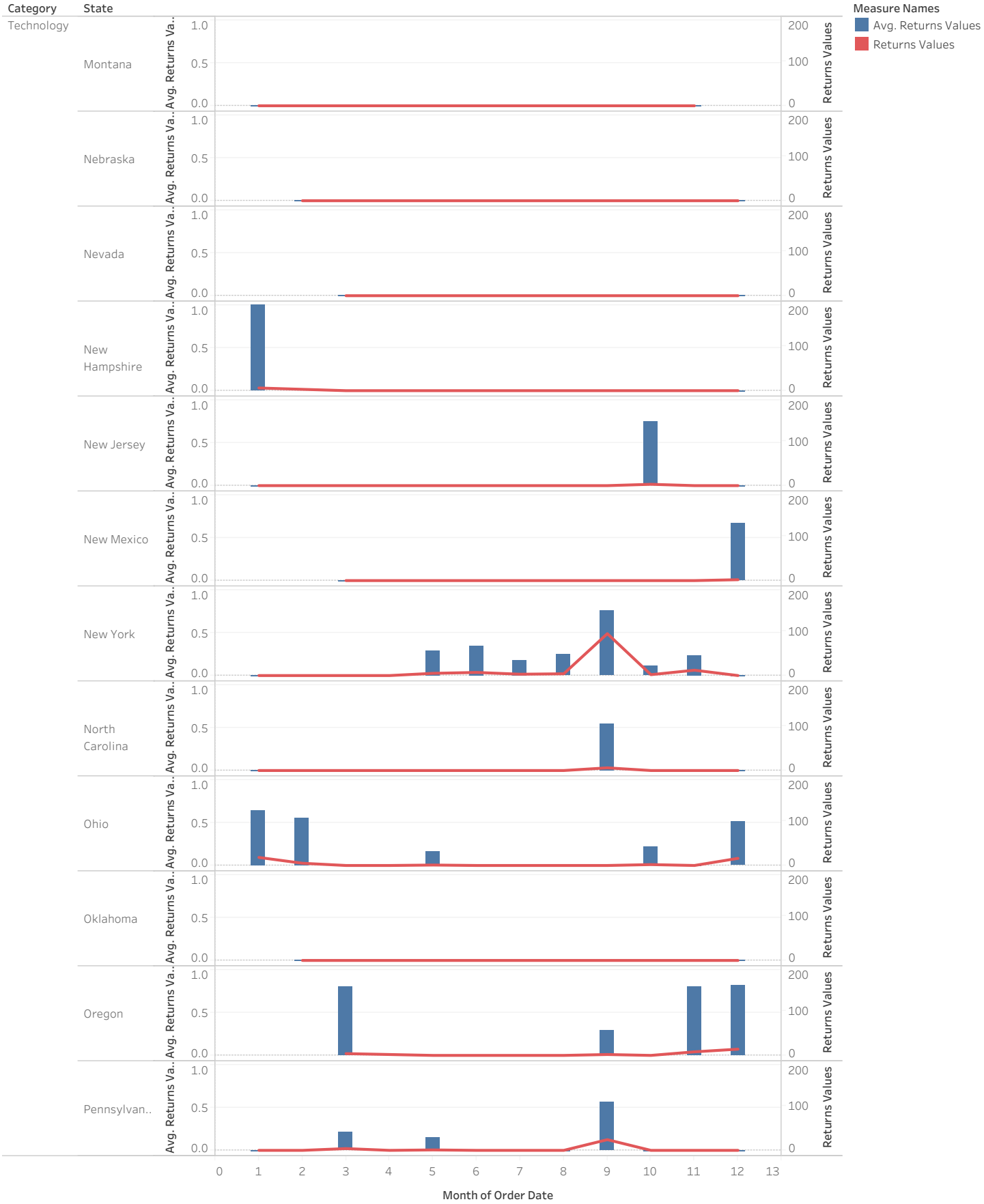
Composite: Regional Returns per Category



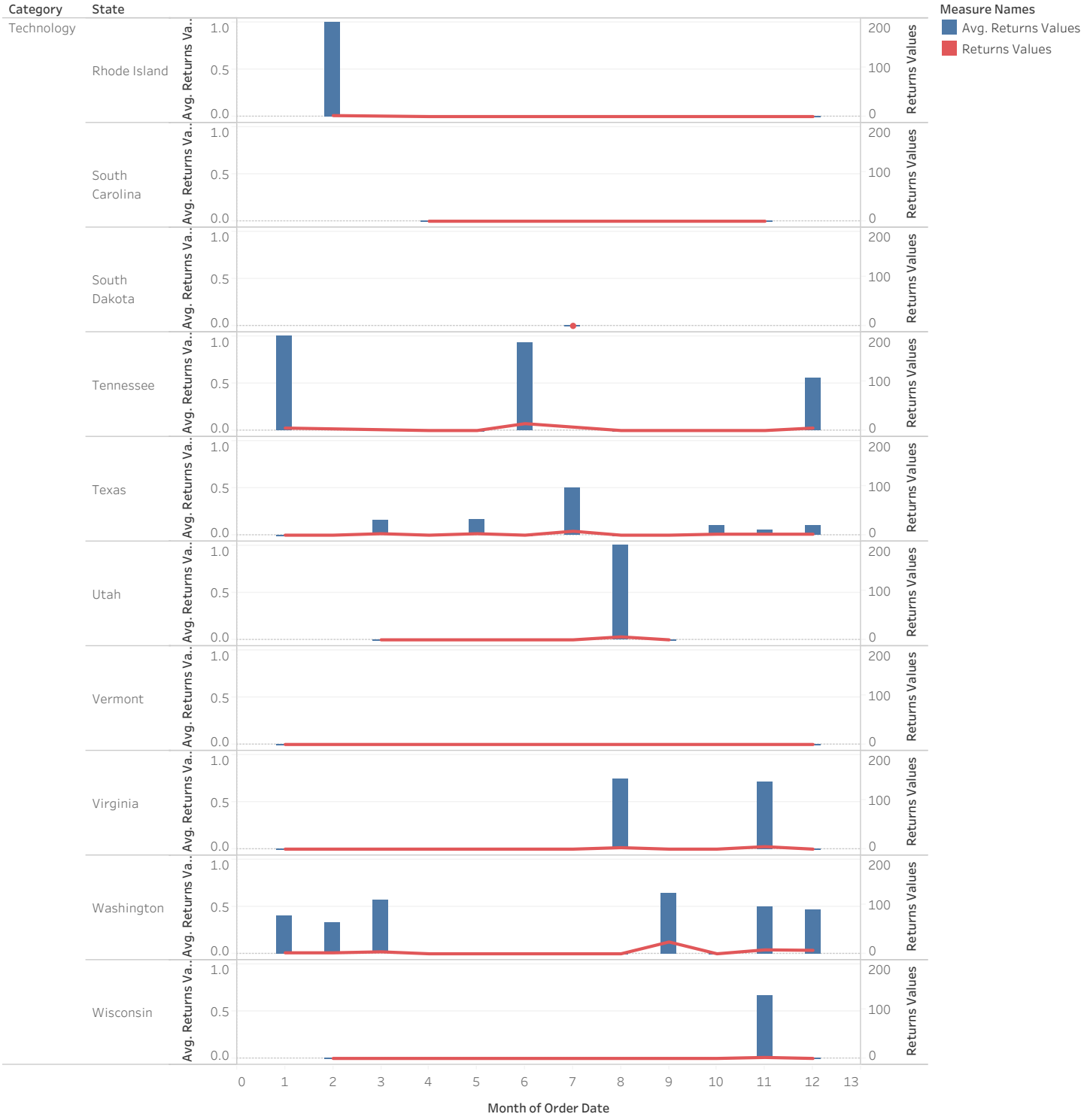
Composite: Regional Returns per Category



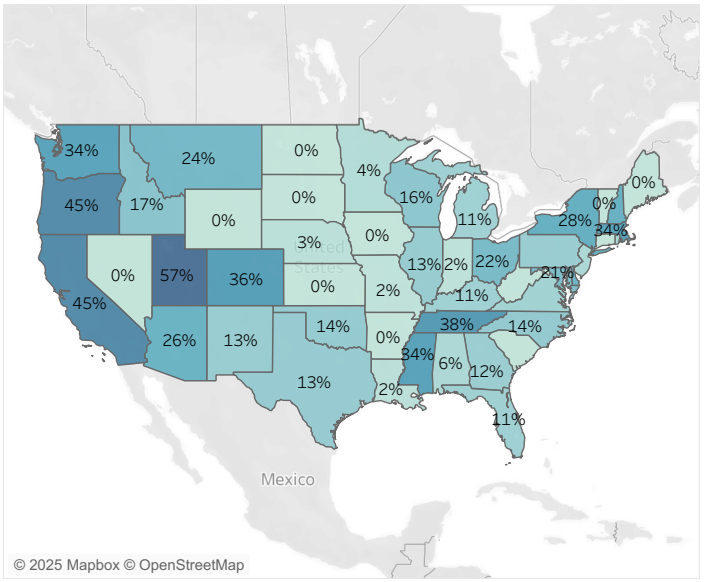
Composite: Regional Returns per Category



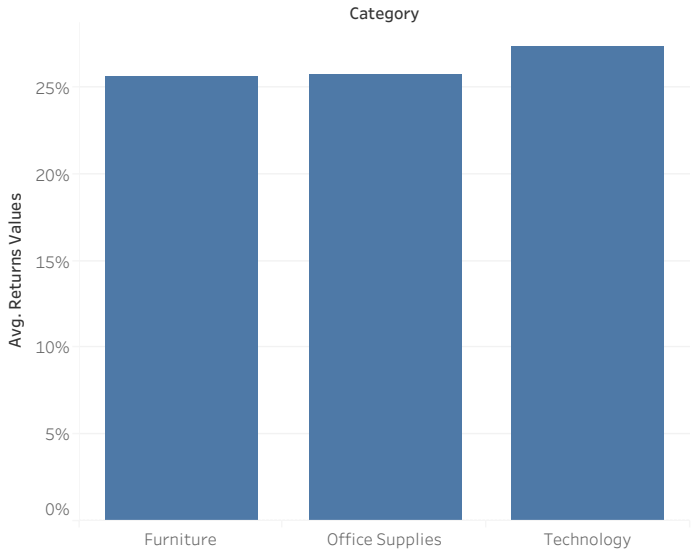
Composite: Regional Returns per Category



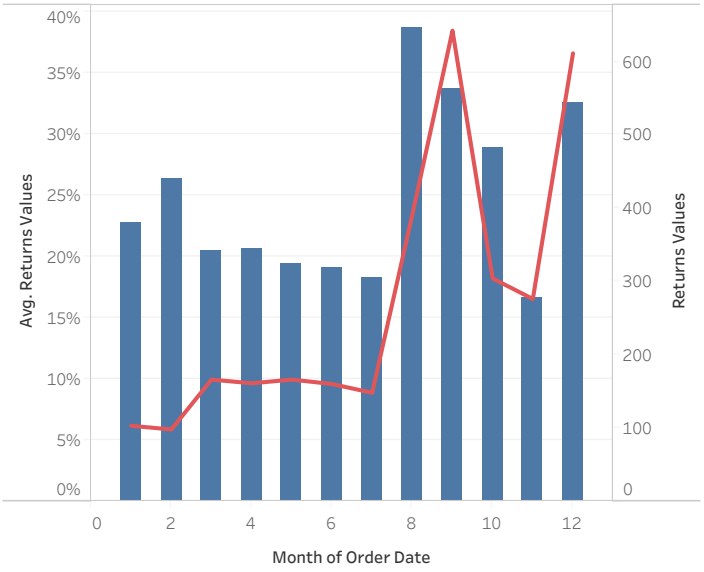
Returns by State



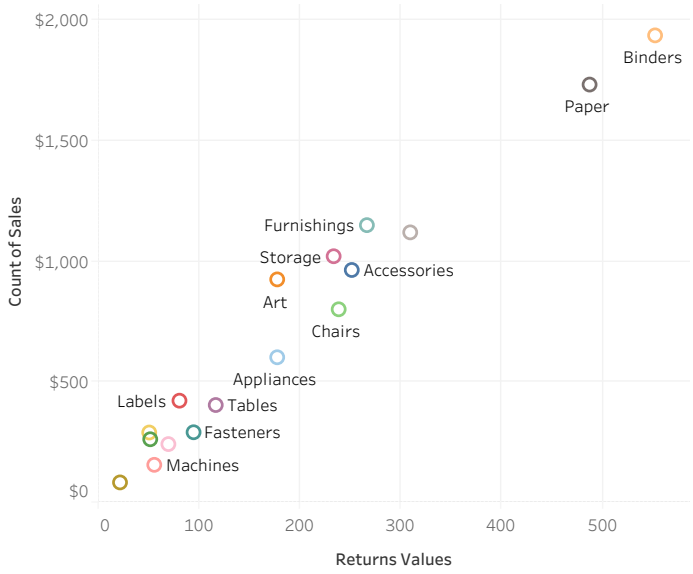
Return Rate by Category



Composite: Quantity of Returns over Months



Total Sales and Total Returns by Sub-Category



Story Arc: Returns Analysis

Intro: Superstore Analysis	Summary: Choosing The Right M..	Dashboard Overview: Visualizing Returns ..	Demonstration: Using Filters to Inves..	Conclusion: Implementing the Da..

This dashboard provides a comprehensive analysis of sales and returns for Superstore.

Story Arc: Returns Analysis

Selecting the right return metric is highly dependant upon which stakeholder(s) are going to interact with the presentation. Different stakeholders will require different metrics, based on their roles and the functions they have within their roles.

For example, if this dashboard was being presented to the accounting department, it would behoove us to use the total cost of returns as a metric. Because the accounting department deals with specific financial figures at great detail, they would benefit more from metrics that use specific financial figures.

If this dashboard were being used for the technical department, then an appropriate metric would be the return rate. Being that the technical department has oversight on user engagement, cohorts, and conversion rates, they would benefit most from a metric that identifies the trend in user engagement rather than a specific financial figure or discrete count.

The key root causes of returns circulate different variables such as states, categories, and date.

Different territories may find certain product categories more essential, leading to lower returns of those products in that domain. For example, a company may see lower return rates in the sale of essential goods that are territory specific. Conversely, a company may see higher return rates of products that are not essential in that specific territory. These insights are useful in determining which products should be promoted or removed from certain markets.

Similarly, certain products may be more useful during certain times of the year. This could indicate a trend between returns and the date. For example, there might be a higher rate of returns early in the year immediately to follow the holiday season. It may be that gifts are being exchanged or returned immediately following the holiday season, which is why it could be useful to consider the date when measuring returns.

Story Arc: Returns Analysis

In order to create a graphable metric for returns, a calculated field was written for the entire dashboard; this field ascribes a numeric field (0 or 1) to a sale based on if it was or wa..

Chart 1: Total Sales and Total Returns by Sub-Category

This chart compares sales and returns through different sub-categories of products offered.

Chart 2: Return Rate by Category

This chart details the incidence of return amongst product categories.

Chart 3: Return Rates by Customer

This chart differentiates customers' incidences..

Chart 4: Returns by State

This chart details the incidence of returns across th..

Chart 5: Return Rate by Month

This graph details the incidence of returns over months, demonstrating which months have the highest return rates.

Chart 6:
Composite: Quantity of Returns over Months

This graph compares the average return rate over months, alongside the total amount of distinct returns received in that month.

Chart 7: Regional Returns by Category

This chart details the relationship between the rate of product returns in each category across all states.

Story Arc: Returns Analysis

For futher exploration of the provided graphs and corresponding data, using a filter provides clear and definitive insight.

To access a filter, visit the dashboard. Select any graph on the dashboard. Once the graph has been selected, look for the small funnel icon. Select this icon, then any dimension within the graph to isolate its measure amongst the rest of the dashboard. This gives you greater insight on specific measures across all comparative graphs.

After using the filters, there should be pretty clear takeaways about what relationships exist in customer behavior. Using this information to identify the root cause of potential problem areas can prove to be a fruitful insight for enhancing efficiency -- decreasing loss and increasing profit. For example, based on the included graphs, it can be derived that the highest rate of returns are in Utah. It is worth investigating why returns are highest in this market, whether the market could be better served by an adjustment to products available, or how to increase customer satisfaction in Utah specifically. Many similar insights are available through the insight of filters in this dashboard and can provide extremely useful and efficient enhancements to company behavior and overall profits.

Story Arc: Returns Analysis

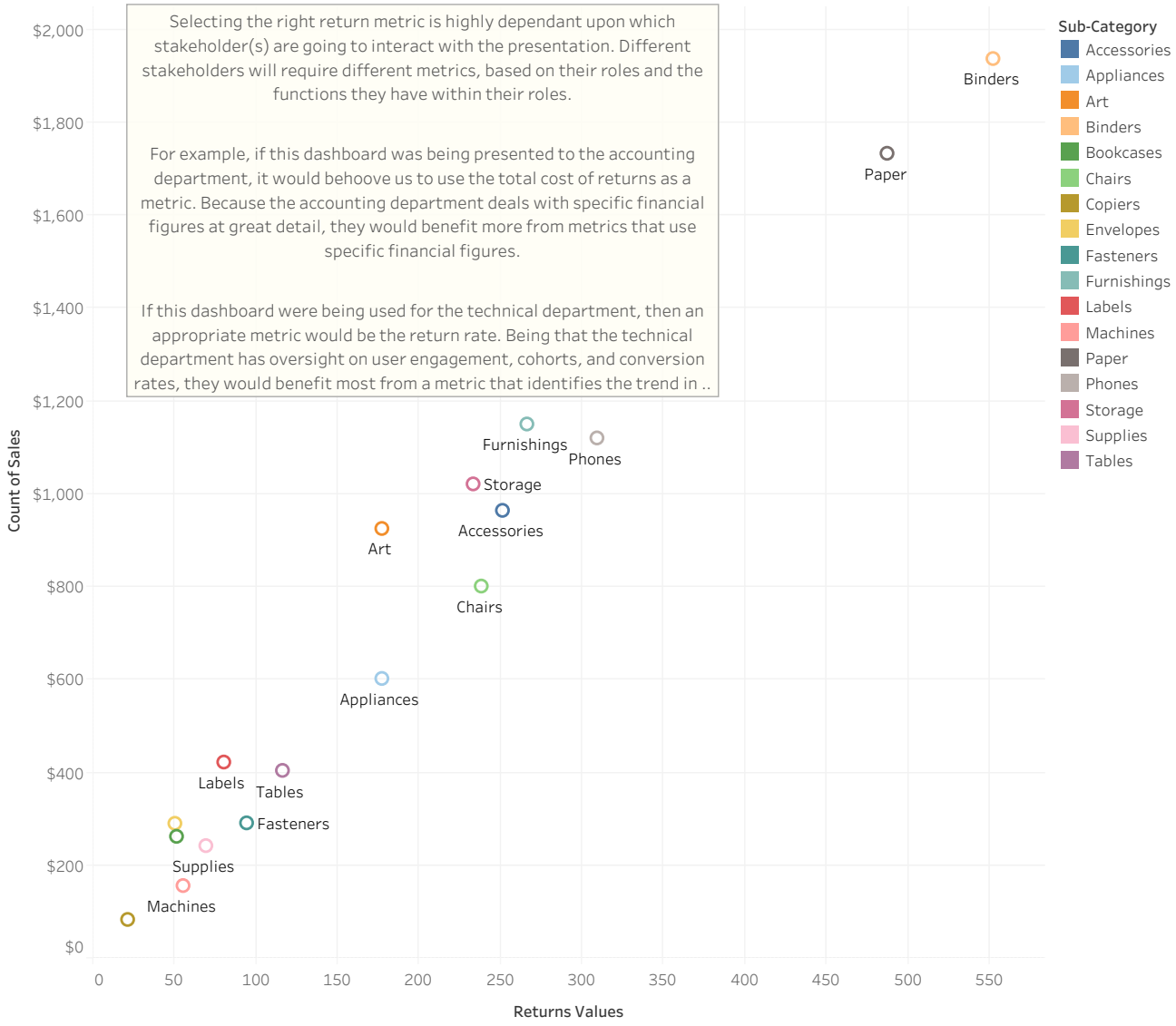
Implementing this dashboard could prove to be a huge enhancement to overall profit and sales for Superstore. The information within this dashboard provides plenty of context for how returns could be minimized, whereby maximizing company profits. Maximizing profits could look like furthering investment into markets that are consistent, strong contributors. Further investigation into underperforming markets that generate loss may also prove fruitful: can they be strengthened, or would it be better to pull out of these markets all together? Beyond regional information, date based insights also highlight key performing seasons. Can promotions support higher sales in the off seasons? Would expansion be a worthy investment in the existing key performing seasons?

Final Story Arc: Returns Analysis

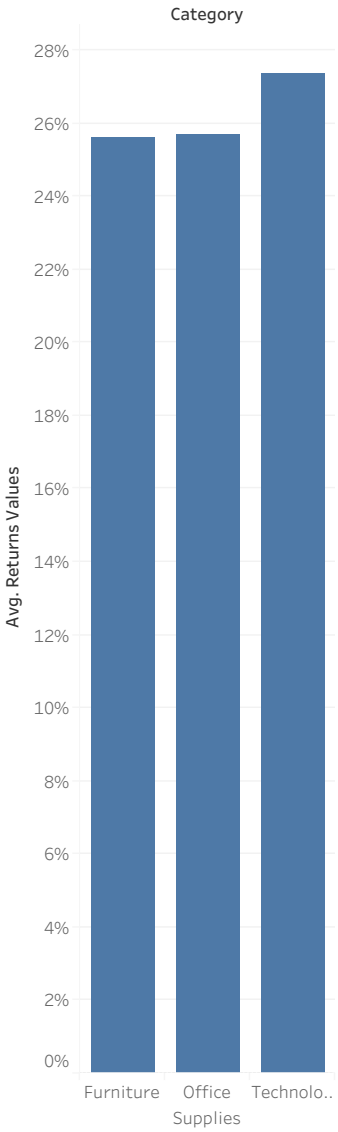
This dashboard provides a comprehensive analysis of sales and returns for Superstore.

Final Story Arc: Returns Analysis

Intro: Superstore Analysis	Summary: Choosing The Right M..	Summary (cont'd): Choosing The Right M..	Dashboard Overview: Visualizing Returns ..	Dashboard Overview (cont'd): ..	Dashboard Overview (cont'd): ..	Dashboard Overview (c..



Final Story Arc: Returns Analysis



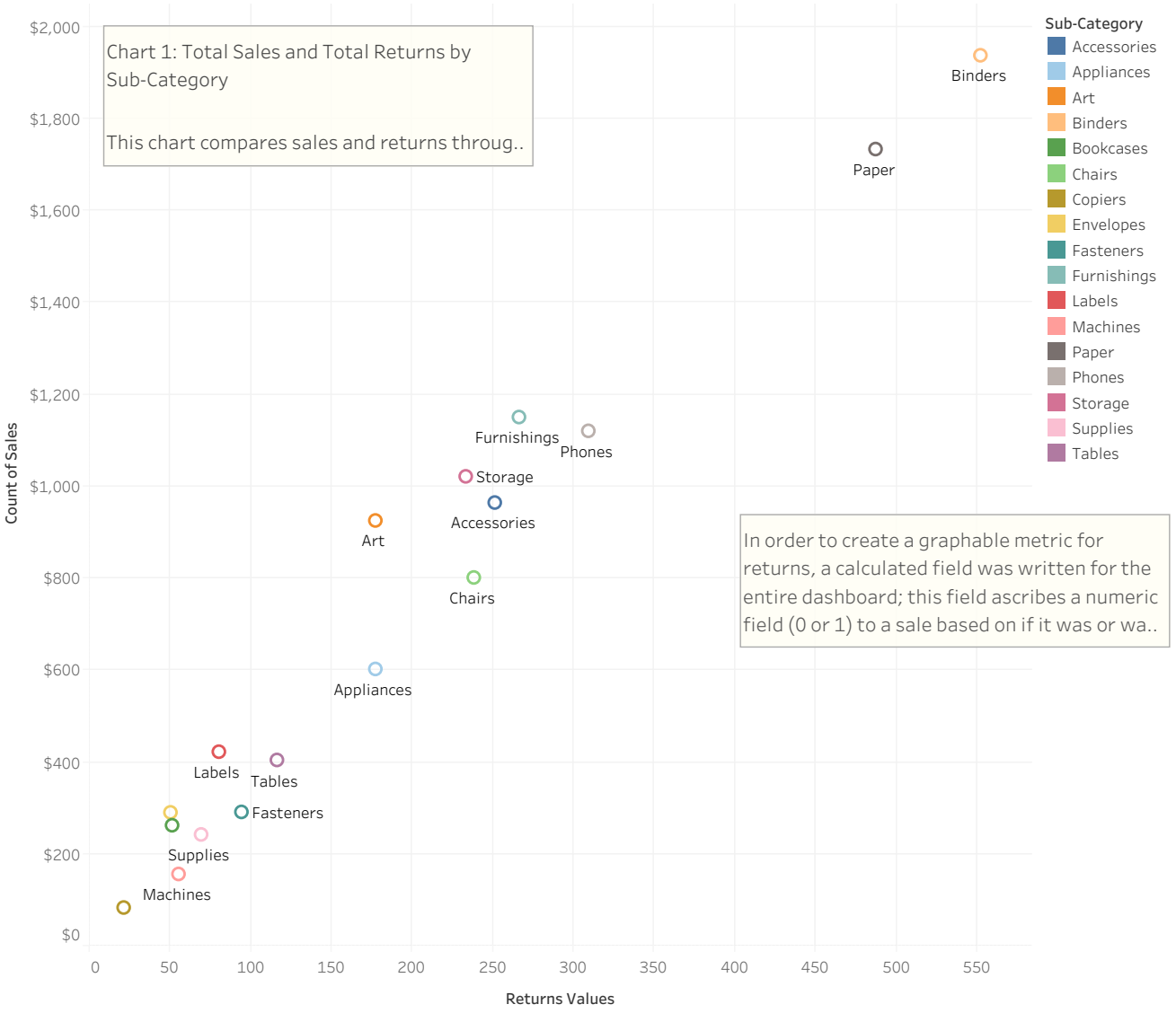
The key root causes of returns circulate different variables such as states, categories, and date.

Different territories may find certain product categories more essential, leading to lower returns of those products in that domain. For example, a company may see lower return rates in the sale of essential goods that are territory specific. Conversely, a company may see higher return rates of products that are not essential in that specific territory. These insights are useful in determining which products should be promoted or removed from certain markets.

Similarly, certain products may be more useful during certain times of the year. This could indicate a trend between returns and the date. For example, there might be a higher rate of returns early in the year immediately to follow the holiday season. It may be that gifts are being exchanged or returned immediately following the holiday season, which is why it could be useful to consider the date when measuring returns.

Final Story Arc: Returns Analysis

Intro: Superstore Anal..	Summary: Choosing The Right M..	Summary (cont'd): Choosing The Right M..	Dashboard Overview: Visualizing Returns ..	Dashboard Overview (cont'd): ..	Dashboard Overview (cont'd): ..	Dashboard Overview (cont'd): ..



Final Story Arc: Returns Analysis

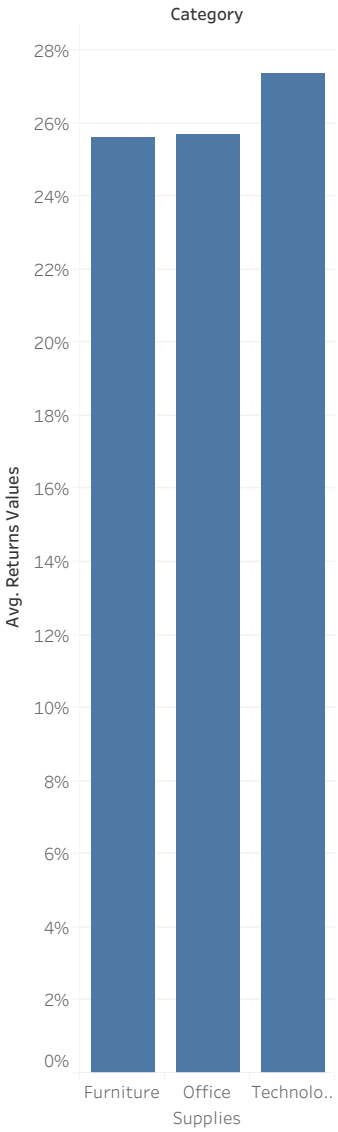


Chart 2: Return Rate by Category

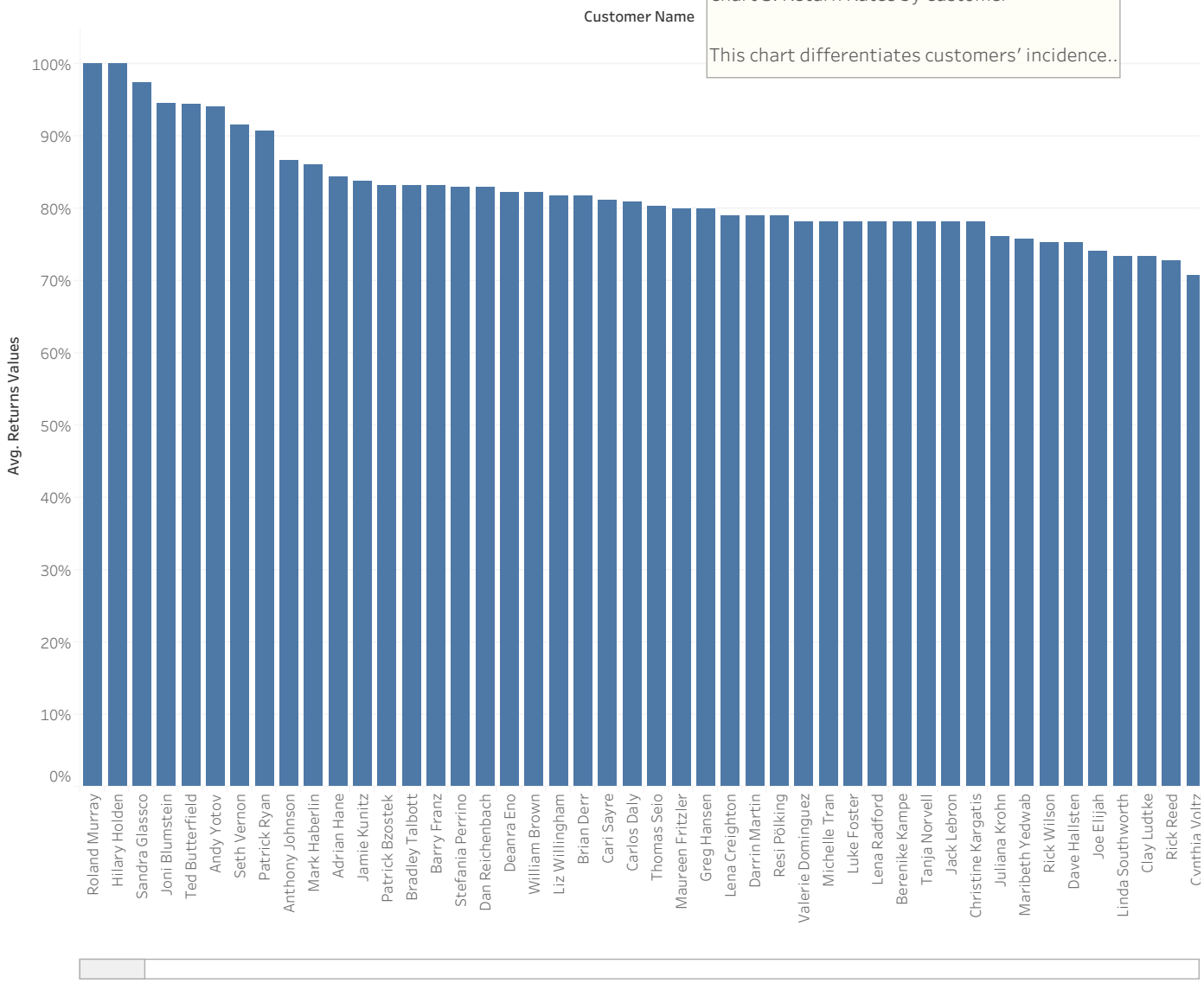
This chart details the incidence of return amo..

Final Story Arc: Returns Analysis

Summary (cont'd):.. | Dashboard Overview: Visualizing Returns .. | Dashboard Overview (cont'd): .. | Dashboard Overview (cont'd): .. | Dashboard Overview (cont'd): .. | Dashboard Overview (cont'd): .. | Dashboard Overview (cont'd): ..

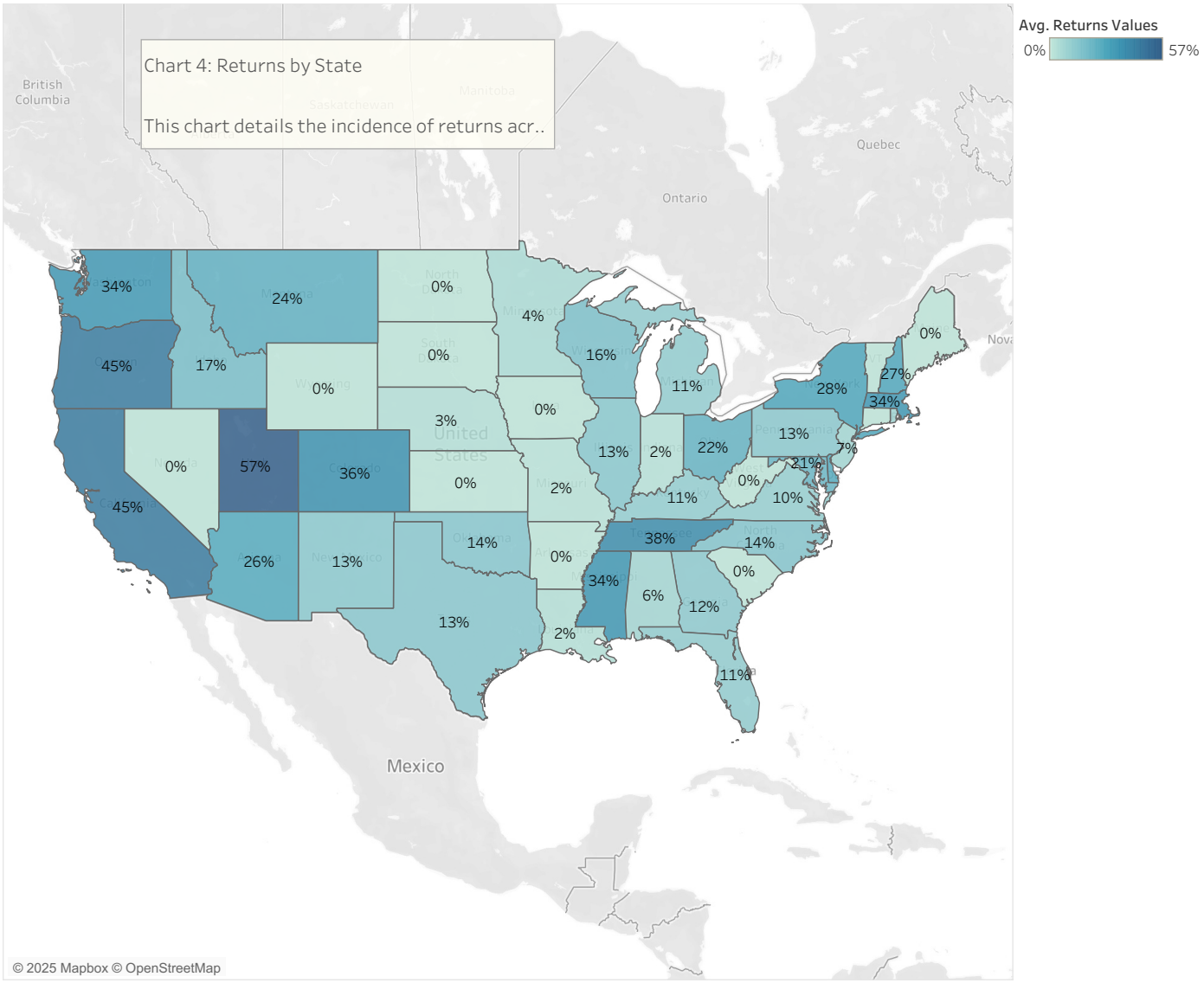
Chart 3: Return Rates by Customer

This chart differentiates customers' incidence..

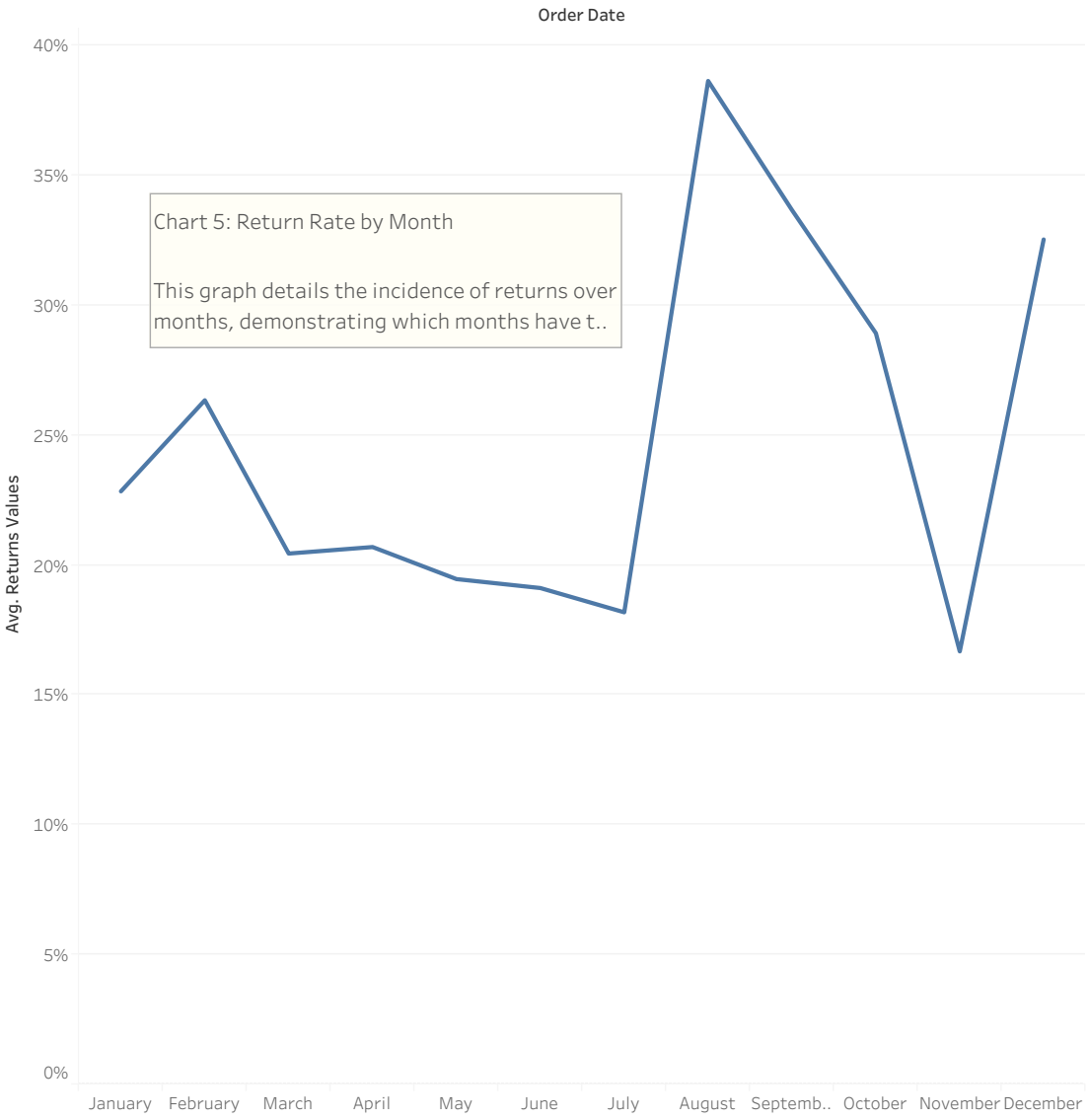


Final Story Arc: Returns Analysis

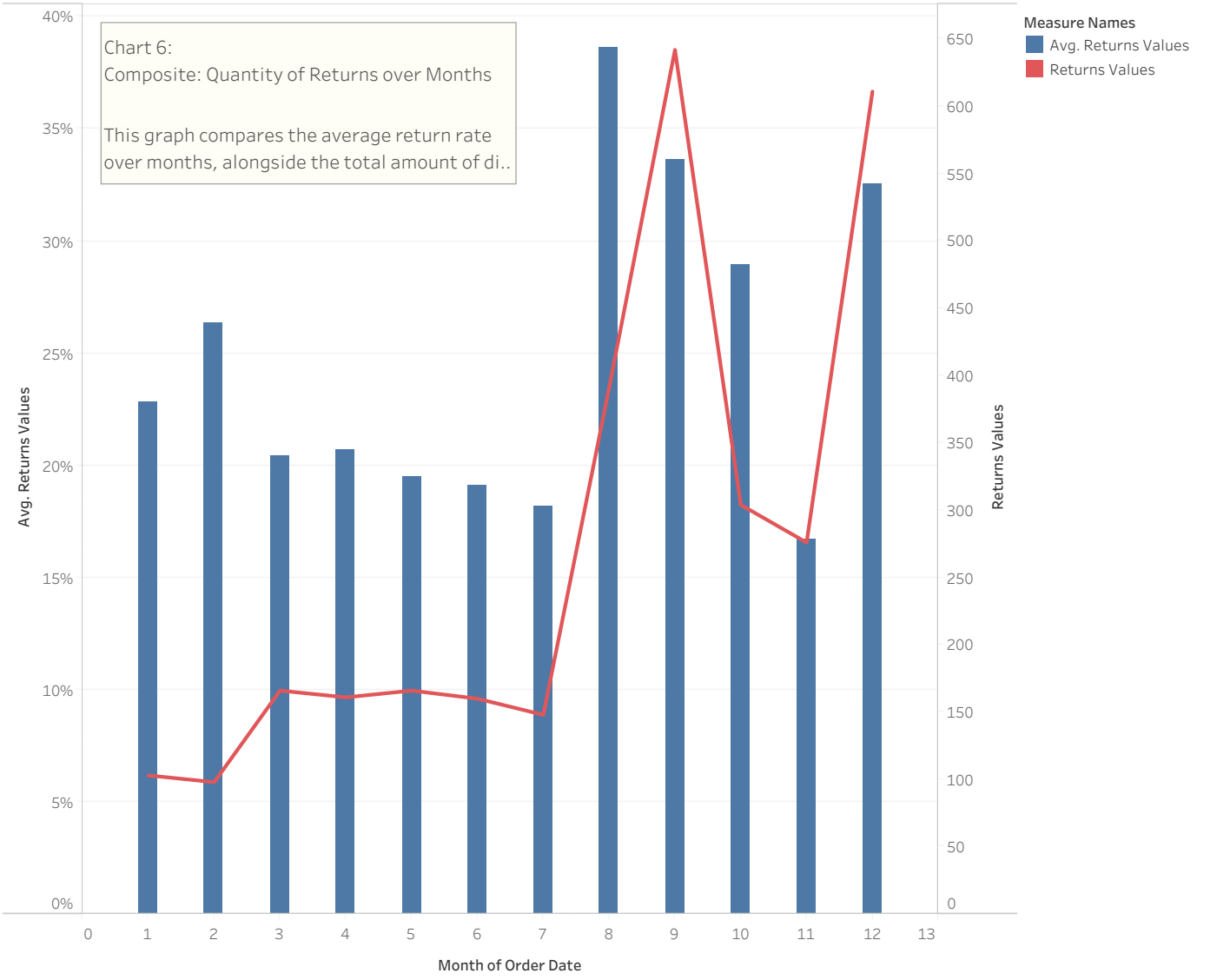
Dashboard Overview:.. | Dashboard Overview (cont'd): .. | Dashboard Overview (cont'd): .. | **Dashboard Overview (cont'd): ..** | Dashboard Overview (cont'd): .. | Dashboard Overview (cont'd): .. | Dashboard Overview (cont'd): ..



Final Story Arc: Returns Analysis



Final Story Arc: Returns Analysis



Final Story Arc: Returns Analysis

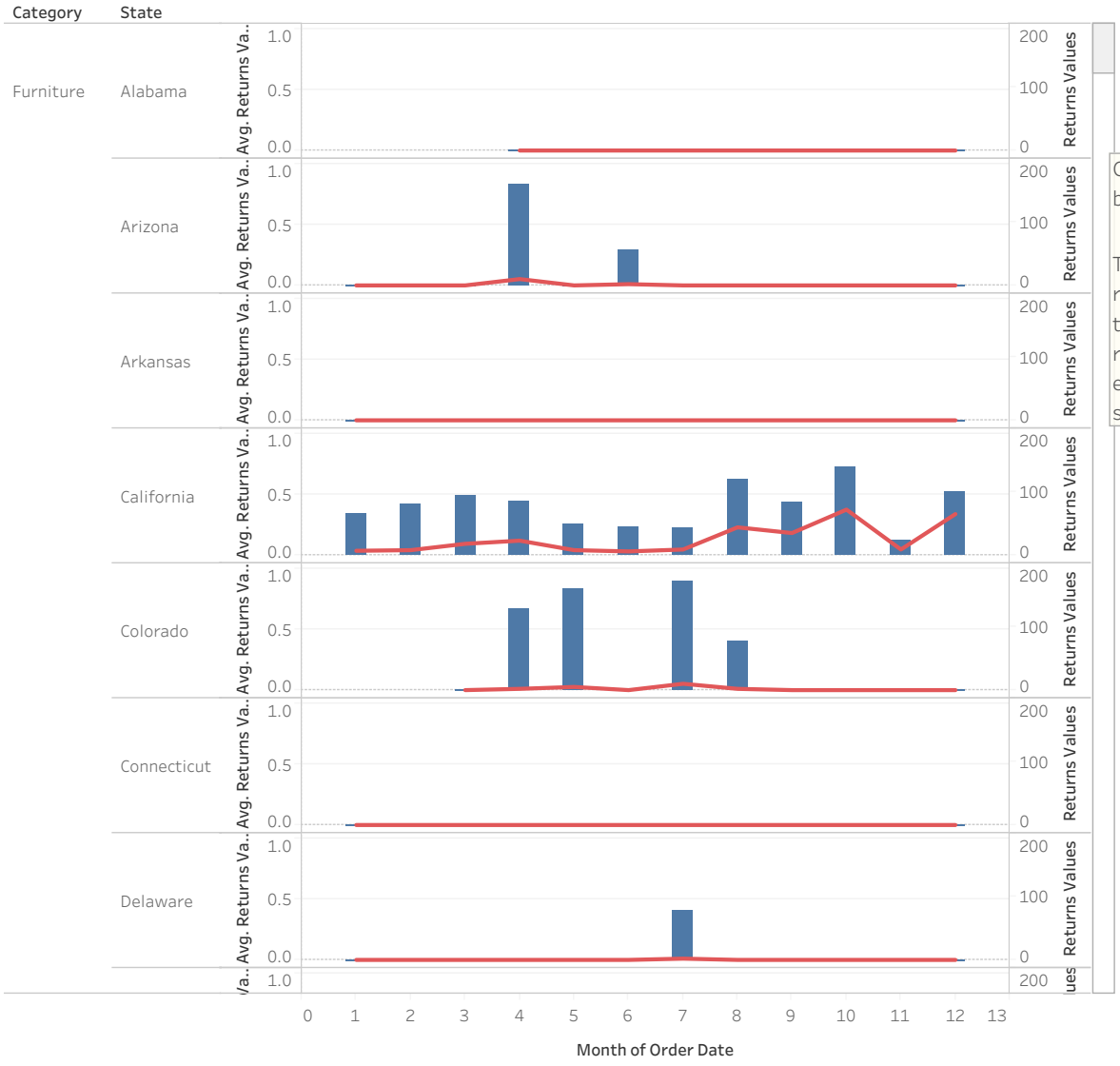
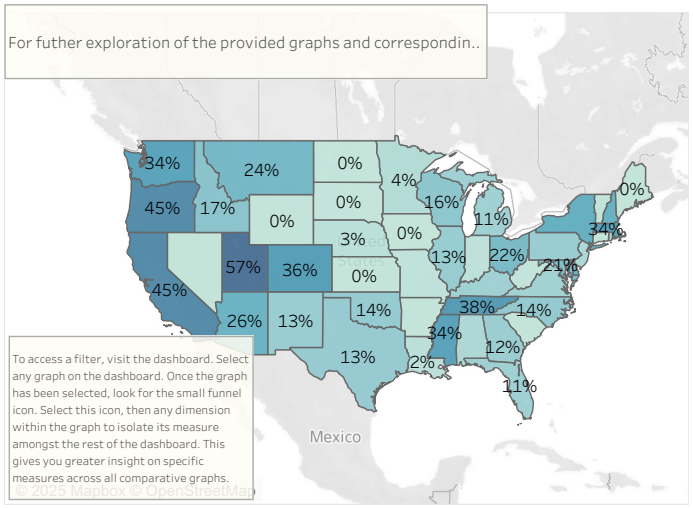


Chart 7: Regional Returns by Category

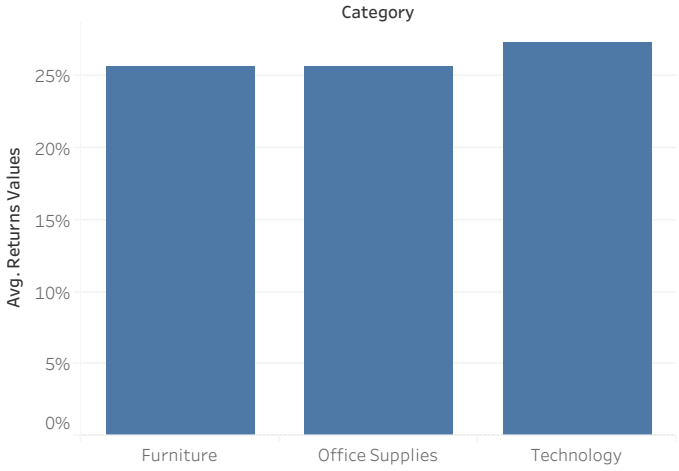
This chart details the relationship between the rate of product returns in each category across all states.

Final Story Arc: Returns Analysis

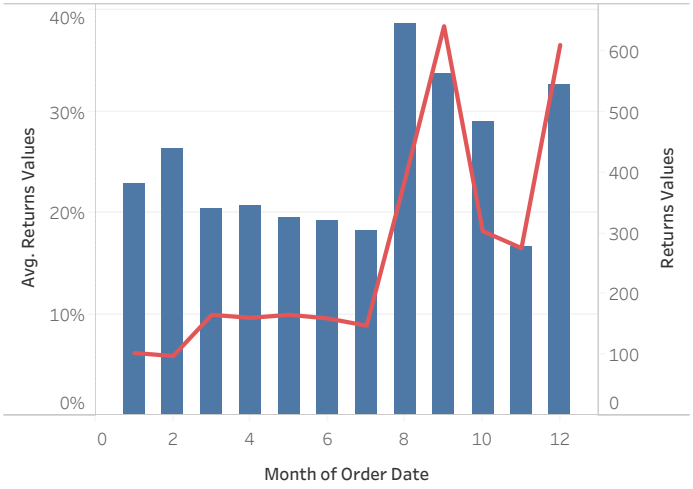
Returns by State



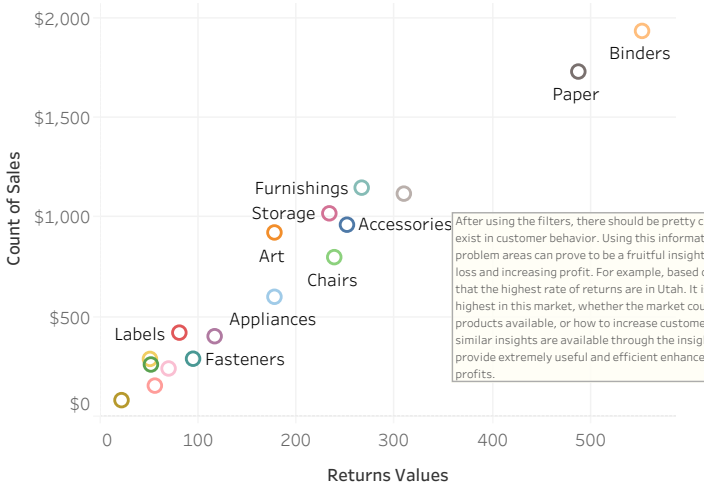
Return Rate by Category



Composite: Quantity of Returns over Months



Total Sales and Total Returns by Sub-Category



Final Story Arc: Returns Analysis

Implementing this dashboard could prove to be a huge enhancement to overall profit and sales for Superstore. The information within this dashboard provides plenty of context for how returns could be minimized, whereby maximizing company profits. Maximizing profits could look like furthering investment into markets that are consistent, strong contributors. Further investigation into underperforming markets that generate loss may also prove fruitful: can they be strengthened, or would it be better to pull out of these markets all together? Beyond regional information, date based insights also highlight key performing seasons. Can promotions support higher sales in the off seasons? Would expansion be a worthy investment in the existing key performing seasons?