

# Superstore's Return Analysis

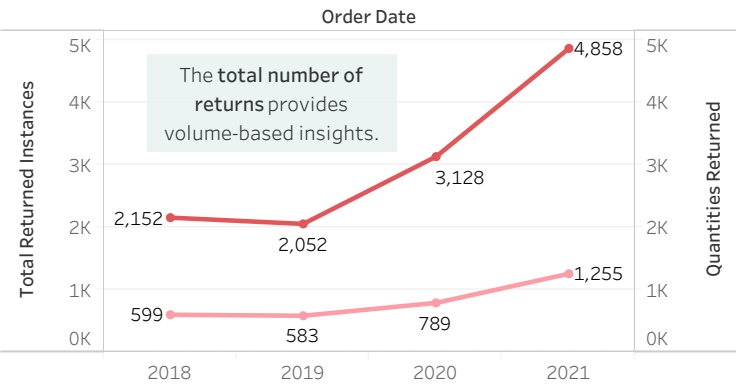
**Business Problem:** What is causing the high number of returned orders and how can we reduce the volume of returned orders?  
This analysis explores the root causes of returned orders at Superstore, focusing on key dimensions like product categories, customer behavior, geography, and time.

**General Trend:** Positive correlation between Total Sales and Total Returns. Therefore, with more sales usually comes with more returns as well.

The overall return rates across product category are relatively similar. However, technology products have the highest return rate of 27%. This can guide product..

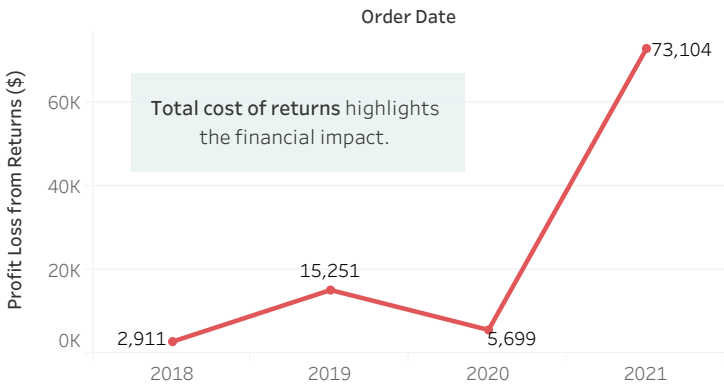
## Business Problem

Total Returns Over Time



Number of Returned Instances Proportion

Profit Loss Over Time



Return Rate Over Time

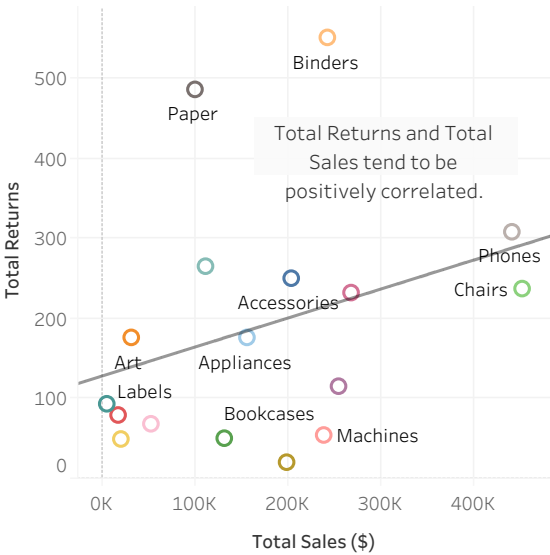
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## Sub-Category

- ✓ Accessories
- ✓ Appliances
- ✓ Art
- ✓ Binders
- ✓ Bookcases
- ✓ Chairs
- ✓ Copiers
- ✓ Envelopes
- ✓ Fasteners

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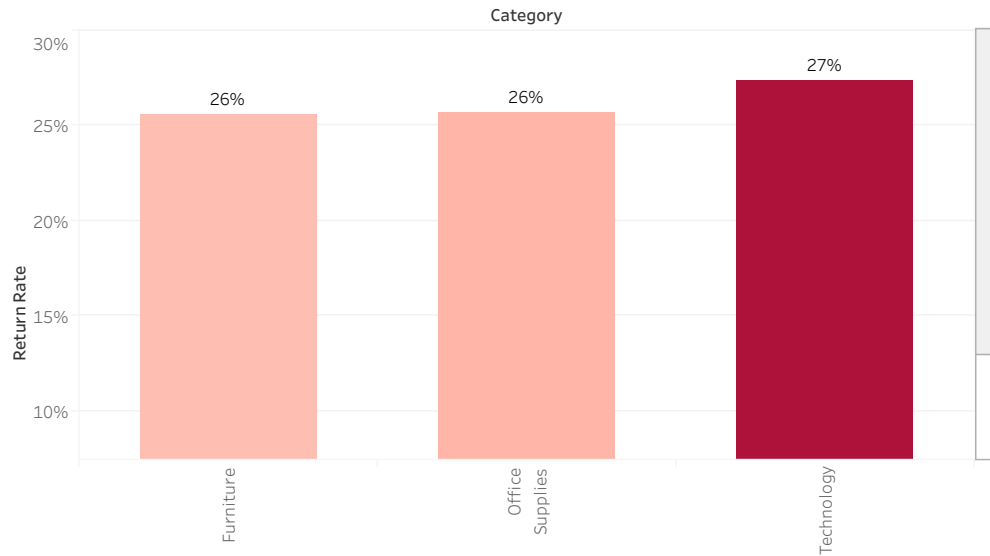
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Return rate only somewhat resembles the pattern of discounts and totale sales, suggesting that there may be additional factors underlying the high return rates.



Category

- ☒ Furniture
- ☒ Office Supplies
- ☒ Technology

Avg. Returned (Binary)

26% 27%

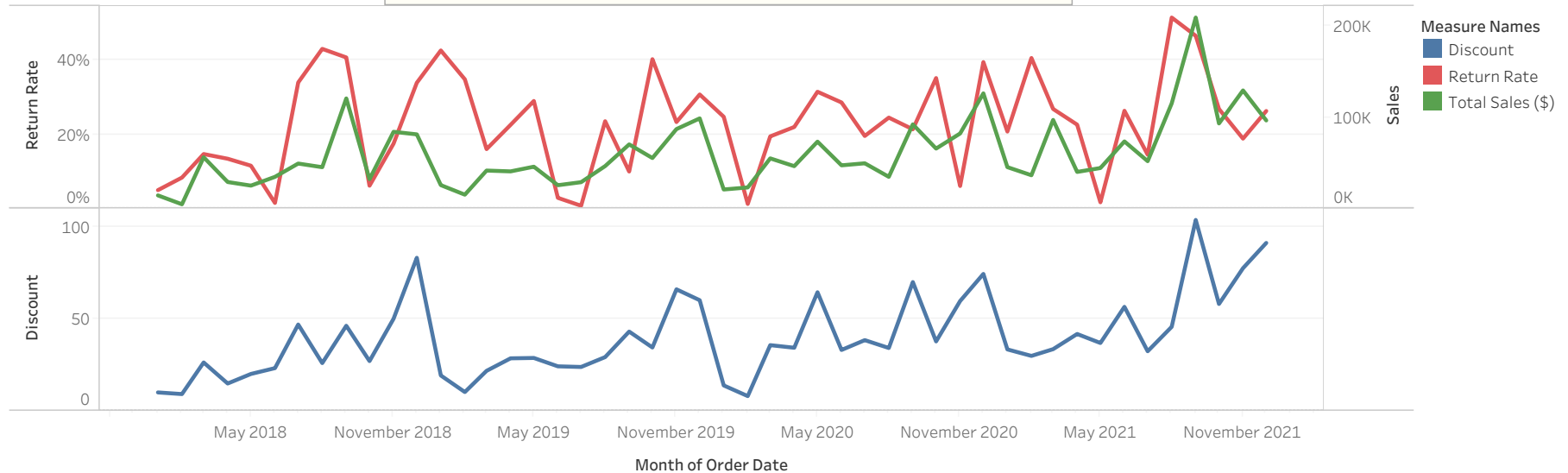
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Return rate by customer: This view highlights customer with high return rates, focusing on those who have made multiple orders. These frequent returners are key to understanding return patterns and addressing the root causes at the customer level. By filtering out customers with only one order, we can be..

Return rate does not always closely follow the pattern of total sales and discounts.



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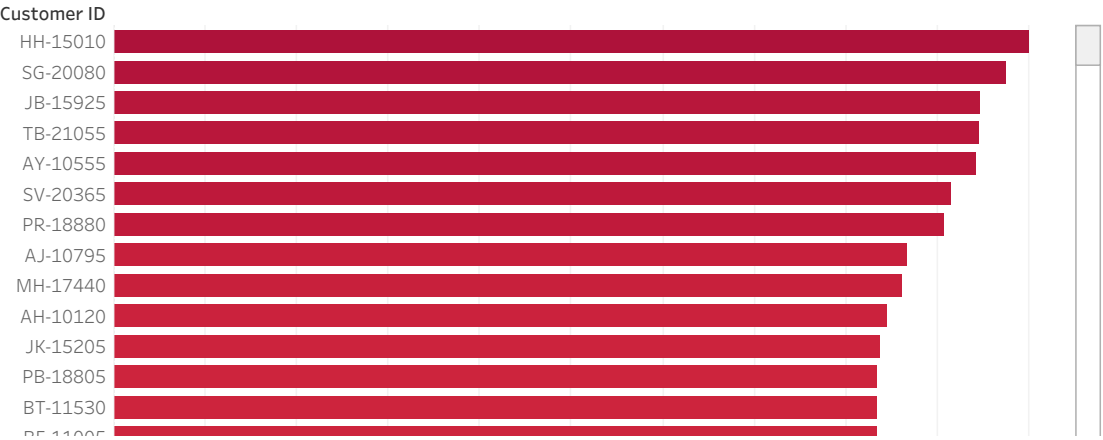
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Geographic return rates (map): This map visualizes return rates by state, revealing that Utah (56.8%) and California (45.2%) have the highest return rates, potentially indicating region-specific issues.

Customers with high return rates who purchased more than one order.

Return Rate by Customer



Return Rate  
0 to 1

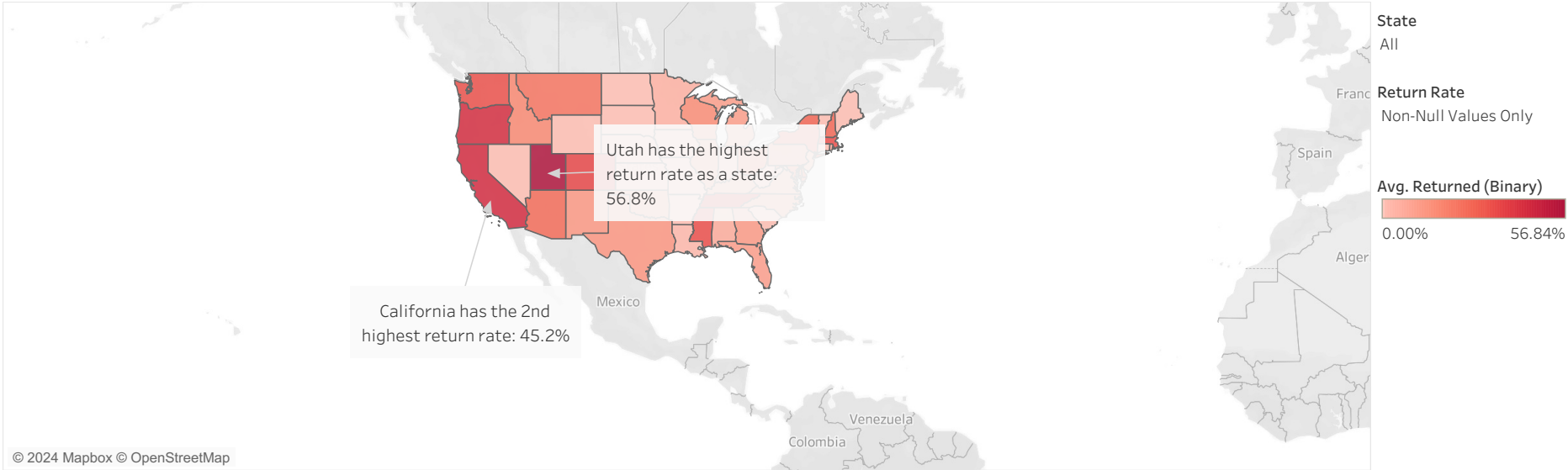
Return Rate  
0% 100%

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If we look at the states with highest returned instances, however, California still has the highest with 1370 returns followed by New York (408 returns) and Ohio (127 returns) .



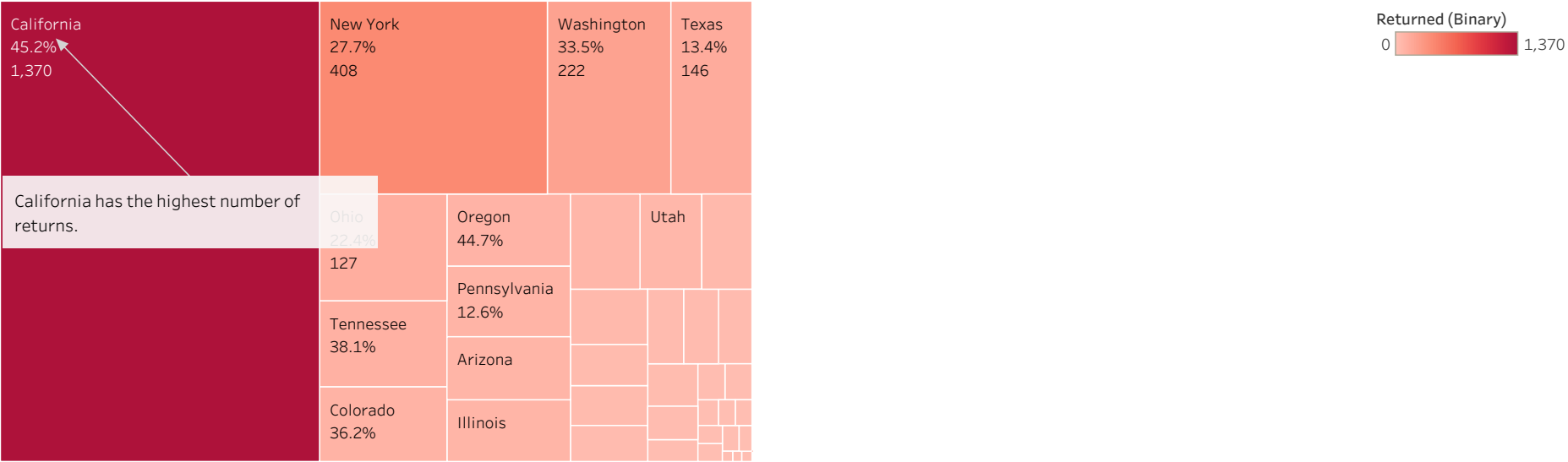
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Superstore's Return Monitoring Dashboard

This interactive dashboard allows you to filter by product, geography, or time period, making it easy to drill down into specific areas where returns are higher.



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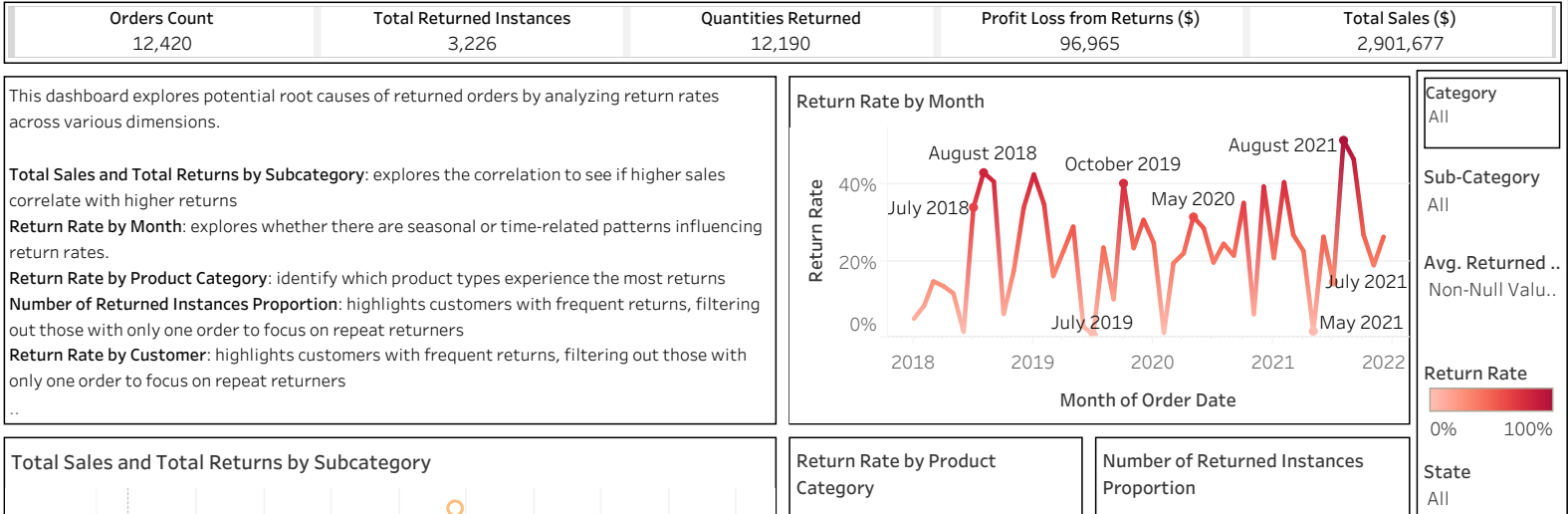
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## Conclusion and Next Steps

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## Suggestions

### Focus on High Return Areas:

#### Categorical:

- Identify specific products within the technology category that show high return rates and investigate potential causes such as poor reviews, quality issues, or mismatched expectations.

#### Geographical:

- High-Return Regions (e.g., California): Conduct deeper investigate regions like California, which has both high return rates and a large number of total returns. Understand local customer behavior, regional supply chain issues, or delivery porblems that may contribute.

#### Customer:

- Gather feedback from customers who frequently return products. Analyze product quality and return reasons, and examine whether certain sales promotions or pricing strategies during high-return periods may be encouraging returns.

#### Seasonal/Behavioral:

- While there are no clear predictive patterns in the changes of return rates over time, as seen in the earlier graph, it may be worth investigating the s..