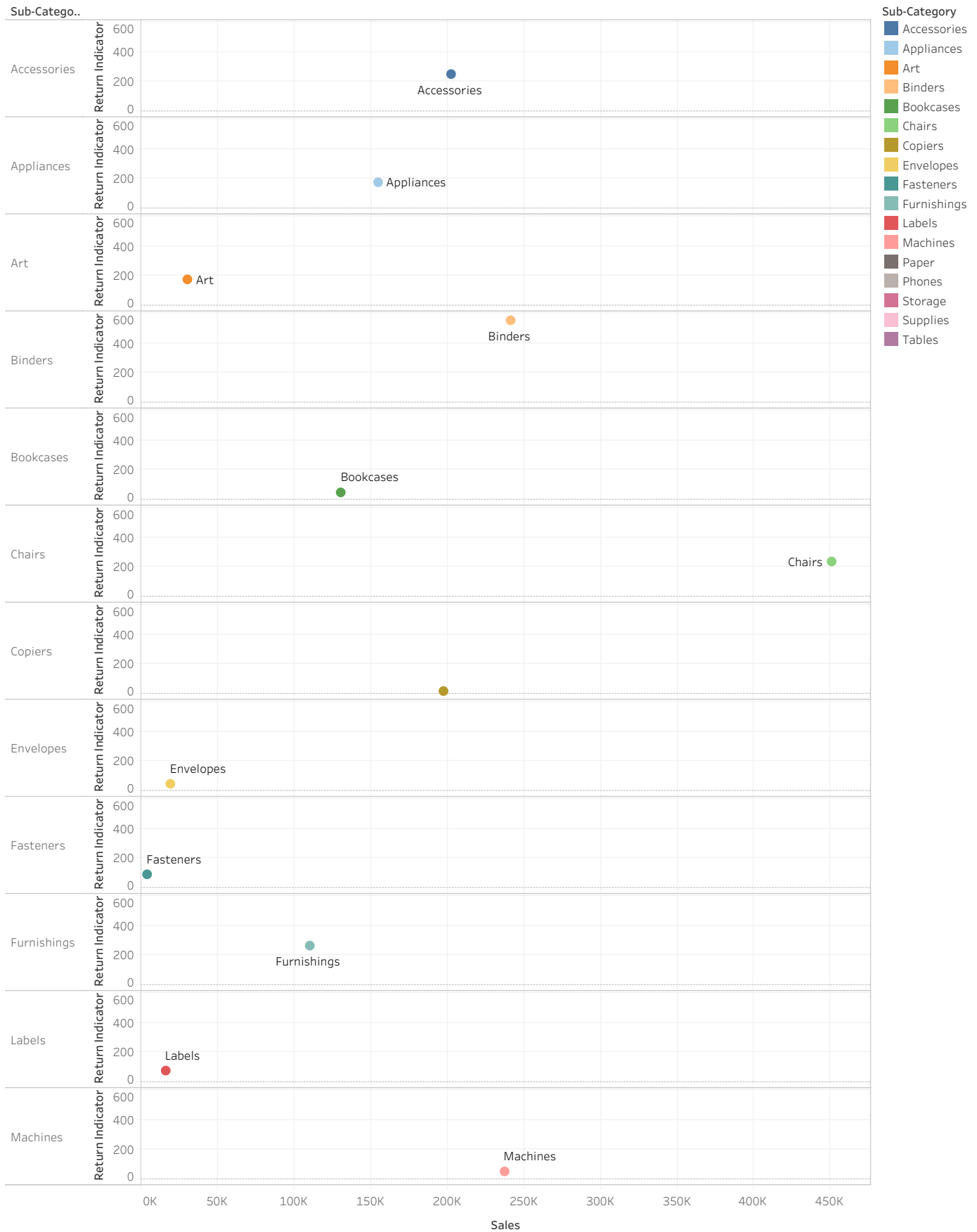
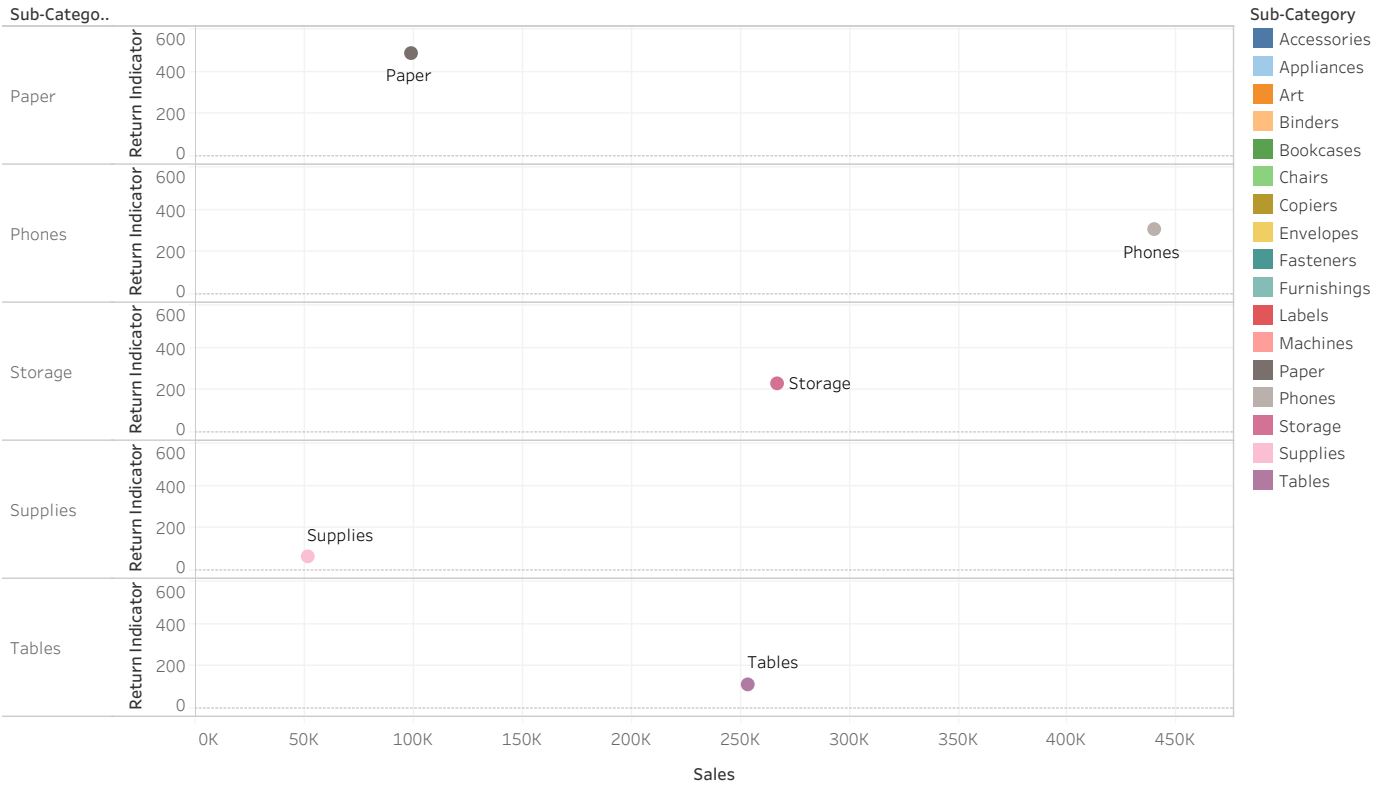


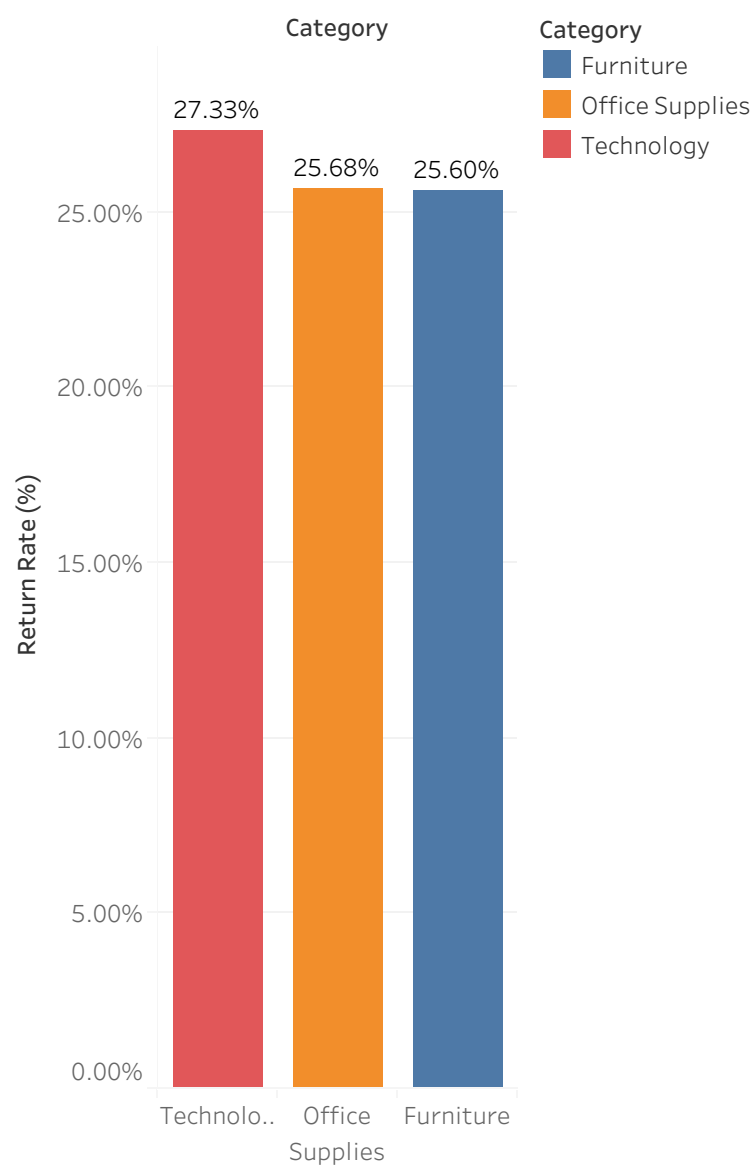
Scatterplot of Sales vs Returns by Product Sub-Category



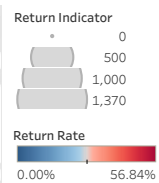
Scatterplot of Sales vs Returns by Product Sub-Category



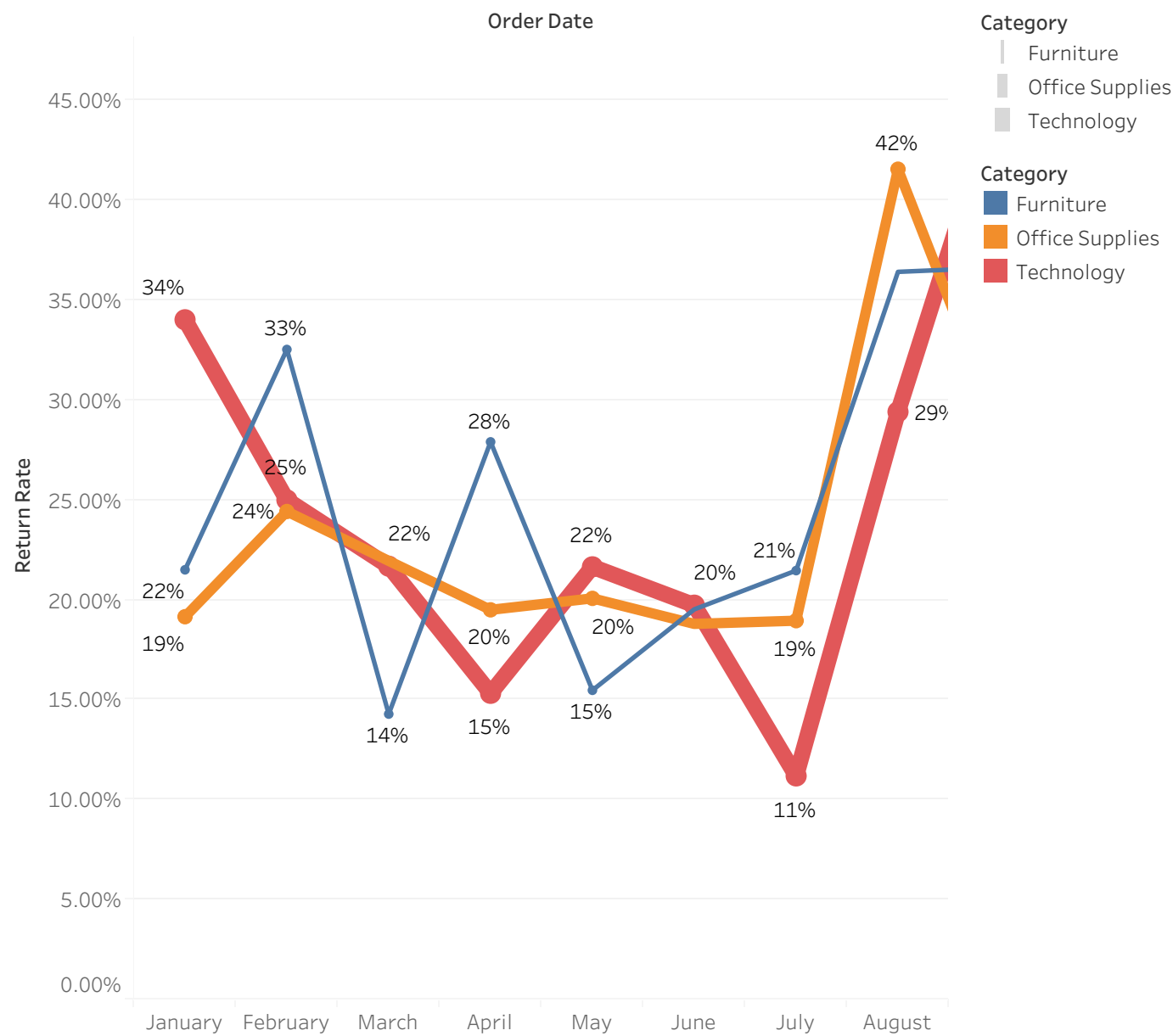
Return Rate (%) by
Product Category



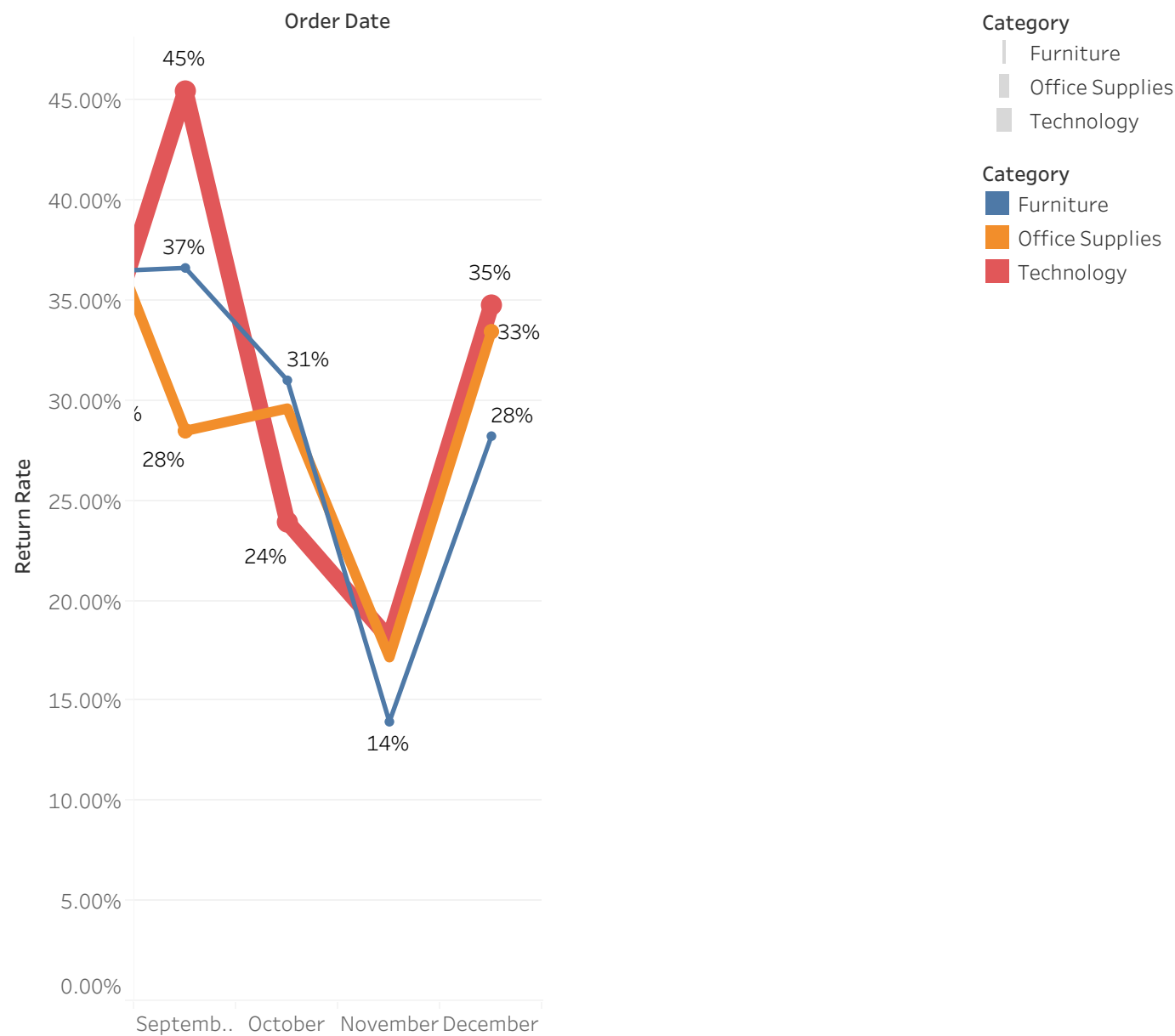
© 2025 Mapbox © OpenStreetMap



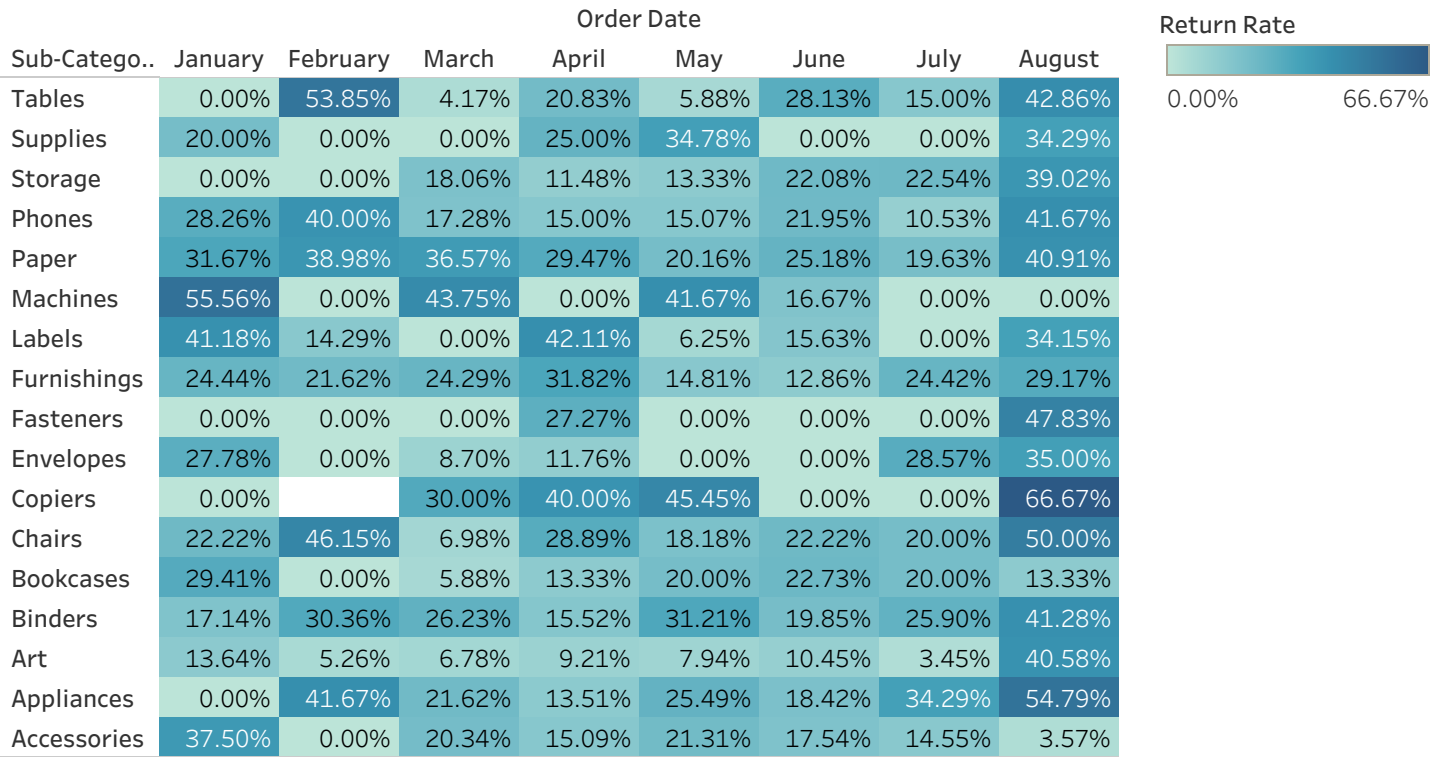
Monthly Return Rate Over Time by Category



Monthly Return Rate Over Time by Category

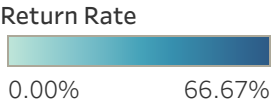


Return Rate by Sub-Category over Time monthly



Return Rate by Sub-Category over Time monthly

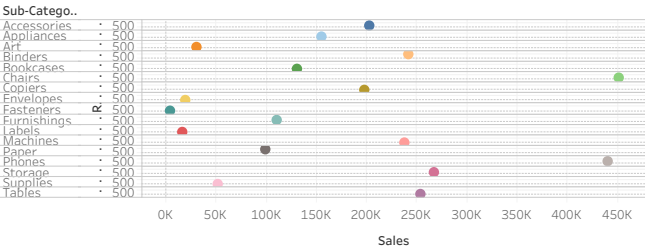
Sub-Catego..	Order Date			
	Septemb..	October	November	December
Tables	38.00%	27.08%	6.82%	47.44%
Supplies	32.35%	57.14%	14.29%	36.36%
Storage	28.75%	17.86%	22.67%	29.41%
Phones	43.59%	25.00%	20.00%	35.48%
Paper	30.89%	27.94%	17.35%	27.57%
Machines	26.92%	57.14%	13.64%	66.67%
Labels	1.89%	29.73%	15.69%	24.14%
Furnishings	26.28%	24.47%	14.02%	27.66%
Fasteners	54.55%	64.86%	26.67%	28.95%
Envelopes	13.46%	21.88%	17.02%	22.22%
Copiers	27.27%	0.00%	0.00%	0.00%
Chairs	48.43%	40.26%	18.10%	20.00%
Bookcases	28.21%	34.62%	10.53%	15.63%
Binders	30.00%	23.13%	11.62%	46.44%
Art	20.30%	32.91%	19.35%	29.63%
Appliances	35.56%	31.58%	16.44%	27.08%
Accessories	50.52%	18.06%	17.61%	31.13%



Analysis of Returns: Key Insights and Trends

This dashboard provides an analysis of return trends at the Superstore. It identifies root causes, geographic concentrations, and time-based patterns to help reduce returns and improve business performance.

Scatterplot of Sales vs Returns by Product Sub-Category

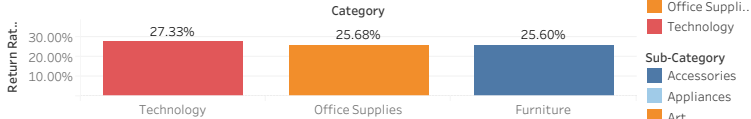


Return Rate by Sub-Category over Time monthly

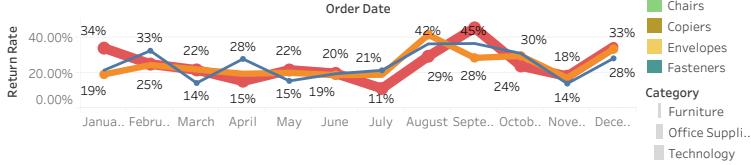
Sub-Category..	Order Date								
	January	February	March	April	May	June	July	August	September
Tables	0.00%	53.85%	4.17%	20.83%	5.88%	28.13%	15.00%	42.86%	38.00%
Supplies	20.00%	0.00%	0.00%	25.00%	34.78%	0.00%	0.00%	34.29%	32.35%
Storage	0.00%	0.00%	18.06%	11.48%	13.33%	22.08%	22.54%	39.02%	28.75%
Phones	22.22%	22.22%	17.22%	15.00%	15.00%	21.05%	10.53%	11.63%	12.50%

Conclusion..

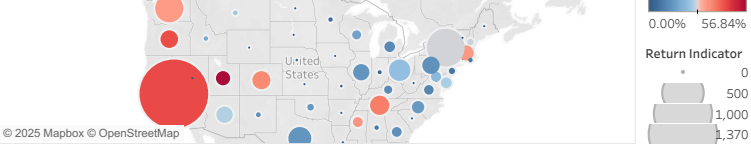
Return Rate (%) by Product Category



Monthly Return Rate Over Time by Category



Map - Return Rate by State



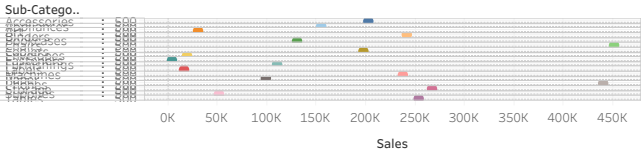
Return Trends Analysis for Superstore

This dashboard explores return patterns at the Superstore to identify root causes and propose solut..	Measuring Returns- The bar chart shows that 'Technology' products have the highest return rate (..	Return Rate by State - Mapping return rates by state highlights geographic concentrations, such as Califor..	Return Rate Over Time - The line chart indicates return rate fluctuations over time, peaking in June a..	Conclusi on
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Analysis of Returns: Key Insights and Trends

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Scatterplot of Sales vs Returns by Product Sub-Category

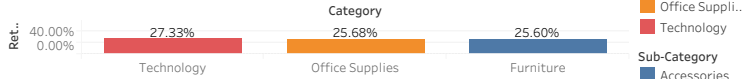


Return Rate by Sub-Category over Time monthly

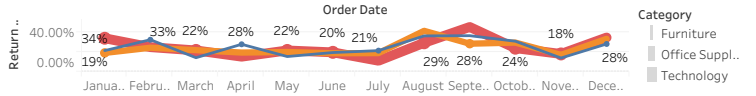
Sub-Catego..	January	February	March	April	May	June	July	August	Septem
Tables	0.00%	53.85%	4.17%	20.83%	5.88%	28.13%	15.00%	42.86%	38.00%
...

Conclusion..

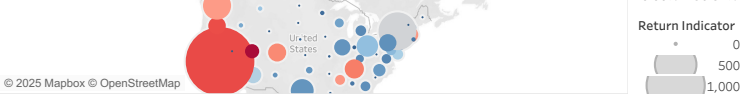
Return Rate (%) by Product Category



Monthly Return Rate Over Time by Category



Map - Return Rate by State



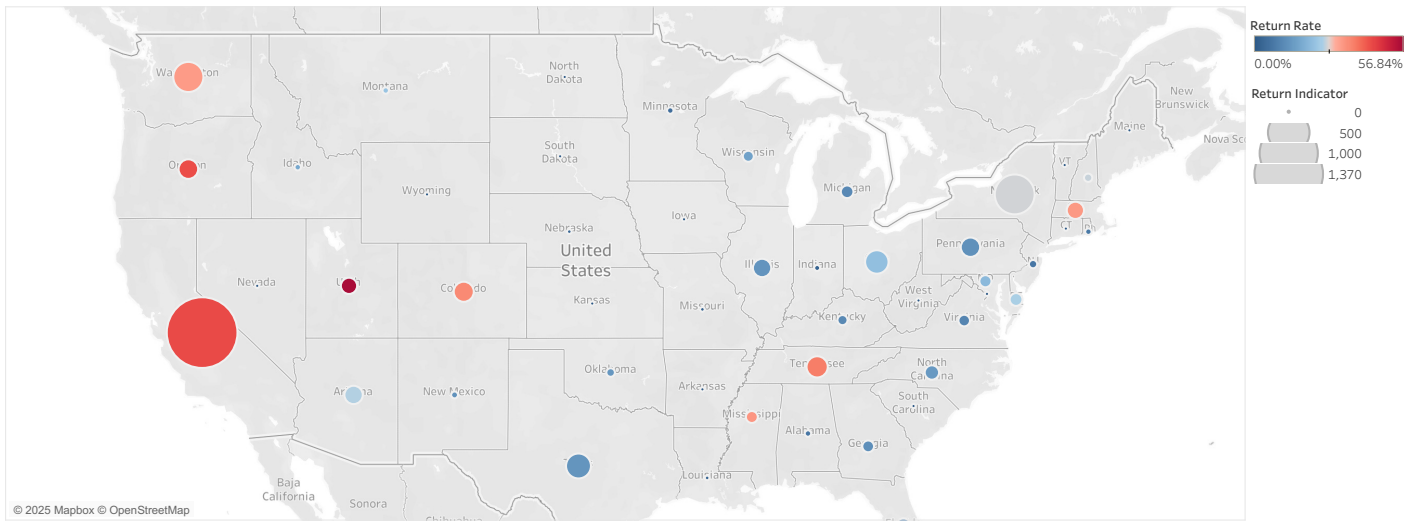
Return Trends Analysis for Superstore

This dashboard explores return patterns at the Superstore to identify root causes and propose solutions.	Measuring Returns- The bar chart shows that 'Technology' products have the highest return rate (27.33%), followed by Office Supplies (25.68%) and Furniture (25.60%).	Return Rate by State - Mapping return rates by state highlights geographic concentrations, such as California and Texas.	Return Rate Over Time - The line chart indicates return rate fluctuations over time, peaking in June and January.	Conclusion - The analysis identifies Technology as the primary category for returns, suggesting targeted interventions for this sector.
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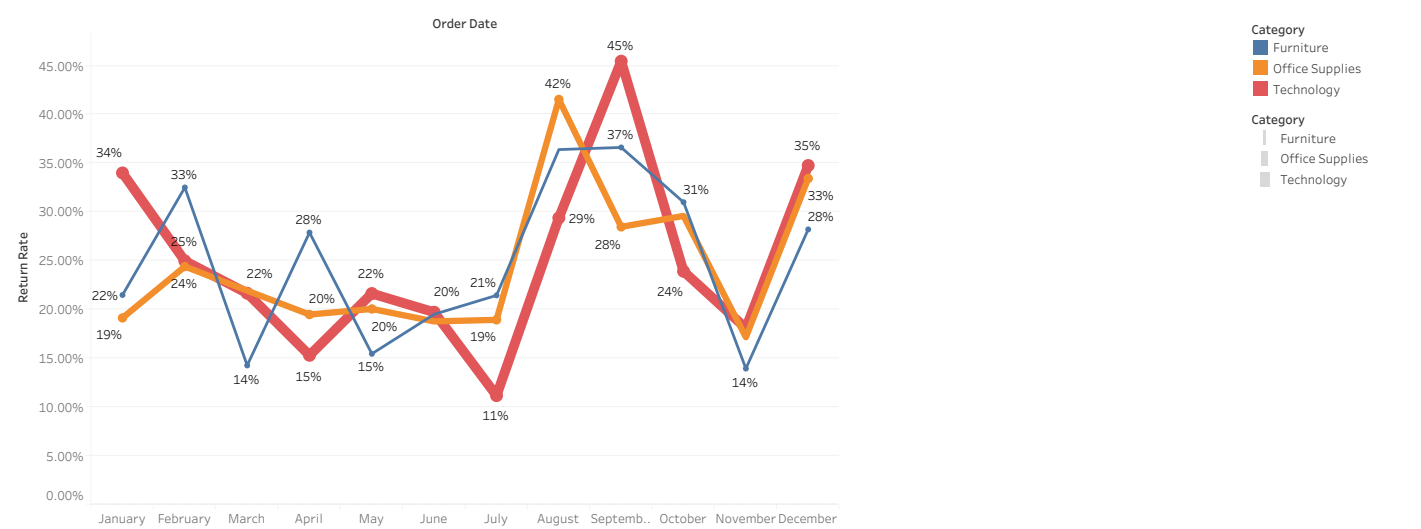
Return Trends Analysis for Superstore

This dashboard explores return patterns at the Superstore.	Measuring Returns- The bar chart shows that 'Technology' products have the highest return rate (..	Return Rate by State - Mapping return rates by state highlights geographic concentrations, such as Califor..	Return Rate Over Time - The line chart indicates return rate fluctuations over time, peaking in June a..	Conclusion
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Return Trends Analysis for Superstore

This dashboard provides a comprehensive overview of return trends across different product categories and time periods.	Measuring Returns- The bar chart shows that 'Technology' products have the highest return rate (28%), followed by 'Furniture' (22%) and 'Office Supplies' (19%).	Return Rate by State - Mapping return rates by state highlights geographic concentrations, such as California and New York.	Return Rate Over Time - The line chart indicates return rate fluctuations over time, peaking in June at 45%.	Conclusion
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Return Trends Analysis for Superstore

This dashboard...	Measuring Returns- The bar chart shows that 'Technology' products have the highest return rate (...)	Return Rate by State - Mapping return rates by state highlights geographic concentrations, such as California...	Return Rate Over Time - The line chart indicates return rate fluctuations over time, peaking in June a...	Conclusion
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This analysis identifies critical drivers of returns: product categories like 'Technology,' geographic hotspots like California, and return-prone customers. Recommended actions include revising quality control for high-return categories, addressing regional service challenges, and improving customer communication.