Super Store Returns Analysis

This presentation delves into the product return data of the fictional "Super Store." Our focus is on a comprehensive examination of profit and return data to identify and address root causes, accompanied by potential solutions. Key questions guiding our analysis include:

Evaluation Metric:
Determining the most effective evaluation metric: return rate, total cost of returns, or total number of returns.

Root Causes of Returns:
Identifying and analyzing the primary root causes contributing to product returns.

Prevalence of Returns:
Pinpointing when returns are most prevalent.

Likelihood of Return by Item:
Analyzing which items are most likely to be returned.

Geographical Trends in Returns:
Investigating regional variations to understand where in the country items are most likely to be returned from.

Our aim is to provide actionable insights for strategic decision-making in addressing return-related challenges.

Data Overview: Super Store Sales and Returns (2018-2021)

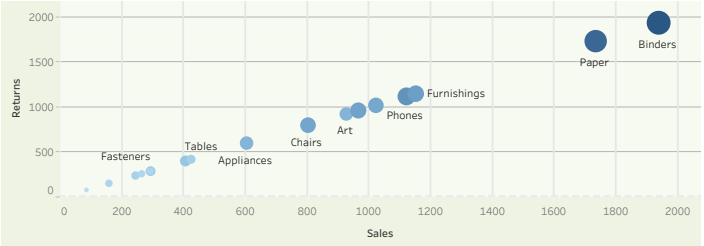
This analysis encompasses Order and Return Data from the "Super Store" spanning the years 2018 to 2021.

To facilitate a comprehensive review, I've merged the **Orders dataset** with the **Returns dataset**, utilizing a left join approach.

Additionally, a calculated field has been introduced to ascertain both the **return rate** and **total number of returns**.

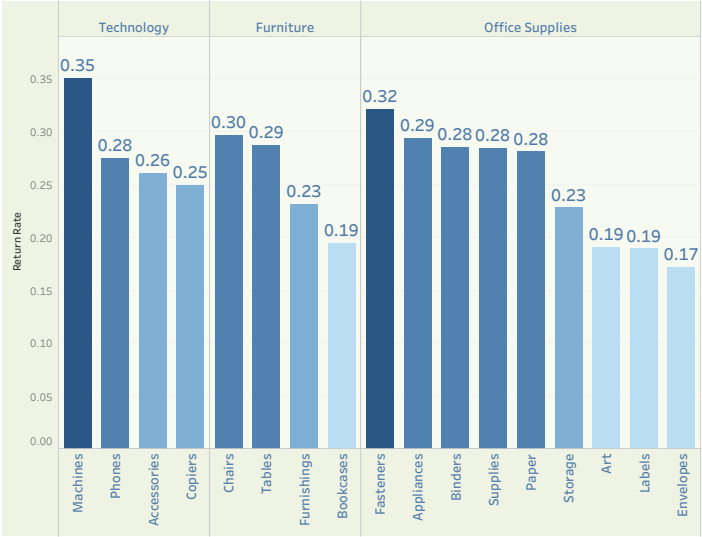
This integration aims to provide a unified perspective on sales and returns for strategic insights.

Total Returns | Total Sales

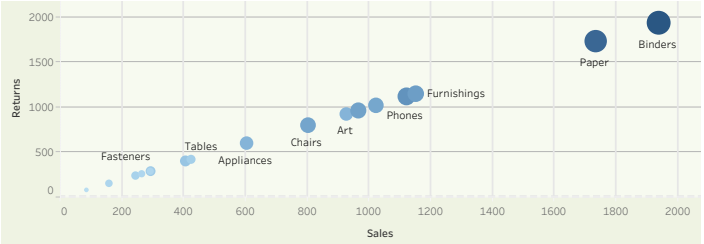


Return Rate measurements help us understand the proportion of returned products compared to total units sold, with a focus on customer satisfaction and product quality.

Return Rate | Category



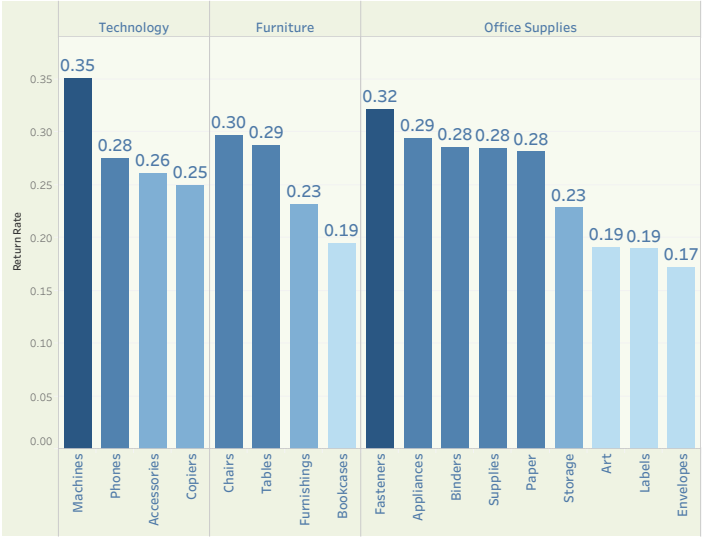
Total Returns | Total Sales



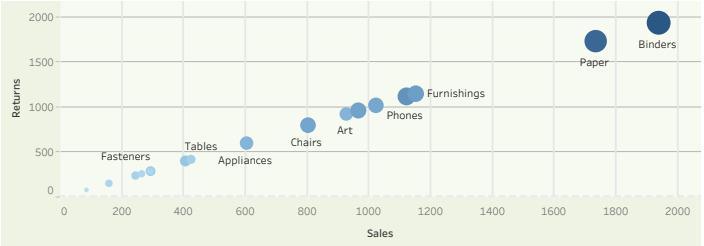
Total Cost of Returns is useful for examining return policies and logistics.

Total Number of Returns offers insights into potential issues with logistics and inventory management.

Return Rate | Category

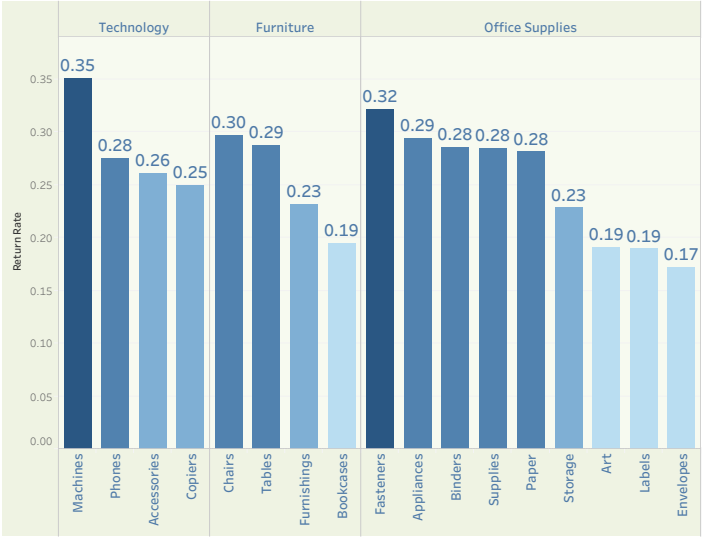


Total Returns | Total Sales



We have chosen to calculate by Return Rate for the following visualizations

Return Rate | Category



Analysis

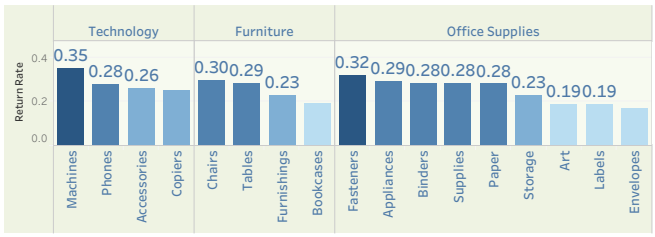
Four Indicators of Potential Returns:

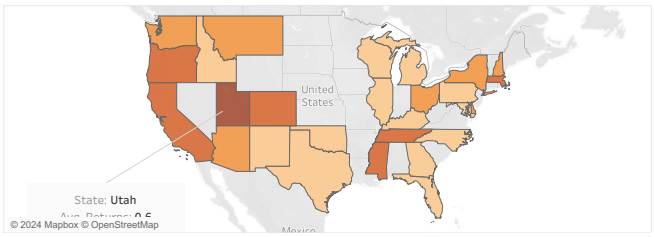
Category: Notably, Machines, Fasteners, & Chairs emerge as the most frequently returned items, signifying potential areas for closer scrutiny in product quality or customer expectations.

State: Our analysis pinpoints Utah, California, & Oregon as states with a higher likelihood of submitting returns, suggesting a regional pattern that warrants targeted interventions or localized customer engagement strategies.

Customer: Among our clientele, Hilary, Roland, & Sandra stand out as individuals with a higher propensity to return their purchases. Understanding their preferences and experiences could be instrumental in tailoring our offerings and services.

Month: Aug, Sep, Dec show peaks in returns, prompting a closer examination of external factors influencing purchasing decisions during these months.





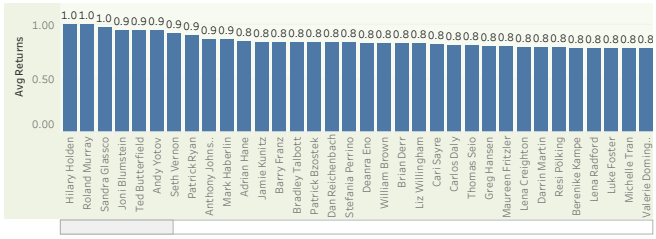
State
All

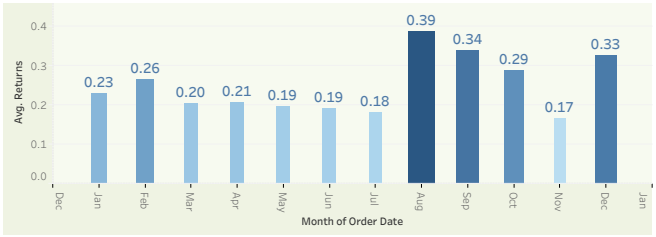
Customer Name
All

Sub-Category
All

Four Indications of Potential Return

1. Category - Machines, Fasteners, & Chairs are the most likely returned Items.
2. State - Utah, California, & Oregon are the most states most likely to submit a return.
3. Customer - Hilary, Roland, & Sandra are the most likely customers to return their purchase...





Conclusion

Returns by Month:

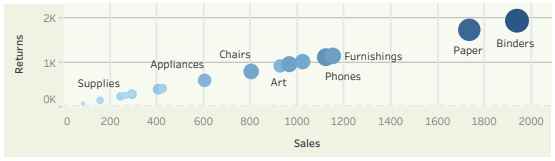
Recommendation : Considering the higher return rates during the end of the 3rd through the 4th quarter, strengthening customer support during this period could enhance satisfaction and mitigate returns.

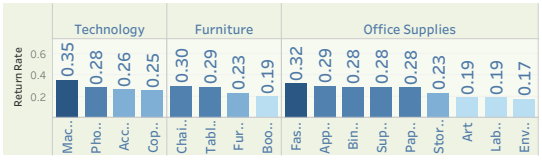
Location and Logistics:

Action Item: A review of shipping procedures and carrier contracts for regions exhibiting high return rates could unveil opportunities to optimize logistics and enhance the overall customer experience.

Low Sales Quarters:

Suggestion: Implementing promotional programs, such as loyalty points for returning customers, during low-earning quarters could incentivize repeat purchases and bolster sales performance.



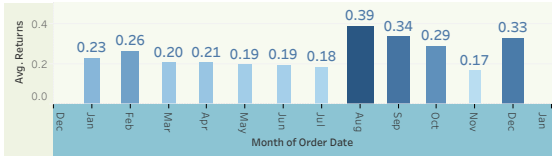


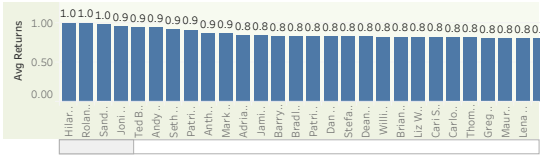
Sub-Category
All

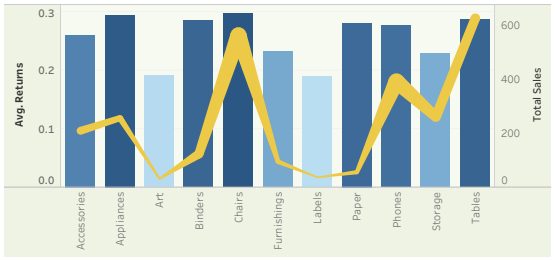
State
All

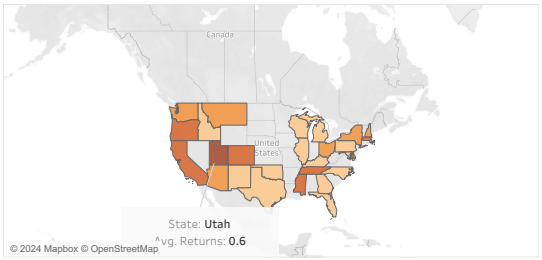
Month of Order Date
All

Average Sales
13.009595890 to 2,348.661309524









Dashboard Overview

Top row moving down:

1. Total Returns | Total Sales

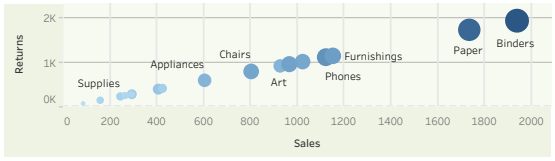
2. Return Rate | Category

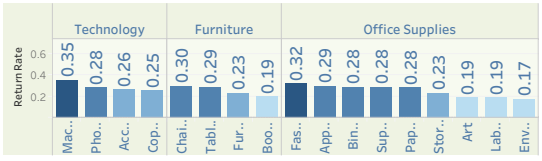
3. Return Rate | Month of Order

4. Return Rate | Customer

5. Return Rate and Total Sales | Category

6. Return Rate | State



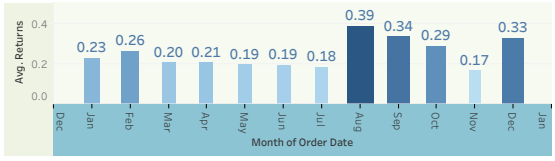


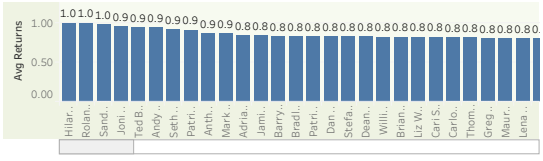
Sub-Category
All

State
All

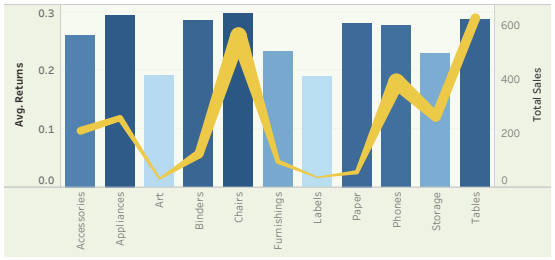
Month of Order Date
All

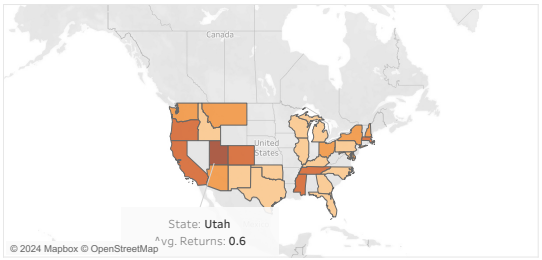
Average Sales
13.009595890 to 2,348.661309524





Measure Names
Avg. Sales





Legend

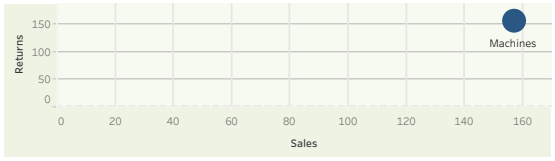
Sub-Category Drop Down Menu

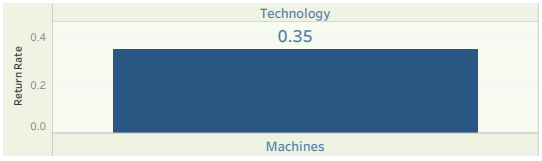
State Drop Down Menu

Measure Names Color Indicator (for Visual 5)

Month of Order Selection Slider

Total Sales Selection Slider





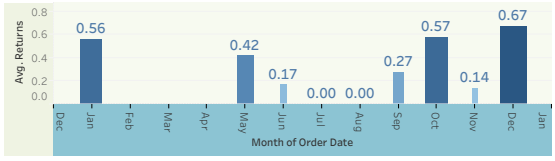
Sub-Category
Machines

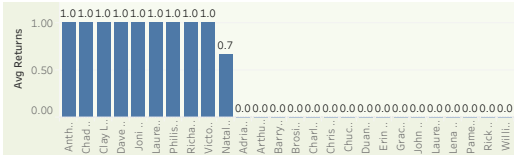
State
All

Month of Order Date
All

Average Sales
-13.005595890 to 2,348.661309524

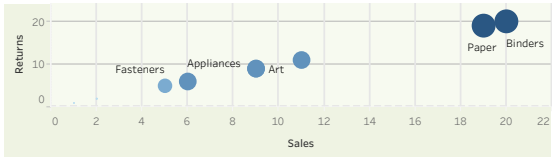
Measure Names

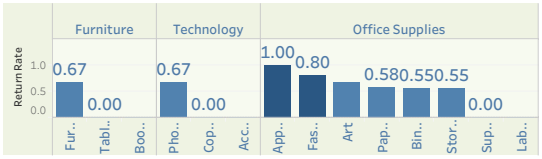




This Arrangement allows the user to highlight key metrics.

i.e. Selecting **Sub Category - Machines**: highlights that Illinois and New York are where these items are returned from the most, Which customers returned these items and in **Visual 3,** when these items were returned most frequently, Etc.



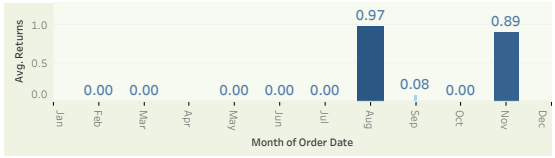


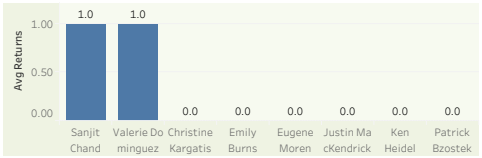
Sub-Category
All

State
Utah

Month of Order Date
All

Average Sales
5,024 to 2,348,661309524

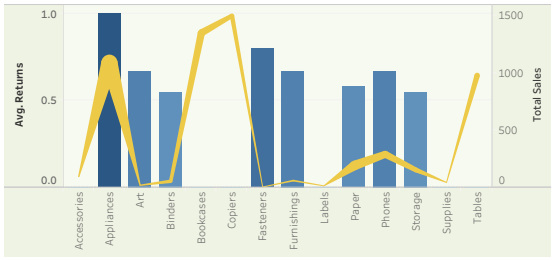


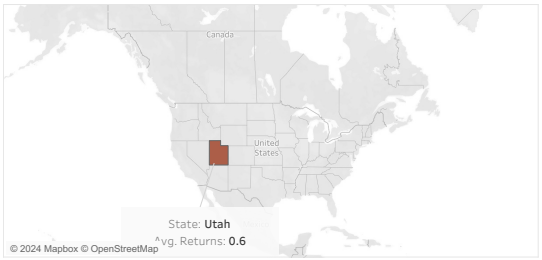


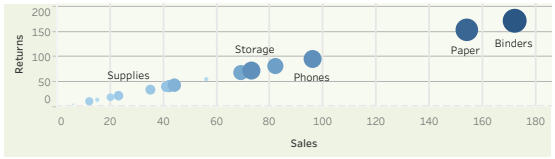
Measure Names
Avg. Sales

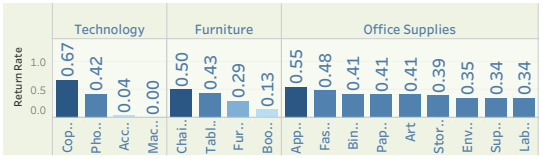
Furthermore,

Selecting **State - Utah**: shows us on avergae which items were returned the most, when, and by whom







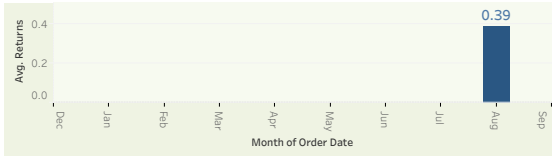


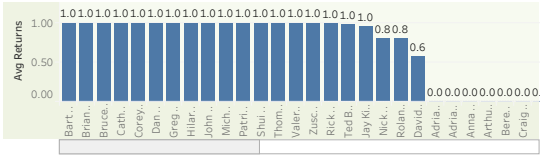
Sub-Category
All

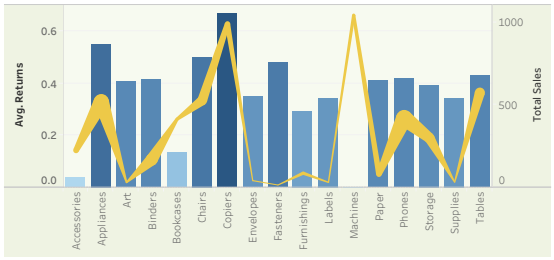
State
All

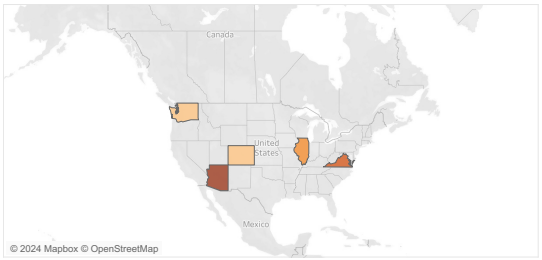
Month of Order Date
August

Average Sales
13.009595890 to 2,348.661309524







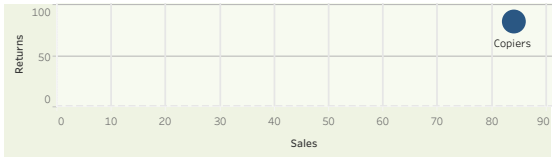


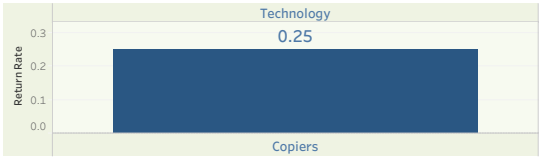
Measure Names
Avg. Sales

Additionally,

The **Month of Order Date** drop-down menu allows you to select a month and see the specific activty across all visualizations for the selected month.

i.e. on Average in August, Copiers where returned the most frequently in Arizona.





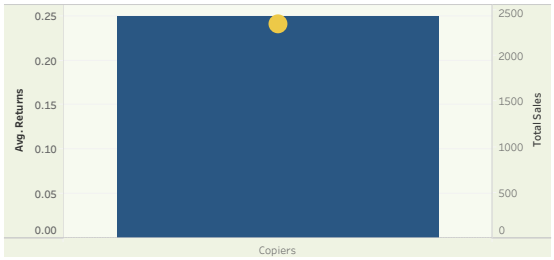
Sub-Category
All

State
All

Month of Order Date
All

Average Sales
2,000 to 2,348.661309524

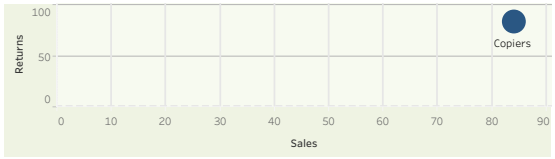
Measure Names
Avg. Sales

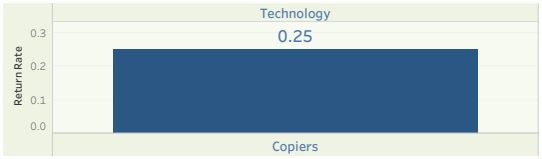


Furthermore,

The **Average Sales** - slider allows the user to futher drill down the analysis.

I.e. While Copiers where the most returned item there were also the highest selling item.



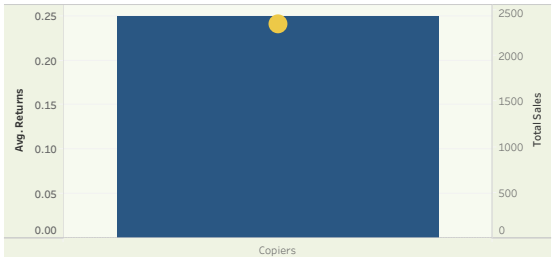


Sub-Category
All

State
All

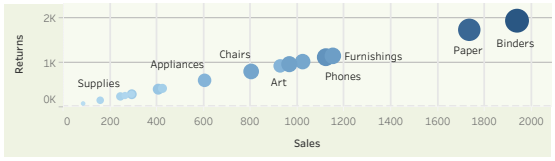
Month of Order Date
All

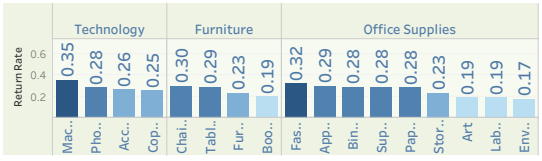
Average Sales
2,000 to 2,348.661309524



This Macro to Micro view of the analysis may lead the user to determine that either:

1. The Copiers need to be investigated futher to determine operational capability (are they being returned due to poor quality)
2. Logistics - are they being damaged during the shipping process.
3. Tech Support Hotline - Should improved customer support be implented to handle customer questions regarding the machines operation.



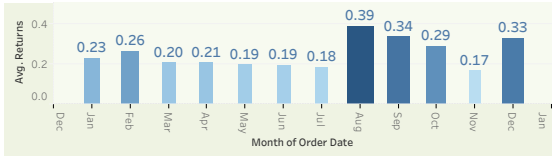


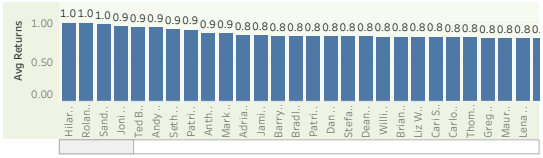
Sub-Category
All

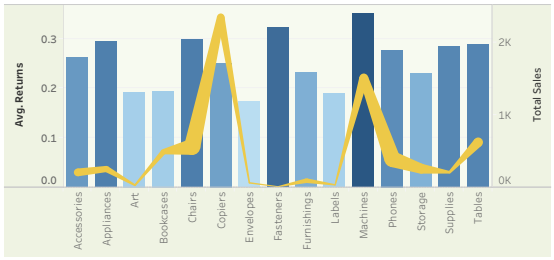
State
All

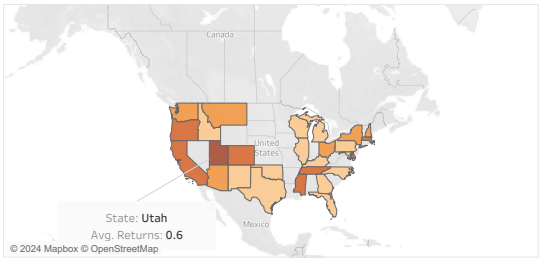
Month of Order Date
All

Average Sales
13.009595890 to 2,348.661309524









Solutions

Returns by Month:
Recommendation: Boost customer support during the end of the 3rd through the 4th quarter to address customer queries and potentially reduce returns.

Location and Logistics:
Action Item: Review shipping procedures and carrier contracts for regions with high return rates.

Low Sales Quarters:
Suggestion: Implement promotional programs such as loyalty points for retu..

Synopsis and Conclusion

Synopsis: In our in-depth analysis of the "Super Store" sales and return data spanning 2018-2021, we've unearthed valuable insights to guide strategic decision-making. Notably, Machines, Fasteners, & Chairs emerge as categories prone to returns, while Utah, California, & Oregon exhibit higher return rates. Individuals like Hilary, Roland, & Sandra, and specific months like Aug, Sep, Dec, present opportunities for targeted interventions. Our focus on return rate as a metric has allowed for a nuanced understanding of potential issues and trends.

Conclusion: To enhance customer satisfaction and mitigate returns, we propose reinforcing customer support during the latter half of the year, strategically reviewing shipping procedures in regions with high return rates, and implementing promotional programs during low-sales quarters. This comprehensive approach aims to not only address current challenges but also position the "Super Store" for improved operational efficiency and sustained customer loyalty. By leveraging these insights, we are poised to elevate our customer experience and drive positive outcomes for the business.