

SuperStore Returns: Insights and Analysis

Presented by: Sam Wyatt

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Introduction

This project analyzes customer returns data to provide insights into return trends, product categories with high return rates, and geographic patterns. The goal is to help optimize inventory management and improve customer satisfaction by identifying key factors driving product returns.

Sales vs Returns

Higher sales volumes correlate with increased returns, suggesting potential product quality or customer satisfaction concerns. Action: Investigate product quality and customer feedback to identify possible improvements.



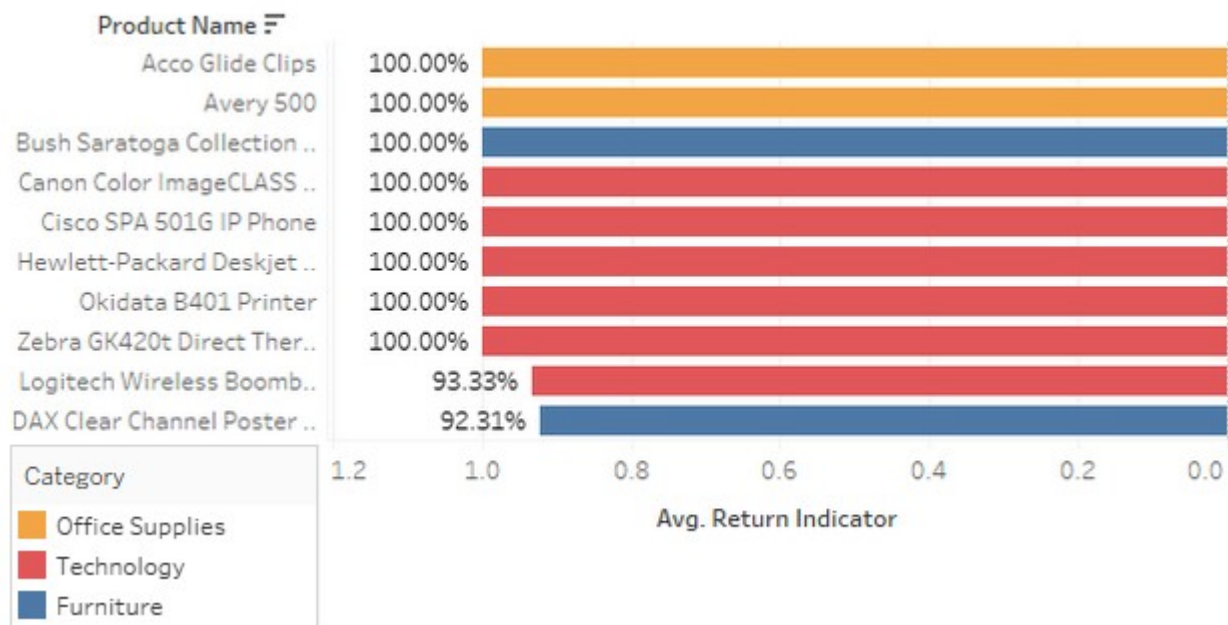
Return Rate by Product Category

The Technology category has the highest return rates compared to Office Supplies and Furniture. Action: Assess these products for quality issues, misleading descriptions, or unmet customer expectations.



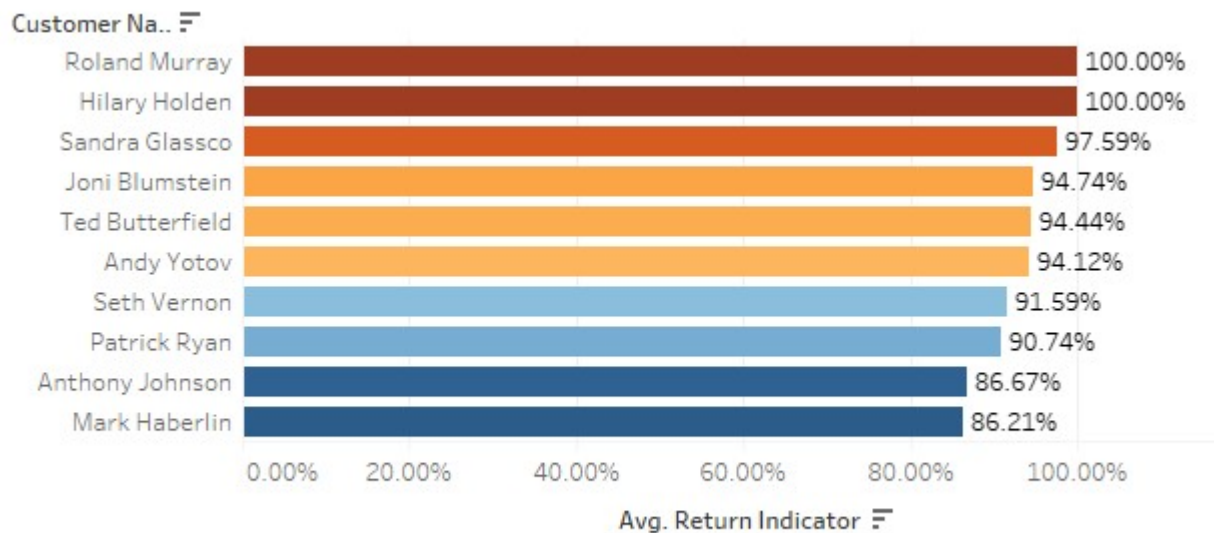
Return Rate by Product

Several Technology products exhibit a 100% return rate, indicating potential quality or expectation mismatches. Action: Investigate product quality concerns and adjust marketing or expectation-setting strategies..



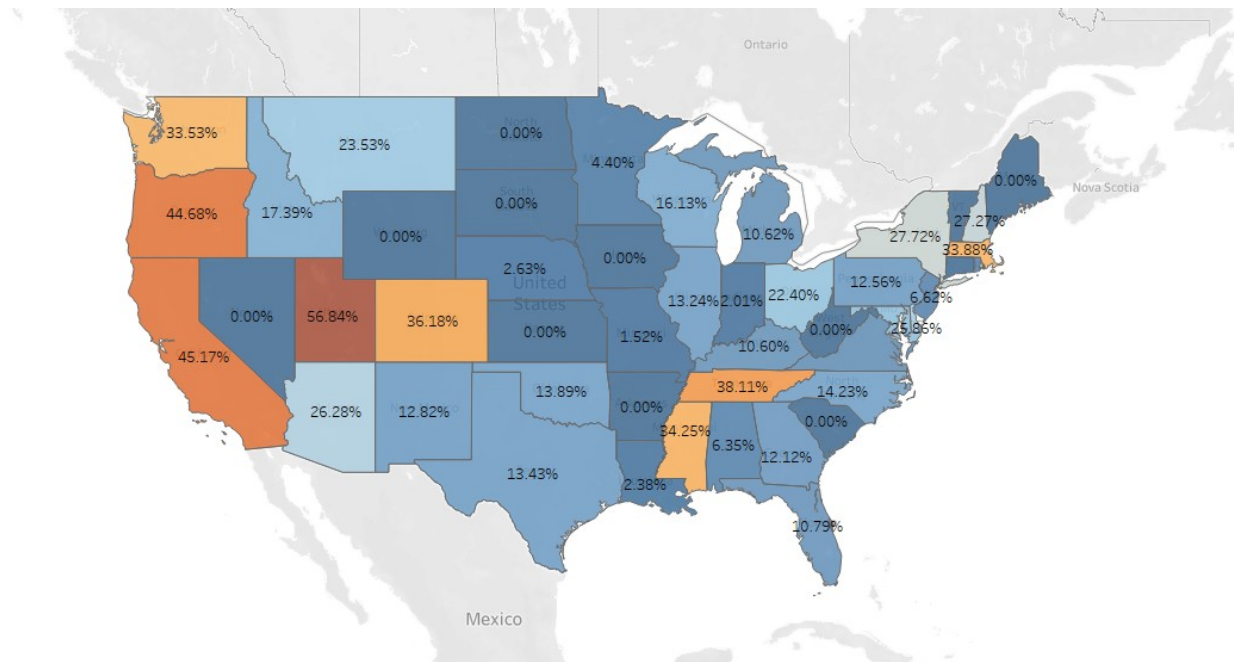
Customer Return Rate

A small group of customers contributes disproportionately to return volumes. Action: Implement stricter return policies or targeted interventions for frequent returners.



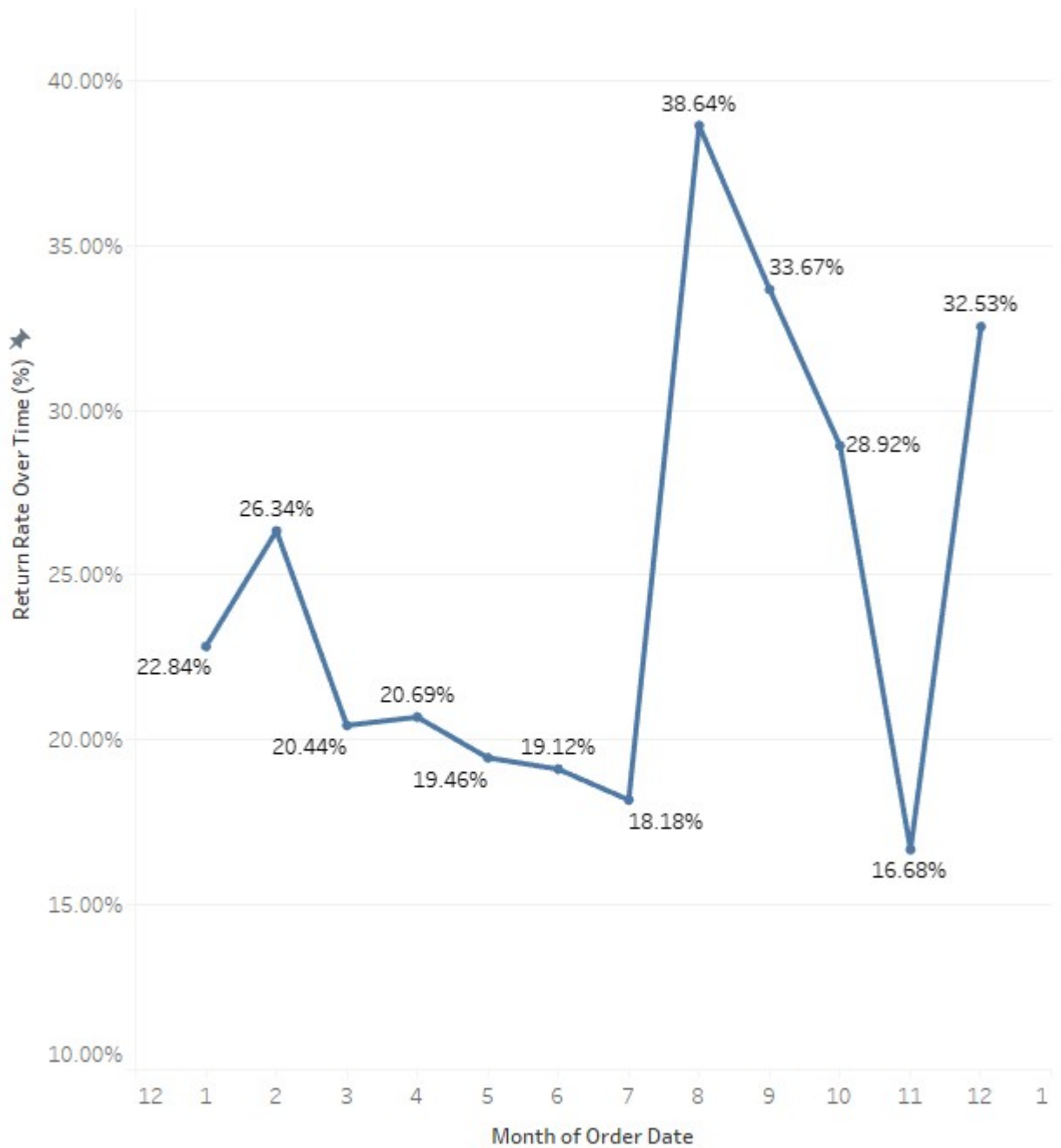
Geographic Analysis of Returns

Certain states, including California, Oregon, and Utah, experience disproportionately high return rates. Action: Investigate possible causes such as logistics issues, market preferences, or warehouse handling concerns.



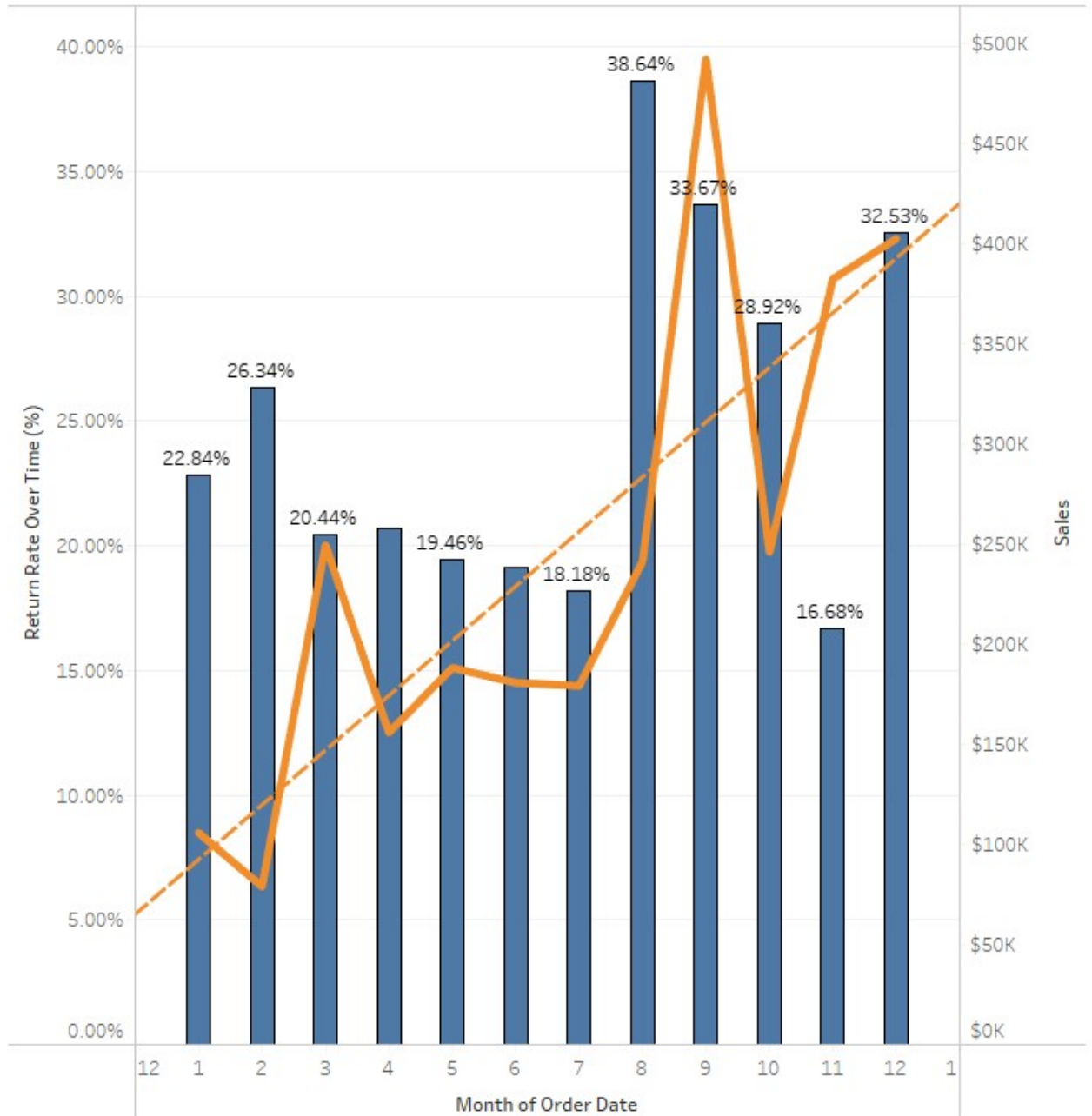
Seasonal Trends in Returns

Return rates spike in August, likely due to back-to-school shopping or seasonal promotions. Action: Adjust return policies and marketing strategies to minimize unnecessary returns during peak months.



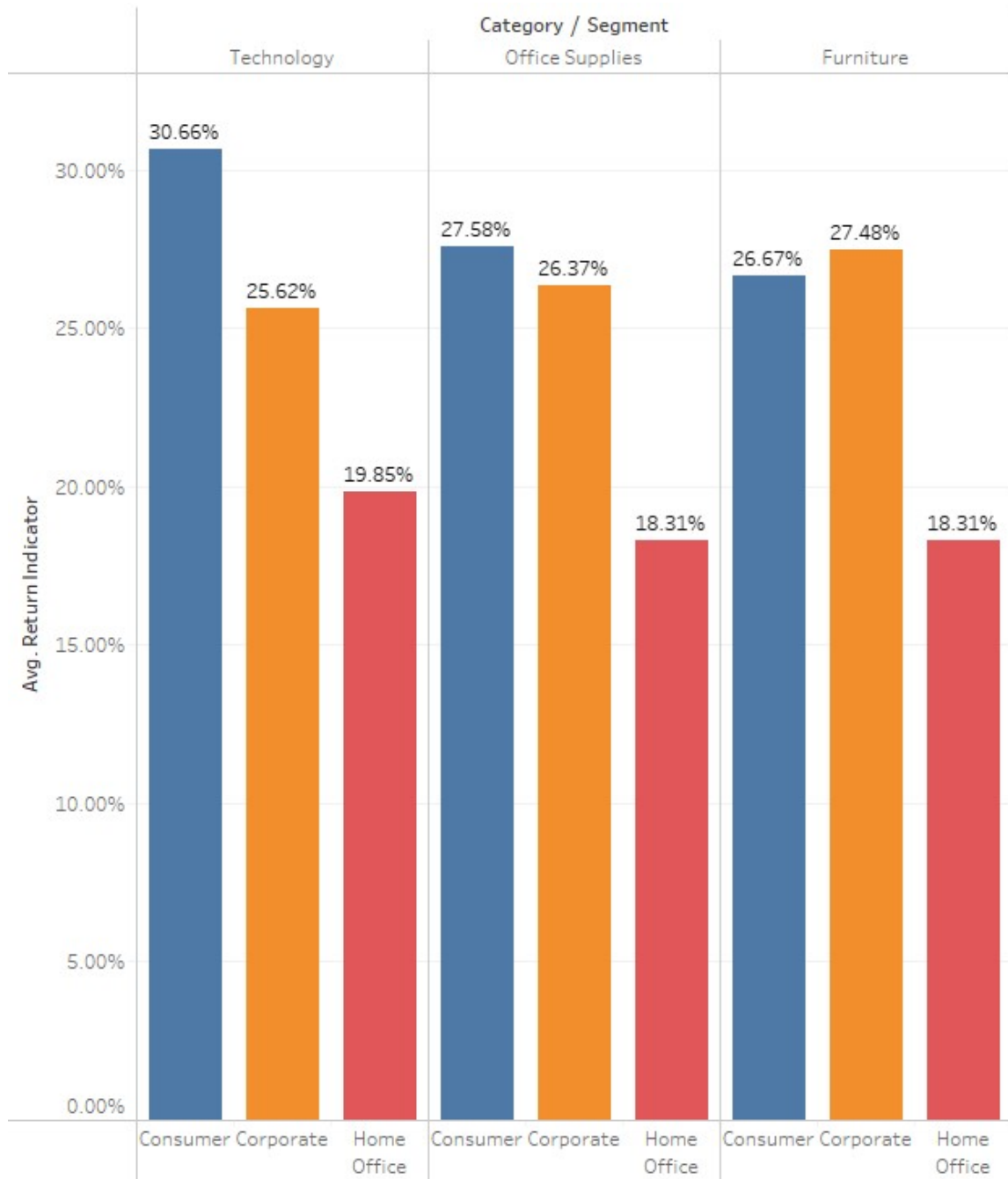
Return Rate Over Time by Product Sales

Return rates peak in August and align with higher sales, indicating post-purchase dissatisfaction. Action: Review product quality and improve customer support strategies to reduce unnecessary returns.



Return Rate Over by Category & Segment

Consumer buyers in the Technology segment drive the highest return rates.
Action: Improve product quality control and set clearer customer expectations.



Conclusion & Recommendations

Key Findings:

- High return rates observed in specific product categories like Technology & Office Supplies.
- Seasonal trends indicate peaks in returns during certain months, suggesting seasonality impact.
- Geographic analysis highlights specific states with higher return rates, guiding regional policies.

Recommendations:

- Improve product descriptions and quality checks for high-return products.
- Adjust inventory levels and marketing strategies based on seasonal return trends.
- Investigate reasons for high returns in certain regions and optimize logistics for better customer experience.

By leveraging these insights, SuperStore can reduce return rates, improve profitability, and enhance customer satisfaction.