1-2 slides
Return Rate:

- **Definition**: Return rate is the percentage of products sold that are subsequently returned by customers.
- **Use Cases**: Return rate is a common metric used to gauge customer satisfaction and product quality. It's particularly useful for identifying trends and issues related to product performance and customer experience.
- **When to Use**: Return rate is especially valuable when you want to monitor the impact of returns on customer satisfaction and loyalty. It can help pinpoint which products or categories have a higher likelihood of being returned.

Total Number of Returns:

- **Definition**: Total number of returns is a simple count of the items returned by customers.
- **Use Cases**: This measure is helpful for tracking the volume of returns over time and comparing it across different time periods.
- **When to Use**: Total number of returns is useful for understanding the scale of your return operations. It can be used in conjunction with other metrics like return rate and total cost of returns to gain a holistic view of the returns process.

As we want to improve our return metrics we should focus on return rate firstly.

Dashboard

First chart is map-chart, where we can see return rate by states. On this chart there are some states that stands out from others: Utah, California and Oregon, where return rate is higher than 40%. Also we can do filtering based on states.

Second chart is return rate by sub-categories, where we can see that probability of returns for some categories are much higher than average. Also there are categories that have a lesser probability to be returned. Also we can filter by subcategories.

Third chart is our most itchy customers (customers with higher than 50% return rate) with their return rate and quantitive of their orders.

Fourth and fifth chart is return rate by month and weekdays. On fourth chart we definitely see that we have seasonal effect, and on weekdays we can see that day with highest returns rate is Monday.

Sixth and seventh chart is compositional chart, where we can see return rate by category and region and also region and year. West region has much higher rate in all this dimensions.

Conclusion.

We should check region/states condition such as west region, specifically Utah, because our return rate there is much higher than anywhere else. As for categories we should take a closer look to machines and fasteners. Also we should investigate clients, that have very high return rate and a lot of orders. As for seasonal effect, we probably can't do anything. And we have stability in return rate in years and in base categories.