

|          |          |                     |                |                      |                 |                                 |                               |                 |
|----------|----------|---------------------|----------------|----------------------|-----------------|---------------------------------|-------------------------------|-----------------|
| Overview | Overview | How-to-use "Map" DB | "Map" findings | How-to-use "Time" DB | "Time" findings | How-to-use "Customers/products" | "Customers/products" findings | Recommendations |
|----------|----------|---------------------|----------------|----------------------|-----------------|---------------------------------|-------------------------------|-----------------|

# What is Causing Returns?

Samplestore dataset analysis  
by Arina Zakharova  
22/01/2025

|          |          |                     |                |                      |                 |                                 |                               |                 |
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## Analysis Overview

The analysis focuses on three key metrics for measuring returns:

- Return rates as a percentage of sales (for identifying patterns)
- Absolute cost of returns (for financial impact assessment)
- Total number of returns (for operational planning, though this metric requires context due to varying product values)

The dashboard consists of three main visualizations:

1. Interactive map showing return rates by state, as well as Return rates broken down by categories and subcategories with an ability to filter the year or the order date in order to stick to up-to-date measures.
2. A temporal analysis showing return rates trends over time, with Category-specific breakdown option, also showing the returns’ impact on profit over time.
3. A detailed product and customer analysis showing return rates versus profit margin, helping us identify high-risk products that need immediate attention as well as unsatisfied customers that cause the decrease of profits.



SALES

\$2,901,677



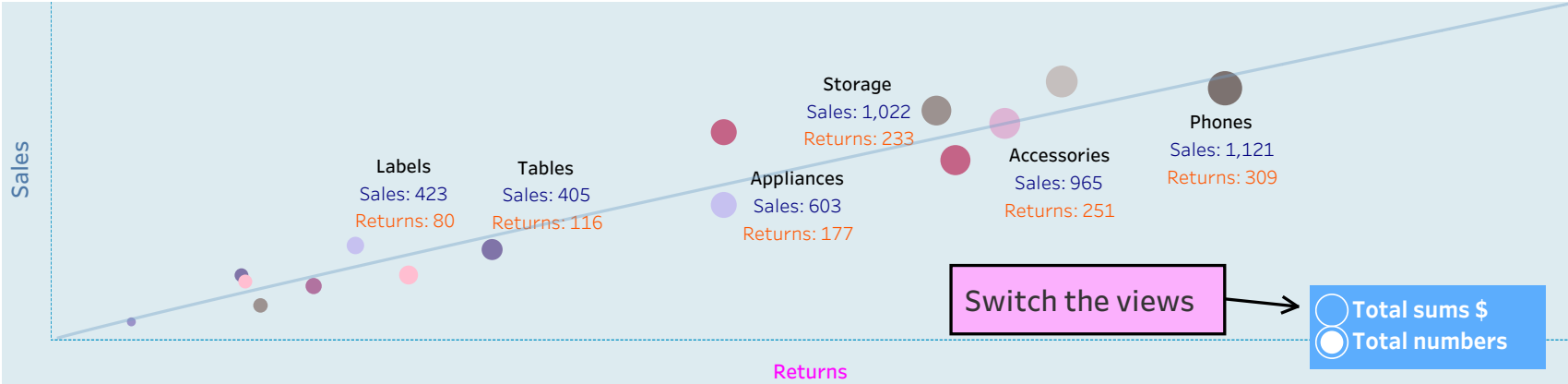
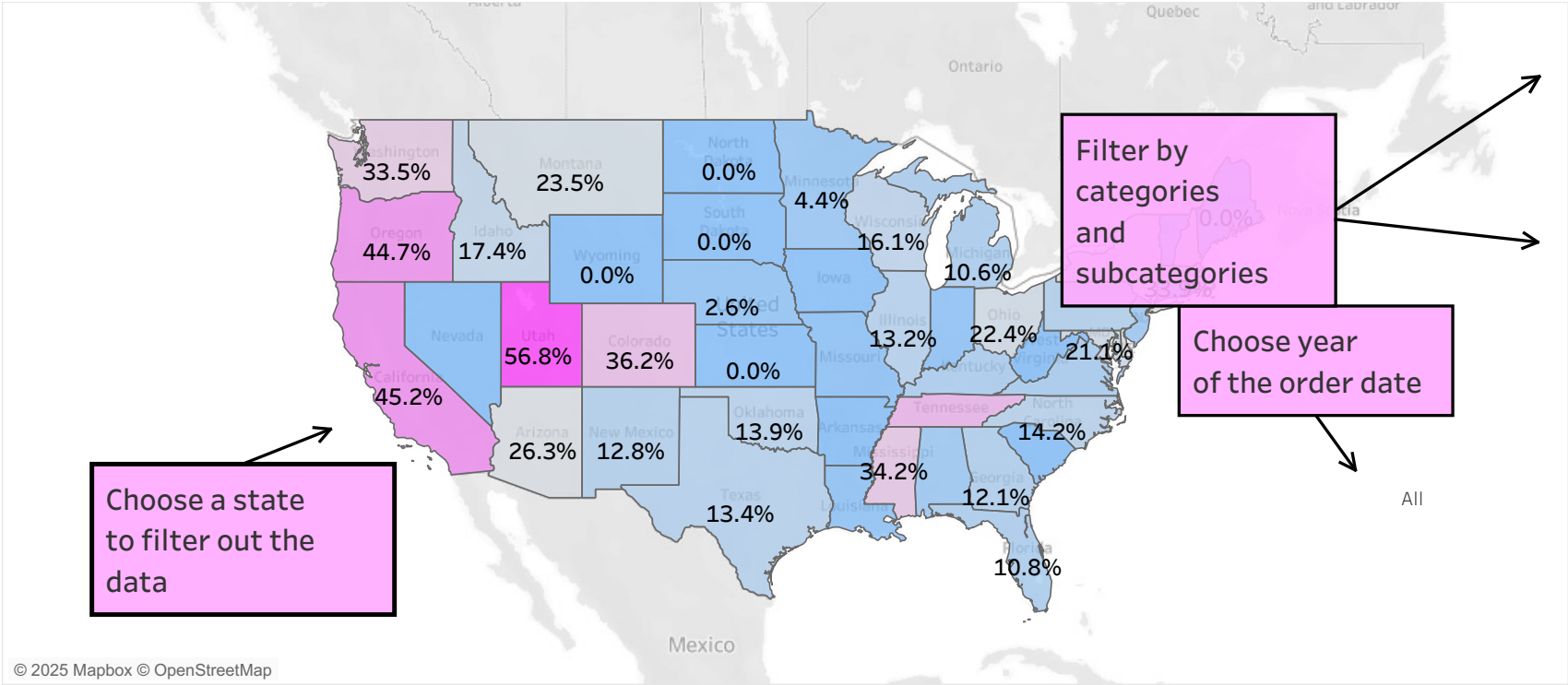
RETURN RATE

26%

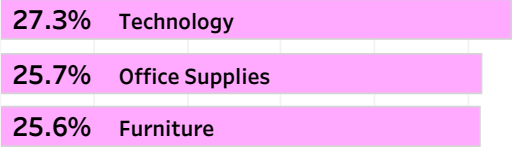


PROFIT

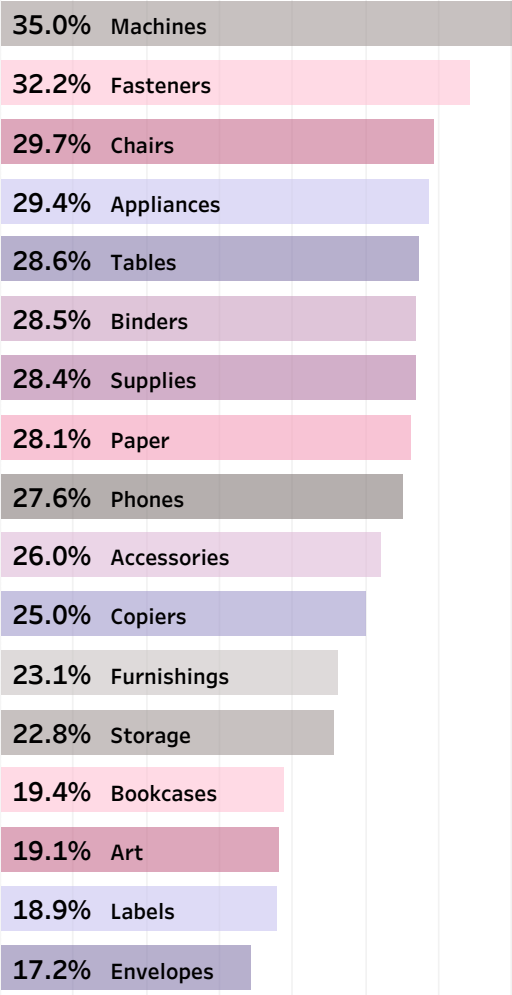
\$360,130



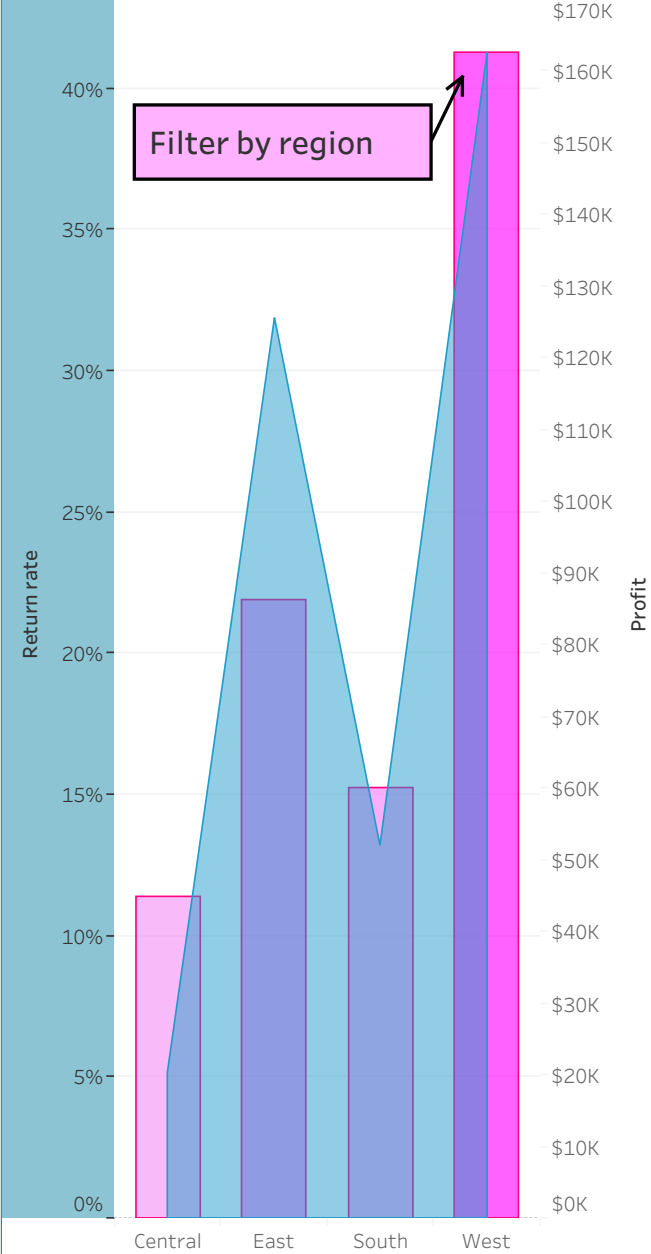
Return rate by category



Return rate by sub-category



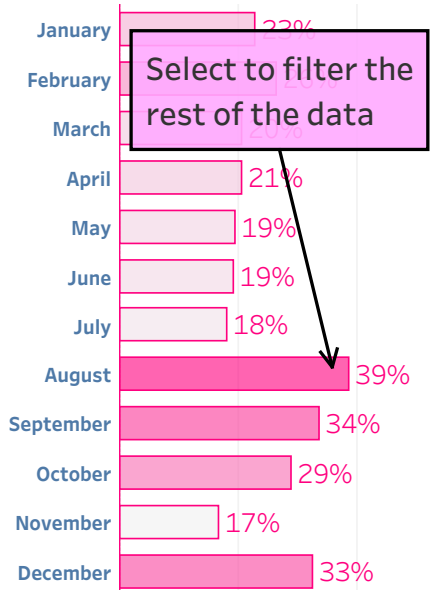
Profit on RR by regions



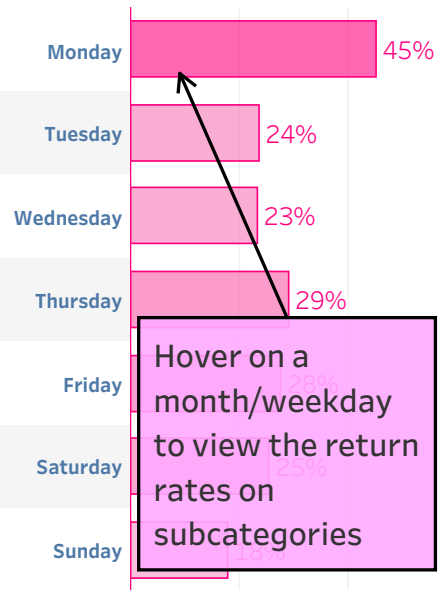




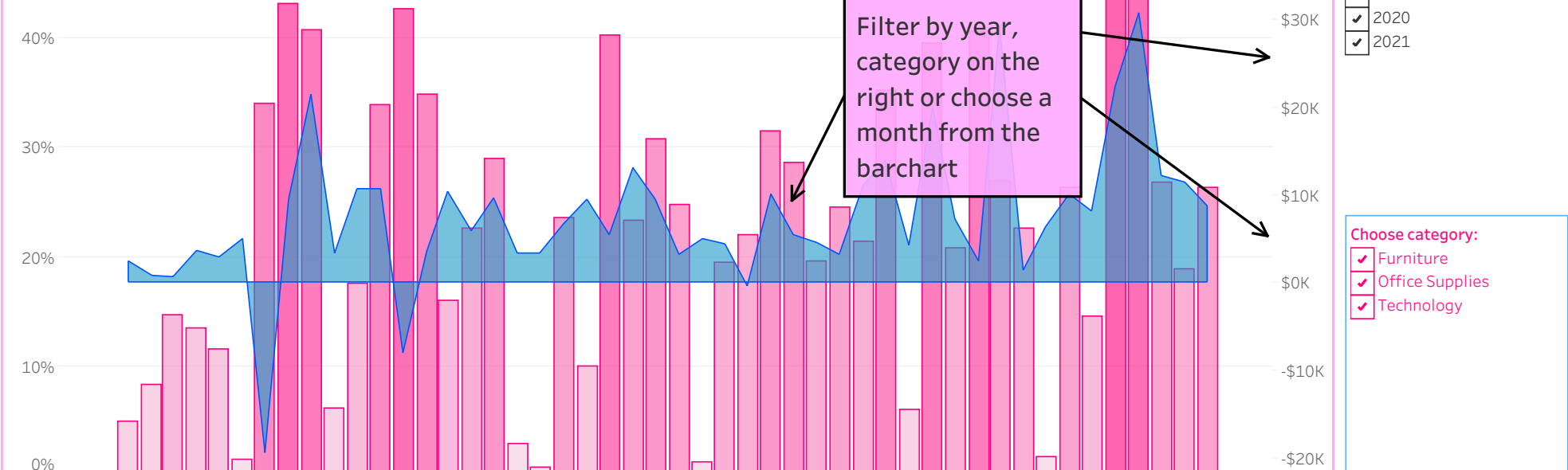
Return rate by months



Return rate by weekdays



Profit on Return Rate by time

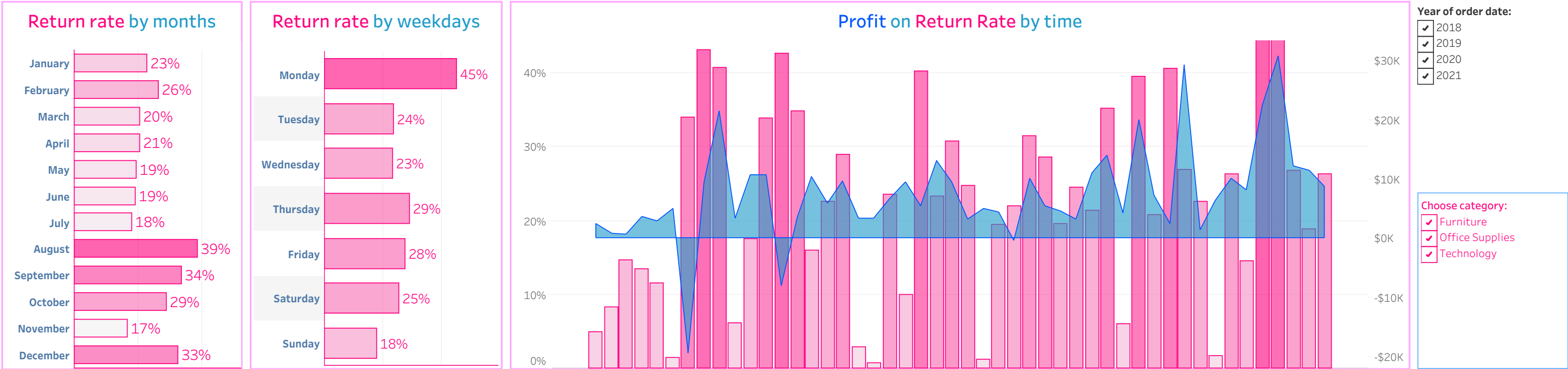


|           | 2018   |         |          |          |        |          |        | 2019   |         |          |          |        |          |        | 2020   |         |          |          |        |          |        | 2021   |         |          |          |        |          |        |
|-----------|--------|---------|----------|----------|--------|----------|--------|--------|---------|----------|----------|--------|----------|--------|--------|---------|----------|----------|--------|----------|--------|--------|---------|----------|----------|--------|----------|--------|
|           | Monday | Tuesday | Wednes.. | Thursday | Friday | Saturday | Sunday | Monday | Tuesday | Wednes.. | Thursday | Friday | Saturday | Sunday | Monday | Tuesday | Wednes.. | Thursday | Friday | Saturday | Sunday | Monday | Tuesday | Wednes.. | Thursday | Friday | Saturday | Sunday |
| January   | 0%     | 0%      | 0%       | 0%       | 0%     | 10%      | 0%     | 0%     |         | 74%      | 8%       | 0%     | 7%       | 33%    |        | 40%     | 0%       | 0%       | 46%    | 47%      | 0%     |        | 0%      | 0%       | 45%      | 0%     | 21%      | 0%     |
| February  | 0%     | 0%      | 0%       | 0%       | 44%    | 0%       | 0%     | 0%     |         | 22%      | 0%       | 79%    | 0%       | 0%     | 0%     | 20%     | 0%       | 0%       | 0%     | 0%       | 0%     |        | 0%      | 54%      | 29%      | 79%    | 0%       | 0%     |
| March     | 0%     |         | 0%       | 0%       | 0%     | 40%      | 4%     |        | 0%      | 0%       | 59%      | 2%     | 0%       | 0%     |        | 32%     | 0%       | 0%       | 33%    | 6%       | 13%    | 0%     | 21%     | 17%      | 14%      | 0%     | 12%      | 74%    |
| April     | 0%     | 0%      | 0%       | 14%      | 47%    | 0%       | 0%     | 0%     | 12%     | 29%      | 20%      |        |          |        |        |         |          | 16%      | 0%     | 0%       | 13%    | 0%     | 15%     | 0%       | 0%       | 21%    | 56%      | 5%     |
| May       | 6%     | 80%     | 0%       | 0%       | 5%     | 36%      | 0%     | 0%     | 0%      | 48%      | 25%      | 3%     |          |        |        |         | 48%      | 0%       | 53%    |          | 0%     | 0%     | 2%      | 2%       | 0%       | 0%     | 3%       | 4%     |
| June      | 10%    |         | 0%       | 0%       | 0%     | 0%       | 8%     |        | 0%      | 0%       | 0%       | 2%     |          |        |        |         | 25%      | 8%       | 0%     | 0%       | 0%     | 0%     | 50%     | 0%       | 40%      | 12%    | 0%       | 0%     |
| July      | 0%     |         | 17%      | 50%      | 48%    | 17%      | 28%    | 0%     | 0%      | 0%       | 0%       | 0%     | 4%       | 0%     | 0%     | 2%      | 32%      | 0%       | 11%    | 43%      | 0%     | 0%     | 0%      | 2%       | 8%       | 4%     | 42%      | 16%    |
| August    | 72%    |         | 52%      | 0%       | 22%    | 71%      | 0%     | 0%     | 0%      | 42%      | 41%      | 27%    | 0%       | 0%     | 0%     | 39%     | 23%      | 63%      | 0%     | 0%       | 0%     | 0%     | 61%     | 0%       | 0%       | 71%    | 56%      | 41%    |
| September | 47%    | 0%      | 0%       | 73%      | 52%    | 2%       | 30%    | 0%     | 0%      | 0%       | 25%      | 2%     | 22%      | 11%    | 0%     | 0%      | 68%      | 18%      | 0%     | 11%      | 0%     | 99%    | 14%     | 24%      | 51%      | 3%     | 14%      | 37%    |
| October   | 0%     | 0%      | 10%      | 15%      | 7%     | 0%       | 0%     | 0%     | 32%     | 16%      | 78%      | 0%     | 0%       | 0%     |        | 70%     | 31%      | 0%       | 10%    | 6%       | 0%     | 0%     | 54%     | 0%       | 0%       | 12%    | 34%      | 0%     |
| November  | 0%     | 0%      | 9%       | 0%       | 9%     | 39%      | 25%    | 80%    | 63%     | 7%       | 13%      | 19%    | 27%      | 0%     | 9%     | 5%      | 2%       | 12%      | 4%     | 2%       | 16%    | 0%     | 17%     | 7%       | 25%      | 1%     | 22%      | 49%    |
| December  | 3%     | 0%      | 39%      | 43%      | 31%    | 55%      | 0%     | 89%    | 35%     | 13%      | 27%      | 25%    | 44%      | 3%     | 0%     | 3%      | 17%      | 2%       | 79%    | 0%       | 0%     | 0%     | 23%     | 31%      | 24%      | 1%     | 32%      | 54%    |



Returns show higher frequency on **Mondays** and peak in **August**, though patterns vary monthly when filtered.

**Machines**, which top the list of return rate, are mostly returned in **January, March and September**.



|           | 2018   |         |          |          |        |          |        | 2019   |         |          |          |        |          |        | 2020   |         |          |          |        |          |        | 2021   |         |          |          |        |          |        |
|-----------|--------|---------|----------|----------|--------|----------|--------|--------|---------|----------|----------|--------|----------|--------|--------|---------|----------|----------|--------|----------|--------|--------|---------|----------|----------|--------|----------|--------|
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| February  | 0%     | 0%      | 0%       | 0%       | 44%    | 0%       | 0%     | 0%     |         | 22%      | 0%       | 79%    | 0%       | 0%     | 0%     | 20%     | 0%       | 0%       | 0%     | 0%       | 0%     |        | 0%      | 54%      | 29%      | 79%    | 0%       | 0%     |
| March     | 0%     |         | 0%       | 0%       | 0%     | 40%      | 4%     |        | 0%      | 0%       | 59%      | 23%    | 0%       | 0%     | 0%     | 32%     | 0%       | 0%       | 33%    | 6%       | 13%    | 0%     | 21%     | 17%      | 14%      | 0%     | 12%      | 74%    |
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| May       | 6%     | 80%     | 0%       | 0%       | 5%     | 36%      | 0%     | 0%     | 0%      | 48%      | 25%      | 31%    | 45%      | 0%     | 75%    | 2%      | 19%      | 48%      | 0%     | 53%      | 0%     | 0%     | 2%      | 2%       | 0%       | 0%     | 3%       | 4%     |
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| July      | 0%     |         | 17%      | 50%      | 48%    | 17%      | 28%    | 0%     | 0%      | 0%       | 0%       | 0%     | 4%       | 0%     | 0%     | 2%      | 32%      | 0%       | 11%    | 43%      | 0%     | 0%     | 0%      | 2%       | 8%       | 4%     | 42%      | 16%    |
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| November  | 0%     | 0%      | 9%       | 0%       | 9%     | 39%      | 25%    | 80%    | 63%     | 7%       | 13%      | 19%    | 27%      | 0%     | 9%     | 5%      | 2%       | 12%      | 4%     | 2%       | 16%    | 0%     | 17%     | 7%       | 25%      | 1%     | 22%      | 49%    |
| December  | 3%     | 0%      | 39%      | 43%      | 31%    | 55%      | 0%     | 89%    | 35%     | 13%      | 27%      | 25%    | 44%      | 3%     | 0%     | 3%      | 17%      | 2%       | 79%    | 0%       | 0%     | 0%     | 23%     | 31%      | 24%      | 1%     | 32%      | 54%    |



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|----------|----------|---------------------|----------------|----------------------|-----------------|---------------------------------|-------------------------------|-----------------|



Use category/subcategory filters as well as return rate filters to show all of the customers/products or tho..

Category:  
All

Sub-category  
Phones

|                  |   | 2018       | 2019       | 2020     | 2021       |
|------------------|---|------------|------------|----------|------------|
| Adrian Barton    | Aastra 6757i CT Wireless VoIP phone                         |            |            |          | \$344.70   |
|                  | LG G3   |            |            |          | \$470.38   |
|                  | Polycom VoiceStation 500 Conference phone                   |            |            |          | \$1,887.68 |
| Adrian Hane      | Macally Suction Cup Mount                                   |            |            | \$200.76 |            |
| Alan Schoenbe..  | Avaya IP Phone 1140E VoIP phone                             | \$1,394.95 |            |          |            |
| Alejandro Ball.. | Cush Cases Heavy Duty Rugged Cover Case for Samsung ..      |            |            |          | \$2.97     |
| Alejandro Sav..  | Anker Astro Mini 3000mAh Ultra-Compact Portable Char..      |            |            | \$123.99 |            |
| Amy Cox          | Plantronics HL10 Handset Lifter                             | \$742.00   |            |          |            |
| Amy Hunt         | Google Nexus 5  |            |            |          | \$539.97   |
| Andrew Gjertsen  | Panasonic KX-TG6844B Expandable Digital Cordless Tele..     |            | \$145.59   |          |            |
|                  | Plantronics MX500i Earset                                   |            | \$68.72    |          |            |
| Andy Yotov       | I Need's 3d Hello Kitty Hybrid Silicone Case Cover for HT.. |            |            | \$66.98  |            |
| Anna Andreadi    | Cisco IP Phone 7961G VoIP phone - Dark gray                 | \$271.90   |            |          |            |
|                  | Panasonic Kx-TS550  | \$82.78    |            |          |            |
| Anna Gayman      | Samsung Replacement EH64AVFWE Premium Headset               |            |            |          | \$22.00    |
| Anna Häberlin    | Polycom SoundPoint IP 450 VoIP phone                        |            |            | \$361.38 |            |
|                  | Samsung HM1900 Bluetooth Headset                            |            |            | \$52.68  |            |
|                  | ShoreTel ShorePhone IP 230 VoIP phone                       |            | \$946.34   |          |            |
|                  | VTech DS6151  |            | \$604.75   |          |            |
| Anthony Johnson  | Logitech B530 USB Headset - headset - Full size, Binaural   |            |            | \$59.18  |            |
| Anthony Johnson  | Mophie Juice Pack Helium for iPhone                         | \$1,343.83 |            |          |            |
|                  |   |            |            |          |            |
| Arthur Prichep   | Cisco SPA525G2 IP Phone - Wireless                          | \$143.64   |            |          |            |
| Barry Franz      | Cisco Small Business SPA 502G VoIP phone                    |            |            | \$246.17 |            |
|                  | Mitel MiVoice 5330e IP Phone                                |            |            |          | \$3,299.88 |
| Bart Watters     | RCA ViSYS 25825 Wireless digital phone                      |            | \$311.98   |          |            |
| Ben Wallace      | BlackBerry Q10  | \$806.34   |            |          |            |
| Benjamin Patt..  | Cisco Unified IP Phone 7945G VoIP phone                     |            | \$1,022.97 |          |            |
| Benjamin Venier  | AT&T 841000 Phone   |            |            |          | \$207.00   |
| Benjamin Venier  | iOttie HLCRIO102 Car Mount                                  |            |            | \$39.98  |            |
| Berenike Kam..   | Shocksock Galaxy S4 Armband                                 | \$210.24   |            |          |            |
| Bill Donatelli   | AT&T 841000 Phone   |            |            | \$165.60 |            |
|                  | Logitech B530 USB Headset - headset - Full size, Binaural   |            |            |          | \$88.78    |
|                  | Macally Suction Cup Mount                                   |            |            | \$38.24  |            |
|                  | Polycom CX300 Desktop Phone USB VoIP phone                  |            |            | \$220.00 |            |

Hover on the sum to view the product info on the right

Customers

Return rate:  
> 70 %

| Customer Name      | Customer RR | Customer Profit | Customer Sales |
|--------------------|-------------|-----------------|----------------|
| Tanja Norvell      | 78.1%       | -\$4,121        | \$9,484        |
| Stefania Perrino   | 82.9%       | -\$1,671        | \$22,672       |
| Adrian Hane        | 84.5%       | -\$1,795        | \$5,398        |
| Berenike Kampe     | 78.3%       | -\$965          | \$2,232        |
| Christine Kargatis | 78.1%       | -\$248          | \$8,741        |
| Cynthia Voltz      | 70.7%       | -\$116          | \$6,679        |
| Barry Franz        | 82.3%       | -\$3            | \$1,887.68     |
| Michelle Tran      | 78.3%       | -\$1,771        | \$2,232        |
| Andy Yotov         | 94.1%       | \$320           | \$1,763        |
| Maribeth Yedwab    | 72.8%       | -\$451          | \$5,752        |
| Cari Sayre         | 82.9%       | -\$151          | \$2,698        |
| Deanra Eno         | 74.4%       | \$534           | \$3,749        |
| Patrick Bzostek    | 82.3%       | \$733           | \$2,729        |
| Lena Radford       | 78.3%       | \$1,219         | \$14,164       |
| Juliana Krohn      | 76.2%       | \$1,273         | \$6,427        |
| Carlos Daly        | 81.0%       | \$1,459         | \$6,713        |
| Patrick Ryan       | 90.7%       | \$1,471         | \$10,961       |
| Bradley Talbott    | 83.3%       | \$1,606         | \$11,127       |
| Brosina Hoffman    | 70.0%       | \$1,740         | \$9,144        |
| Ted Butterfield    | 94.4%       | \$1,833         | \$8,147        |
| Dave Hallsten      | 75.4%       | \$1,836         | \$13,549       |
| Lena Creighton     | 79.1%       | \$1,894         | \$9,845        |
| Rick Reed          | 72.7%       | \$2,352         | \$10,215       |
| Thomas Seio        | 80.3%       | \$2,581         | \$23,028       |
| Joe Elijah         | 74.1%       | \$2,755         | \$20,415       |
| Sandra Glassco     | 97.6%       | \$3,369         | \$23,904       |
| William Brown      | 82.3%       | \$3,438         | \$25,539       |
| Jamie Kunitz       | 83.7%       | \$4,007         | \$14,396       |
| Valerie Domingu..  | 78.3%       | \$4,501         | \$17,072       |
| Clay Ludtke        | 73.5%       | \$4,776         | \$28,517       |
| Anthony Johnson    | 86.7%       | \$4,804         | \$16,580       |
| Rick Wilson        | 75.4%       | \$6,999         | \$27,784       |
| Dan Reichenbach    | 82.9%       | \$8,222         | \$27,614       |
| Darrin Martin      | 79.0%       | \$11,275        | \$32,048       |
| Seth Vernon        | 91.6%       | \$21,633        | \$107,150      |

Colors show the customers' influence on profit  
Choose one to filter his orders

Products

Return rate:  
> 90 %

| Product Name                      | Sales    | RR   | Profit   |
|-----------------------------------|----------|------|----------|
| Cisco SPA 501G IP Phone           | \$640    | 100% | \$48     |
| Samsung Galaxy Note 2             | \$18,032 | 89%  | -\$2,834 |
| Macally Suction Cup Mount         | \$452    | 80%  | -\$74    |
| Apple iPhone 5                    | \$29,892 | 79%  | \$6,173  |
| Shocksock Galaxy S4 Armband       | \$239    | 75%  | -\$45    |
| Polycom SoundStation2 EX Co..     | \$14,335 | 76%  | \$1,685  |
| Panasonic KX T7731-B Digital ..   | \$2,660  | 75%  | \$251    |
| Plantronics Cordless Phone He..   | \$2,272  | 74%  | \$589    |
| iHome FM Clock Radio with Lig..   | \$2,272  | 74%  | \$80     |
| Cyber Acoustics AC-202b Spee..    | \$2,272  | 74%  | \$65     |
| Lunatik TT5L-002 Taktik Strik..   | \$2,272  | 74%  | -\$31    |
| VTech CS6719                      | \$4,588  | 71%  | \$855    |
| HTC One                           | \$2,300  | 69%  | \$285    |
| Plantronics Voyager Pro Lege..    | \$2,272  | 67%  | \$111    |
| i.Sound Portable Power - 8000..   | \$2,272  | 67%  | -\$119   |
| Spigen Samsung Galaxy S5 Ca..     | \$336    | 64%  | \$73     |
| Plantronics Encore H101 Dual ..   | \$1,115  | 64%  | \$209    |
| Speck Products Candyshell Fli..   | \$441    | 63%  | -\$77    |
| VTech DS6151                      | \$3,654  | 60%  | \$569    |
| Square Credit Card Reader, 4 ..   | \$238    | 60%  | \$68     |
| PureGear Roll-On Screen Prot..    | \$872    | 60%  | \$362    |
| OtterBox Defender Series Cas..    | \$1,266  | 60%  | \$195    |
| GE 30522EE2                       | \$2,320  | 60%  | \$673    |
| Avaya 5420 Digital phone          | \$2,079  | 60%  | \$459    |
| Samsung Galaxy S III - 16GB - ..  | \$20,579 | 58%  | \$1,428  |
| Mophie Juice Pack Helium for i..  | \$2,736  | 58%  | \$317    |
| Cisco 8x8 Inc. 6753i IP Busines.. | \$5,238  | 58%  | \$310    |
| LG G3                             | \$3,567  | 57%  | \$923    |
| Panasonic KX T7736-B Digital ..   | \$1,979  | 56%  | -\$45    |
| Cisco SPA 502G IP Phone           | \$3,215  | 56%  | \$444    |
| Cisco Unified IP Phone 7945G ..   | \$12,207 | 55%  | \$443    |
| Samsung Galaxy S4 Mini            | \$11,750 | 50%  | \$1,739  |
| Polycom VoiceStation 500 Con..    | \$5,073  | 50%  | \$428    |
| LG Exalt                          | \$1,435  | 50%  | -\$273   |
| Jabra SPEAK 410                   | \$5,169  | 50%  | \$1,109  |
| Gear Head AU3700S Headset         | \$262    | 50%  | -\$27    |

Colors show if high return rates affect the profit  
Choose a product to view additional info on the left

|          |          |                     |                |                      |                 |                                 |                               |                 |
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|                  |   | 2018       | 2019     | 2020     | 2021       |
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| Alan Schoenbe... | Avaya IP Phone 1140E VoIP phone                             | \$1,394.95 |          |          |            |
| Alejandro Ball.. | Cush Cases Heavy Duty Rugged Cover Case for Samsung ..      |            |          |          | \$2.97     |
| Alejandro Sav..  | Anker Astro Mini 3000mAh Ultra-Compact Portable Char..      |            |          | \$23.99  |            |
| Amy Cox          | Plantronics HL10 Handset Lifter                             | \$742.34   |          |          |            |
| Amy Hunt         | Google Nexus 5  |            |          |          | \$539.97   |
| Andrew Gjertsen  | Panasonic KX-TG6844B Expandable Digital Cordless Tele..     |            | \$105.58 |          |            |
|                  | Plantronics MX500i Earset                                   |            | \$68.72  |          |            |
| Andy Yotov       | I Need's 3d Hello Kitty Hybrid Silicone Case Cover for HT.. |            |          | \$66.98  |            |
| Anna Andreadi    | Cisco IP Phone 7961G VoIP phone - Dark gray                 | \$271.90   |          |          |            |
|                  | Panasonic Kx-TS550  | \$82.78    |          |          |            |
| Anna Gayman      | Samsung Replacement EH64AVFWE Premium Headset               |            |          |          | \$22.00    |
| Anna Häberlin    | Polycom SoundPoint IP 450 VoIP phone                        |            |          | \$361.38 |            |
|                  | Samsung HM1900 Bluetooth Headset                            |            |          | \$52.68  |            |
|                  | ShoreTel ShorePhone IP 230 VoIP phone                       |            | \$946.34 |          |            |
|                  | VTech DS6151  |            | \$604.75 |          |            |
| Anthony Johnson  | Logitech B530 USB Headset - headset - Full size, Binaural   |            |          | \$59.18  |            |
|                  | Mophie Juice Pack Helium for iPhone                         | \$1,343.83 |          |          |            |
| Arthur Prichep   | Cisco SPA525G2 IP Phone - Wireless                          | \$143.64   |          |          |            |
| Barry Franz      | Cisco Small Business SPA 502G VoIP phone                    |            |          | \$246.17 |            |
|                  | Mitel MiVoice 5330e IP Phone                                |            |          |          | \$3,299.88 |
| Bart Watters     | RCA ViSYS 25825 Wireless digital phone                      |            | \$311.98 |          |            |
| Ben Wallace      | BlackBerry Q10  | \$806.34   |          |          |            |

Category:  
All

Sub-category  
Phones

| Customers          | Return rate:<br>> 70 % |                 |                |
|--------------------|------------------------|-----------------|----------------|
| Customer Name      | Customer RR            | Customer Profit | Customer Sales |
| Tanja Norvell      | 78.1%                  | -\$4,121        | \$9,484        |
| Stefania Perrino   | 82.9%                  | -\$2,671        | \$22,672       |
| Adrian Hane        | 84.5%                  | -\$1,795        | \$5,398        |
| Berenike Kampe     | 78.3%                  | -\$965          | \$2,232        |
| Christine Kargatis | 78.1%                  | -\$248          | \$8,741        |
| Cynthia Voltz      | 70.7%                  | -\$116          | \$6,679        |
| Barry Franz        | 83.3%                  | -\$3            | \$4,293        |
| Michelle Tran      | 78.3%                  | \$121           | \$3,271        |
| Andy Yotov         | 94.1%                  | \$390           | \$1,763        |
| Maribeth Yedwab    | 75.8%                  | \$451           | \$5,752        |
| Cari Sayre         | 81.3%                  | \$480           | \$2,698        |
| Deanra Eno         | 82.4%                  | \$534           | \$3,749        |
| Patrick Bzostek    | 83.3%                  | \$733           | \$2,729        |
| Lena Radford       | 78.3%                  | \$1,219         | \$14,164       |
| Juliana Krohn      | 76.2%                  | \$1,273         | \$6,427        |
| Carlos Daly        | 81.0%                  | \$1,459         | \$6,713        |
| Patrick Ryan       | 90.7%                  | \$1,471         | \$10,961       |
| Bradley Talbott    | 83.3%                  | \$1,606         | \$11,127       |
| Brosina Hoffman    | 70.0%                  | \$1,740         | \$9,144        |
| Ted Butterfield    | 94.4%                  | \$1,833         | \$8,147        |
| Dave Hallsten      | 75.4%                  | \$1,836         | \$13,549       |
| Lena Creighton     | 79.1%                  | \$1,894         | \$9,845        |
| Rick Reed          | 72.7%                  | \$2,352         | \$10,215       |
| Thomas Seio        | 80.3%                  | \$2,581         | \$23,028       |
| Joe Elijah         | 74.1%                  | \$2,755         | \$20,415       |
| Sandra Glassco     | 97.6%                  | \$3,369         | \$23,904       |
| William Brown      | 82.3%                  | \$3,438         | \$25,539       |
| Jamie Kunitz       | 83.7%                  | \$4,007         | \$14,396       |
| Valerie Domingu... | 78.3%                  | \$4,501         | \$17,072       |

| Products                          | Return rate:<br>> 90 % |      |          |
|-----------------------------------|------------------------|------|----------|
| Product Name                      | Sales                  | RR   | Profit   |
| Cisco SPA 501G IP Phone           | \$640                  | 100% | \$48     |
| Samsung Galaxy Note 2             | \$18,032               | 89%  | -\$2,834 |
| Macally Suction Cup Mount         | \$452                  | 80%  | -\$74    |
| Apple iPhone 5                    | \$29,892               | 79%  | \$6,173  |
| Shocksock Galaxy S4 Armband       | \$239                  | 75%  | -\$45    |
| Polycom SoundStation2 EX Co..     | \$14,335               | 75%  | \$1,685  |
| Panasonic KX T7731-B Digital ..   | \$2,660                | 75%  | \$251    |
| Plantronics Cordless Phone He..   | \$2,272                | 74%  | \$588    |
| iHome FM Clock Radio with Lig..   | \$1,708                | 73%  | \$80     |
| Cyber Acoustics AC-202b Spee..    | \$275                  | 73%  | -\$68    |
| Lunatik TT5L-002 Taktik Strik..   | \$429                  | 71%  | -\$31    |
| Vtech CS6719                      | \$4,588                | 71%  | \$856    |
| HTC One                           | \$2,560                | 70%  | \$288    |
| Plantronics Voyager Pro Lege..    | \$2,843                | 67%  | \$321    |
| i.Sound Portable Power - 8000..   | \$774                  | 67%  | -\$118   |
| Spigen Samsung Galaxy S5 Ca..     | \$336                  | 64%  | \$72     |
| Plantronics Encore H101 Dual ..   | \$1,115                | 64%  | \$209    |
| Speck Products CandysheIl Fli..   | \$441                  | 63%  | -\$77    |
| VTech DS6151                      | \$3,654                | 60%  | \$569    |
| Square Credit Card Reader, 4 ..   | \$238                  | 60%  | \$68     |
| PureGear Roll-On Screen Prot..    | \$872                  | 60%  | \$362    |
| OtterBox Defender Series Cas..    | \$1,266                | 60%  | \$195    |
| GE 30522EE2                       | \$2,320                | 60%  | \$673    |
| Avaya 5420 Digital phone          | \$2,079                | 60%  | \$459    |
| Samsung Galaxy S III - 16GB - ..  | \$20,579               | 58%  | \$1,428  |
| Mophie Juice Pack Helium for i..  | \$2,736                | 58%  | \$317    |
| Cisco 8x8 Inc. 6753i IP Busines.. | \$5,238                | 58%  | \$310    |
| LG G3                             | \$3,567                | 57%  | \$923    |
| Panasonic KX T7736-B Digital...   | \$1,979                | 56%  | -\$45    |

Customer profitability doesn't directly correlate with return rates (e.g., Seth Vernon: 91.6% return rate but higher profit than Tanja Norwell with 78.1%)

The principal is also true for the products (e.g., Samsung Galaxy Note 2 caused higher losses despite lower return rate then other products)



|          |          |                     |                |                      |                 |                                 |                               |                 |
|----------|----------|---------------------|----------------|----------------------|-----------------|---------------------------------|-------------------------------|-----------------|
| Overview | Overview | How-to-use "Map" DB | "Map" findings | How-to-use "Time" DB | "Time" findings | How-to-use "Customers/products" | "Customers/products" findings | Recommendations |
|----------|----------|---------------------|----------------|----------------------|-----------------|---------------------------------|-------------------------------|-----------------|

## Recommendations

### Regional Focus

- Investigate factors driving high returns in Utah, California, and Oregon
- Develop region-specific intervention strategies, particularly for California given its volume

### Product Strategy

- Review quality control and user experience for machines, fasteners, and chairs
- Implement seasonal preparation for machine returns in peak months
- Consider discontinuing or modifying products with high loss impact regardless of return rate

### Customer Management

- Develop a nuanced approach to customer evaluation that considers both return rates and profit contribution
- Create targeted retention strategies for high-value customers despite high return rates

### Operational Planning

- Adjust staffing and resources for Monday returns processing
- Prepare for increased August return volume
- Implement region-specific strategies to address the central region’s profit challenges

### Data Monitoring

- Continue monitoring subcategory performance against overall sales-returns trendline
- Implement early warning systems for products showing unusual return patterns
- Regular review of customer profitability metrics alongside return behavior