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SuperStore Return Rates Investigated

Summary of SuperStore Return Rates Investigation

- Returns are measured in two forms for this analysis: Return Rate (%) and Total Count of Returns. Total Count of Returns compares the impact of frequency - a higher frequency of return to lower total sales vs low frequency of return to higher total sales. Return Rates help to locate potential root causes much quicker when applied to different dimensions.

- Preliminary root causes indicate this could be Business Cycle implying yearend purchases to use up budgets with higher beginning of the year Return Rates. It could also be back to school (Sept and Dec) have higher sales and return rates during those months.

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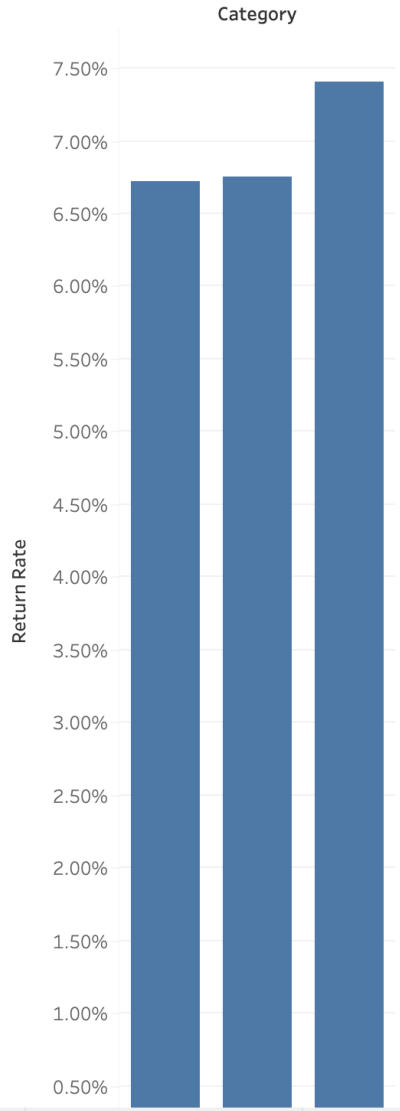
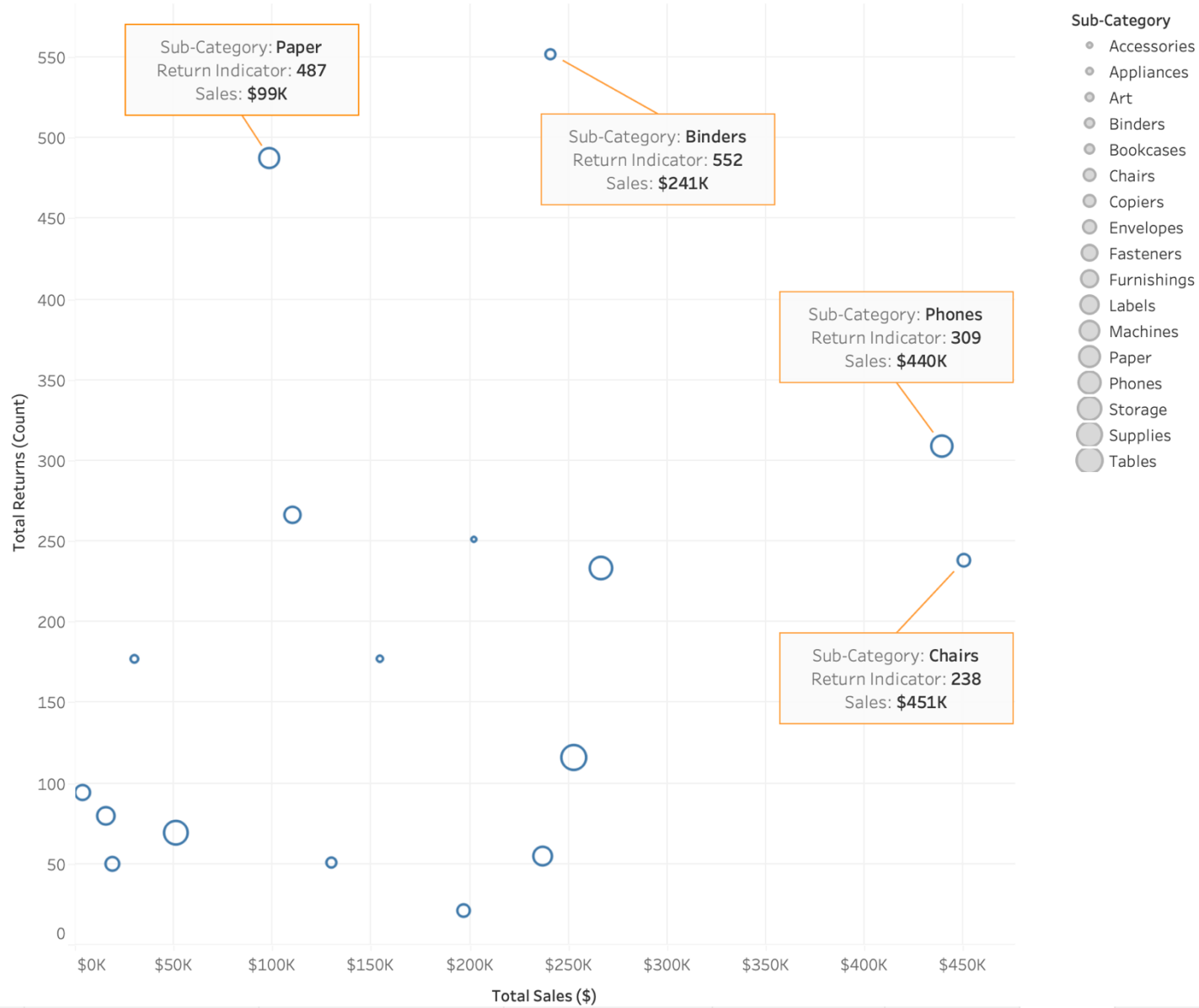


- Technology has the highest return rate of all categories at 7.4%.

- Office Supplies (6.75%) and Furniture (6.72%) have roughly the same Return Rates.


Sub-Category: Paper
Return Indicator: 487
Sales: $99K
Sub-Category: Binders
Return Indicator: 552
Sales: $241K
Sub-Category: Phones
Return Indicator: 309
Sales: $440K
Sub-Category: Chairs
Return Indicator: 238
Sales: $451K
Total Returns (Count)
0
50
100
150
200
250
300
350
400
450
500
550
$0K
$50K
$100K
$150K
$200K
$250K
$300K
$350K
$400K
$450K
Total Sales ($)
Sub-Category
Accessories
Appliances
Art
Binders
Bookcases
Chairs
Copiers
Envelopes
Fasteners
Furnishings
Labels
Machines
Paper
Phones
Storage
Supplies
Tables

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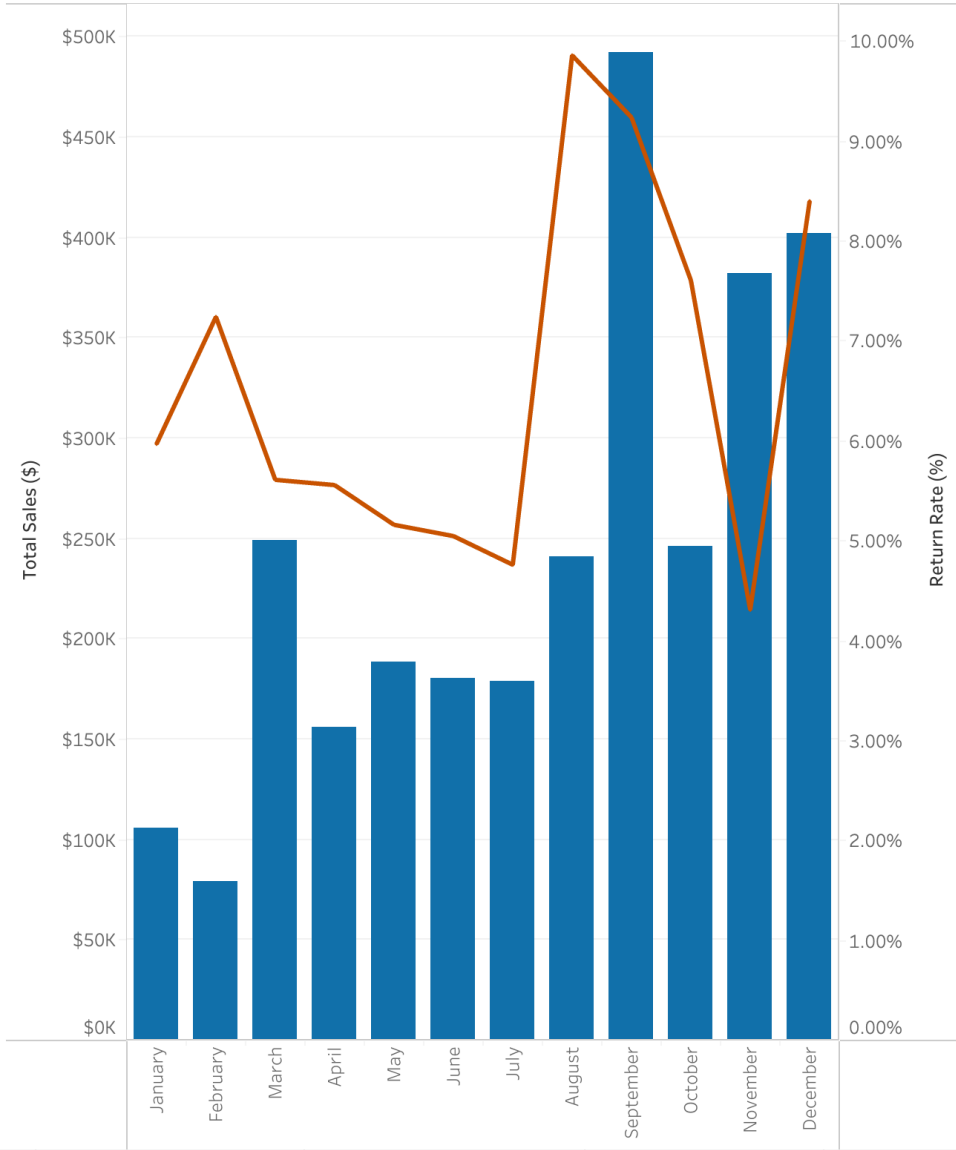

Measure Names
- Return Rate
- Sales

The top three Total Sales months with Return Rates:
- September $492K, 9.24%
- Decemeber $402K, 8.40%
- Novemeber $384K, 4.31%

Note: Novemeber had the lowest Return Rate (4.31%) compared to all months.

Lower Total Sales months have a proportionately high Return Rate as seen in January and February.

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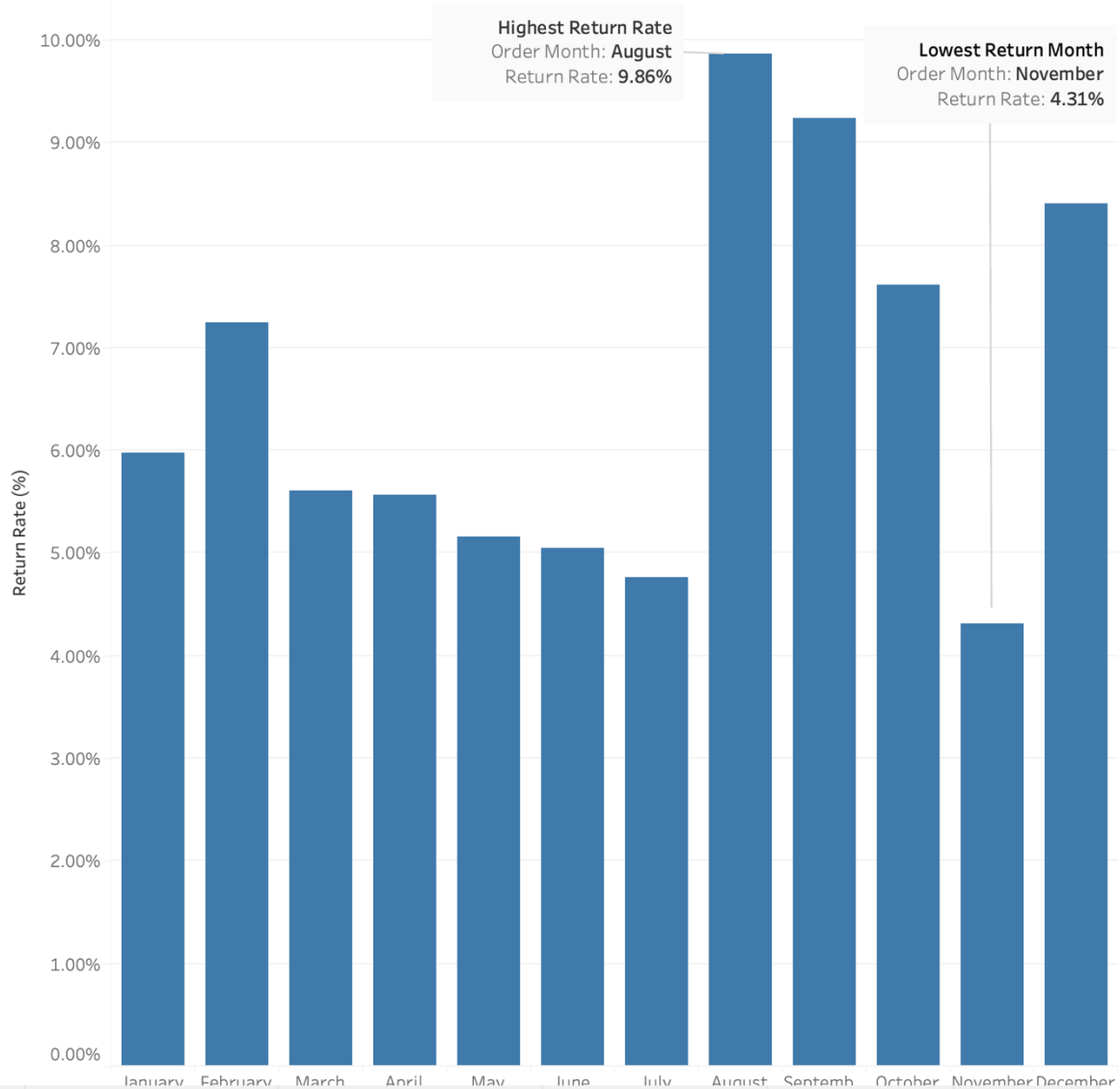

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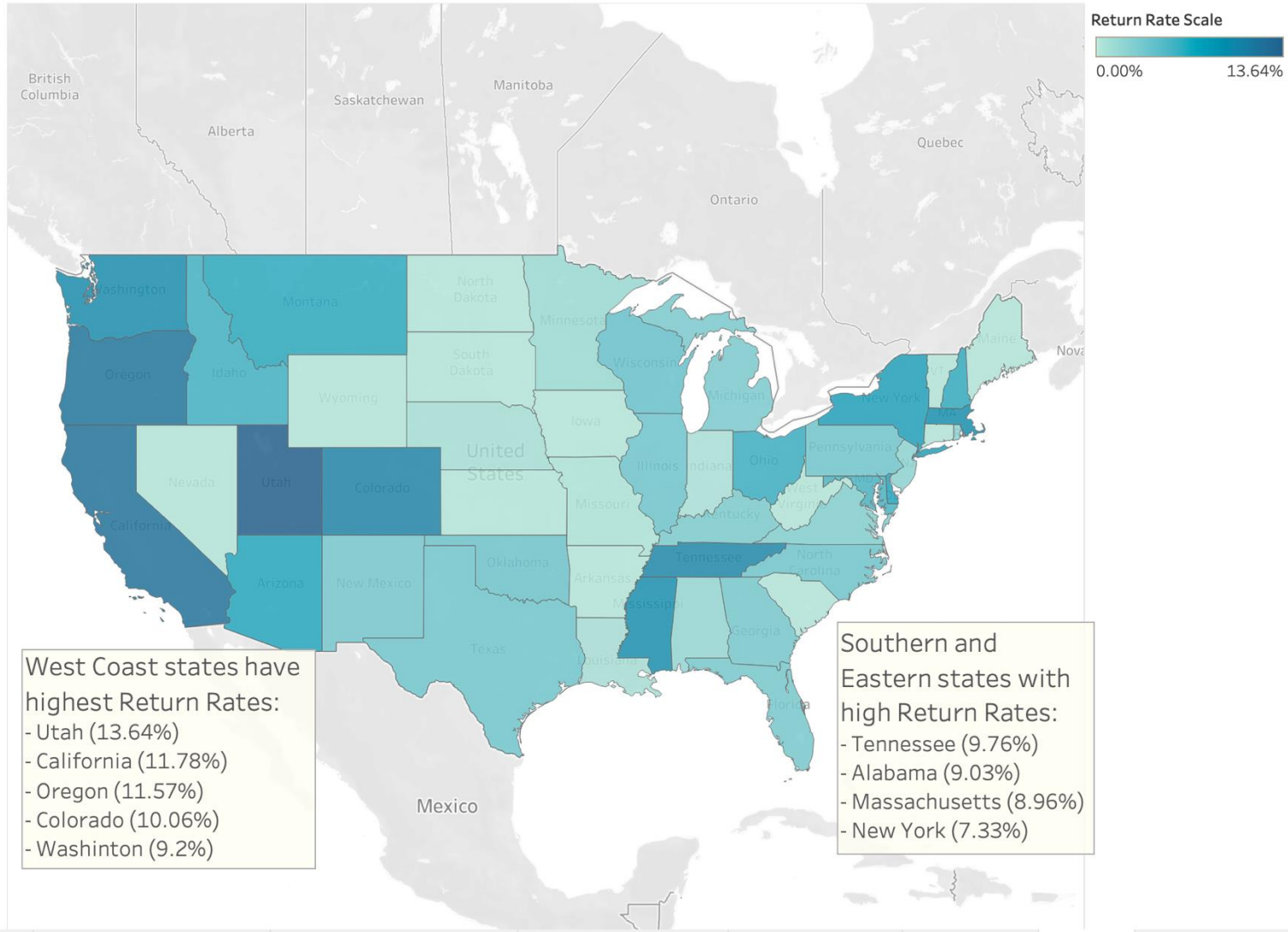
y | Scatterplot comparing Return Frequency (Count) against Total Sales ($) | Composite chart of Order Month activity - Return Rate (%) and Total Sales ($) | Return Rate by Order Month | Return Rates by State | Customer Nam purchased mor and their respe Rate (%)



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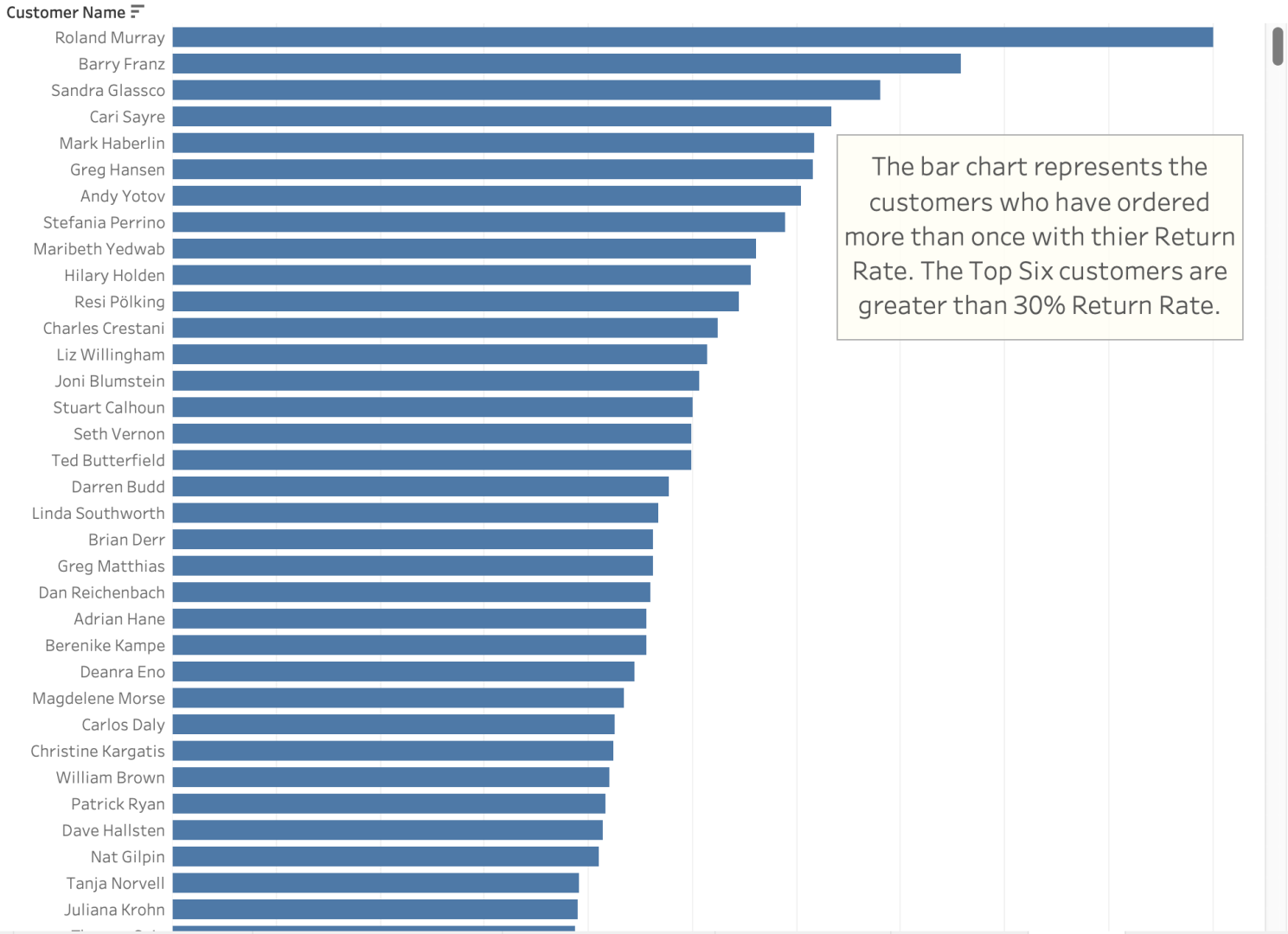
SuperStore Return Rates Investigated

ot comparing equency (Count) otal Sales ($) | Composite chart of Order Month activity - Return Rate (%) and Total Sales ($) | Return Rate by Order Month | Return Rates by State | Customer Names who have purchased more than once and their respective Return Rate (%) | Intera Dashb cause



The bar chart represents the customers who have ordered more than once with thier Return Rate. The Top Six customers are greater than 30% Return Rate.

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SuperStore Return Rates Investigated

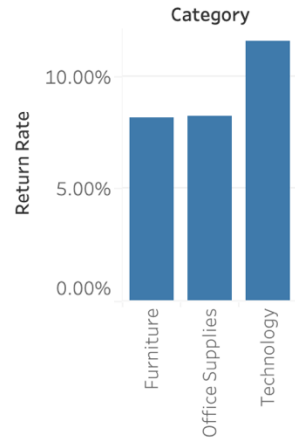
e chart of Order ivity - Return Rate otal Sales ($) | Return Rate by Order Month | Return Rates by State | Customer Names who have purchased more than once and their respective Return Rate (%) | Interactive Demo of the Dashboard to discover root cause | Conclu

SuperStore Return Rates Dashboard

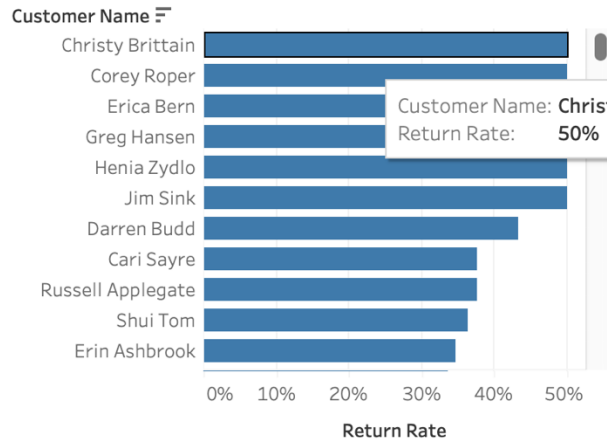
Use the following visualizations to help understand Return Rates
-**Return Rate by Category (Right)**
-**Customer Names with Return Rates (Top Right)**
-**Total Sales Vs Total Returns (Bottom Left)**
-**Composite - Monthly Return Rates and Total Sales (Bottom Middle Left)**
-**Return Rates by State (Bottom Middle Right)**: Hover over a state to see Return Rates by individual State.
-**Monthly Return Rates (Bottom Right)**

Use the **Filters** dropdown to change what's being viewed **Category, Sub-Category, State, Order Month,** and **Customer Name.** These dropdowns prodivdes the ability to filter to segment by any combination of Visusals.

Return Rate by Category



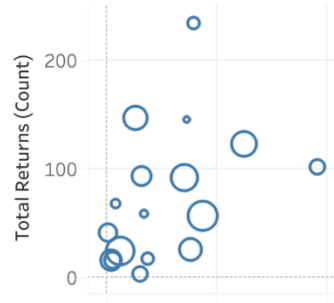
Customer Names with Return Rates (More Than One Order)



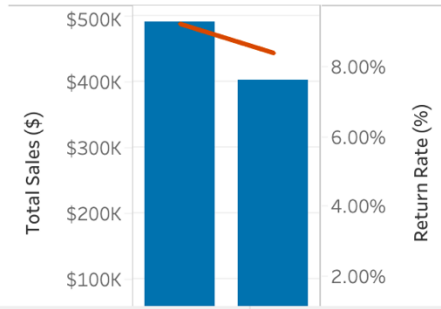
Filters

Category
(All)
Sub-Category
State
(All)
Order Month
(Multiple values)
Customer Name
(All)

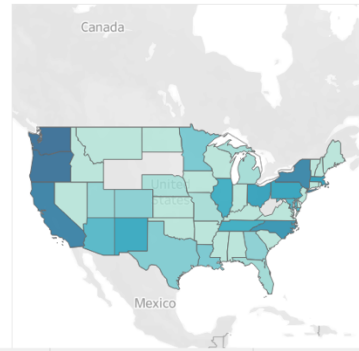
Total Sales ($) vs Total Returns (Count)



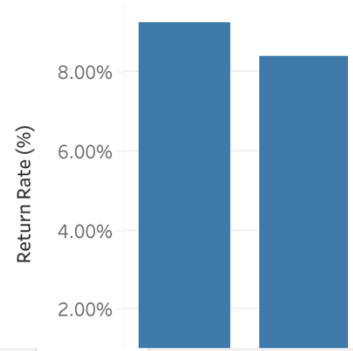
Composite - Return Rate, Total Sales, Month



Return Rates by State



Monthly Return Rate



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SuperStore Return Rates Investigated

Conclusion and Implementation

- A couple of potential root causes have been identified – seasonal and business types.

Next steps:

- Review customer names with greater than 10% return rate to understand the type of purchase - for schools or businesses.
- Research the return reasons where possible to develop better policy on returns.
- Use the dashboard that has been created to monitor return activity once a month.
- Refine as necessary with new information, additional analyses and collect feedback.