Dear product manager,

By analyzing returns by state, we can identify regions with higher return rates. This information can help focus on improving product quality, customer support, or other factors that influence returns in those specific areas.

The returns by SKU analysis help identify specific products with higher return rates. This information is critical when identifying possible issues in product design, functionality, or customer satisfaction. By understanding which SKUs have the highest returns, we can take the necessary actions to address those issues and improve product performance.

Although we don’t want to see any flaws, below are potential limitations found in the data.

There is a direct relationship between the CollaboratorID in Collaborators and Orders tables, and the OrderID in the RMA and Orders tables. If there are conflicts or missing data in these relationships, it may affect the accuracy. Making sure these are correct is critical in retrieving the correct data analysis.

Not having a column called "Product Type," limits a more thorough analysis of returns by specific product categories. The SKU needs a way to determine which product we are directly dealing with to make it easier to report the products being returned.

In conclusion, the analysis of returns by state and returns by SKU provides valuable insights for stakeholders. By understanding regional return patterns and identifying products with higher return rates, as the product manager, you can make informed decisions to improve product quality, customer satisfaction, and overall business performance.

Above I have attached screenshots of the SQL queries and data for you to reference.

Thank you,

Zoe Domagalski

Analyze the number of returns by state and describe your findings in your report.

**A screenshot of a computer

Description automatically generated**

**The data shows the number of returns for each state, with Massachusetts having the highest number of returns at 988. This is followed by Arkansas, West Virginia, Oregon, and Alabama.**

**On the contrary, South Carolina, New Jersey, and Georgia have the lowest number of returns.**

Analyze the percentage of returns by product type and describe your findings in your report.

**A screenshot of a computer

Description automatically generated**

**The analysis reveals the number of returns for each SKU, allowing us to identify the products with the highest return rates.**

**The SKU "BAS-48-1 C" has the highest number of returns, followed by "ENT-48-40F," "ADV-48-10F," and "ADV-24-10C."**

**On the other hand, the SKU "BAS-24-1 C" has the lowest number of returns.**