

Recommended decisions



1# year	The year 2022 was the year with the highest sales, due to the focus on the quality of marketing ads, as shown. It was also the year with the highest customer attraction.
lowest year	The year 2020 was the year with the lowest sales, and our analysis shows that this was due to the coronavirus pandemic, which caused a complete shutdown around the world.
The country with the most sales	Saudi Arabia is the country with the highest sales among the three countries, so we suggest opening one or more branches in other parts of the country.
The country with the most sales	The United Arab Emirates is the country with the lowest sales, and our analysis shows that this is due to the high level of competition. We therefore recommend that you focus on marketing ads and increase promotional offers.
Store with the most sales	The Alexandria store is the store with the highest sales, so we recommend retaining the store's customers by focusing on product quality, paying attention to offers, and taking precautions against the entry of competitors in the coming period.
Store with the lowest sales	The Sharjah store is the store with the lowest sales, and some procedures must be taken, such as tracking customer ratings of products as well as their ratings of the employees of this place.

Active Customers	Coupons and gifts can be offered to the most active buyers in our stores in order to maintain a good relationship with them.
Customers Gender	It is clear that the percentage of males in our customers is about twice the percentage of females. Therefore, we recommend attracting a larger percentage of females by providing and increasing the necessary women's products and paying attention to their quality.
Orders	he number of orders in our stores has been greatly affected since 2020 for the reasons mentioned above. Therefore, we recommend making it easier to order online from our official website, making it easier to pay, and providing more payment methods.

Payment Methods	Apple Pay is the most popular payment method in our stores, so we recommend that we maintain the convenience it offers, and we can focus on it in our advertising campaigns.
Payment Methods	Discounts and promotional offers can be offered for other payment methods to attract as many customers as possible.
Employees	We can see that the attrition rate over 4 years is approximately 12.5%. We note that the rate is normal and not large, but there are some noticeable things.
Attrition rate in Dubai store	It is observed that the attrition rate in our store in Dubai is the highest, followed by Jeddah. Therefore, we recommend monitoring the behavior of the managers of the mentioned stores and reviewing the salaries paid to employees, as it is possible that they will be attracted by higher salaries from competitors.
	THANK YOU