



This project aims to study and analyze the performance of **Global Tech Retail** by utilizing data analysis tools and the **DAX** language. The project focuses on evaluating sales performance and generating key figures and statistics to support decision-making, in addition to analyzing the efficiency of the marketing and advertising team and measuring the impact of their activities on the company's results. It also includes analyzing customer behavior and age groups to better understand purchasing patterns and needs, while identifying the best- and worst-selling products. Furthermore, the project will analyze product returns to determine their main causes and propose practical solutions to minimize their impact on the company's overall performance.

filters

Year, Quarter, Month, Day

- ▼

☐ 2023
- ▼

☐ 2024
- ▼

☐ 2025

Country

- ☐ Egypt
- ☐ Germany
- ☐ Ksa
- ☐ Uae
- ☐ Uk
- ☐ Usa

Global Tech Retail

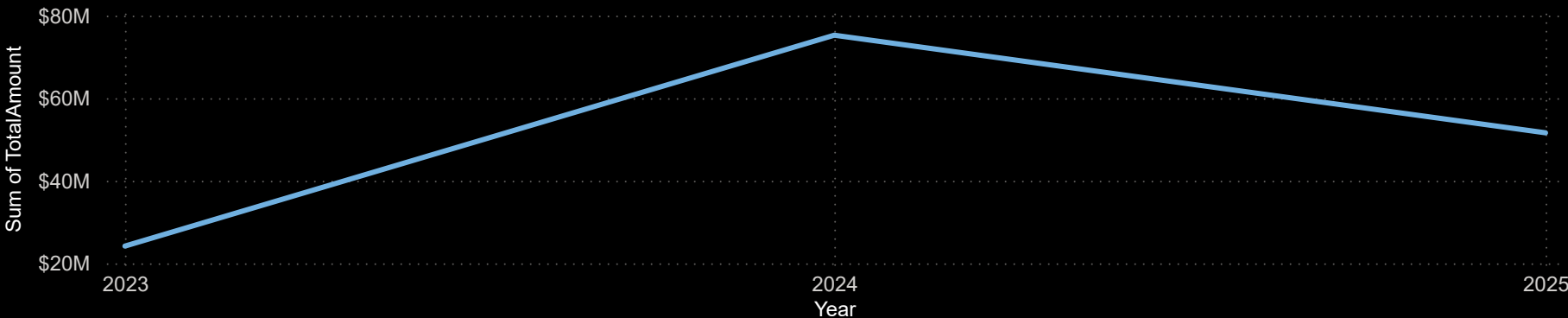
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cost  
502K

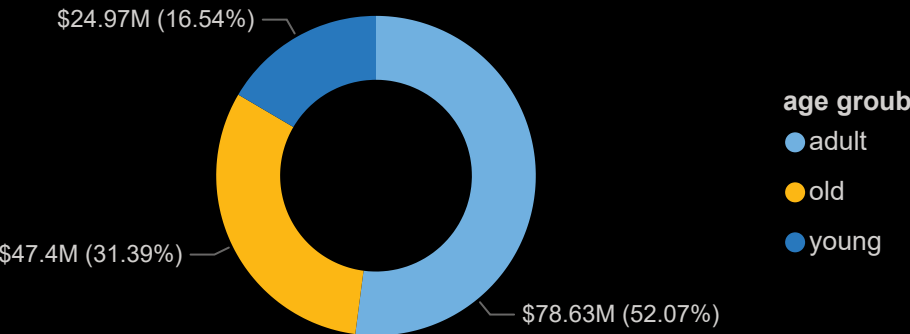
total sales  
\$151M

profit  
\$110.6M

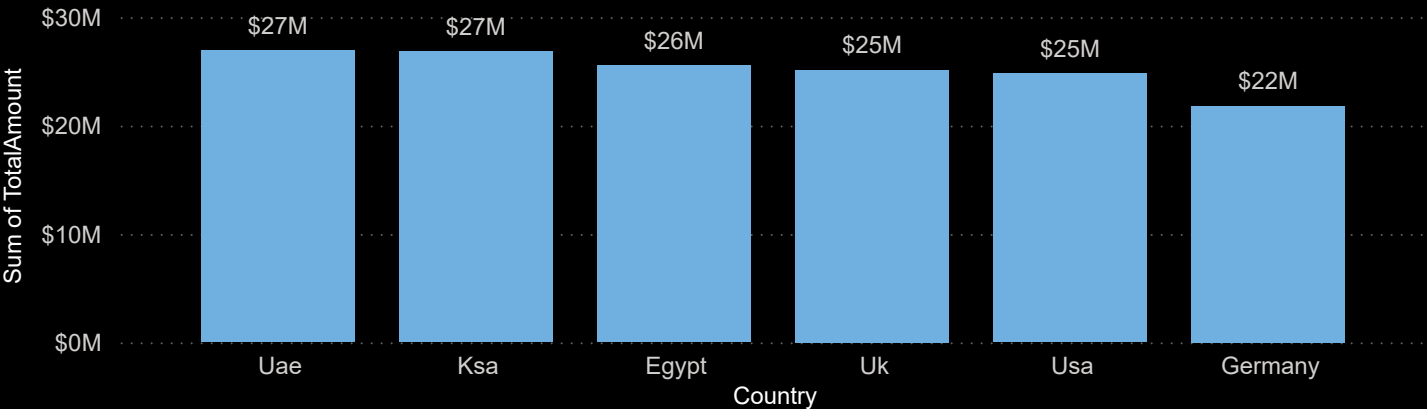
years total sales



total sales by age groub



country total sales



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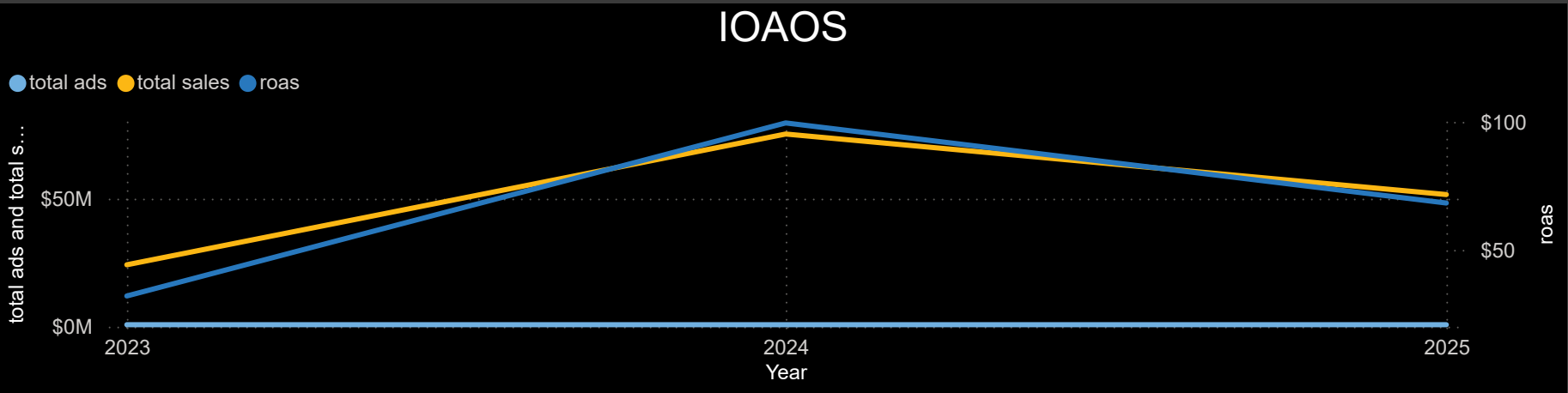
Global Tech Retail

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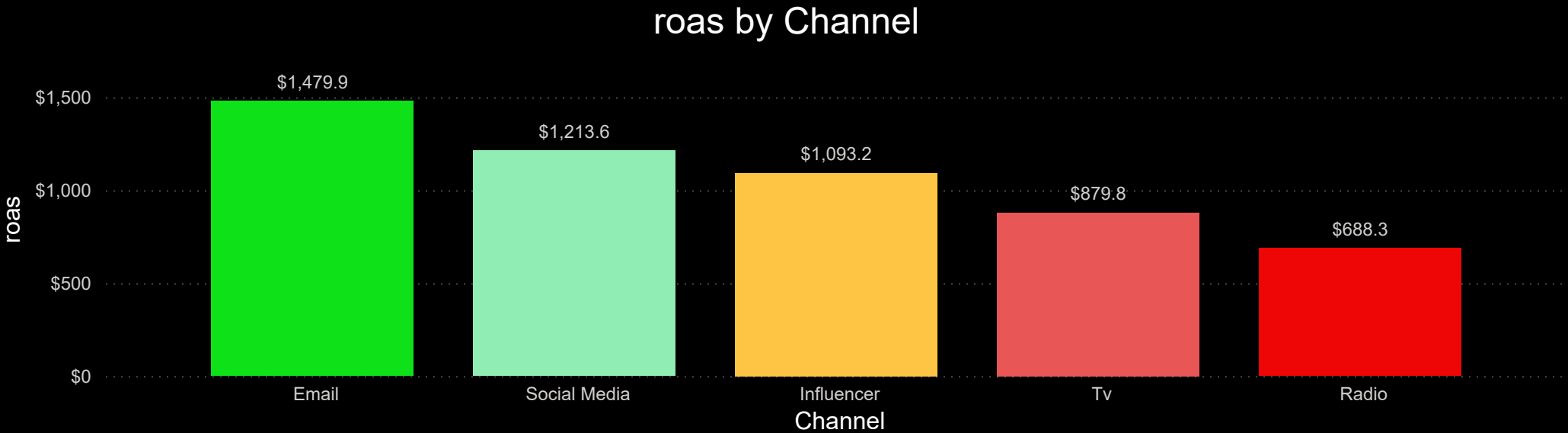
total ads  
755.61K

count ads  
24

roas  
\$199.8



Channel	Sum of Budget
Email	\$102,036
Influencer	\$138,124
Radio	\$219,398
Social Media	\$124,425
Tv	\$171,629
Total	\$755,612





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age groub

- ☒ adult
- ☐ old
- ☐ young

Name	total sales	Country
Jack Pacheco	\$243,842.71	Uk
Thomas French	\$240,715.64	Uk
Reginald Esparza	\$232,426.59	Uae
David Jackson	\$140,893.74	Uk
David Jackson	\$137,477.82	Uae
Michael Smith	\$132,898.04	Germany
Total	\$1,235,848.16	

Global Tech Retail

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count male

262

count of customers

520

count of famale

260

Country and Name

Name Aaron ... Abigail ... Adam ... Adam ... Adrian ... Alan S... Alan Ter... Alex R... Alexa ... Alexan... Alexan...





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age groub

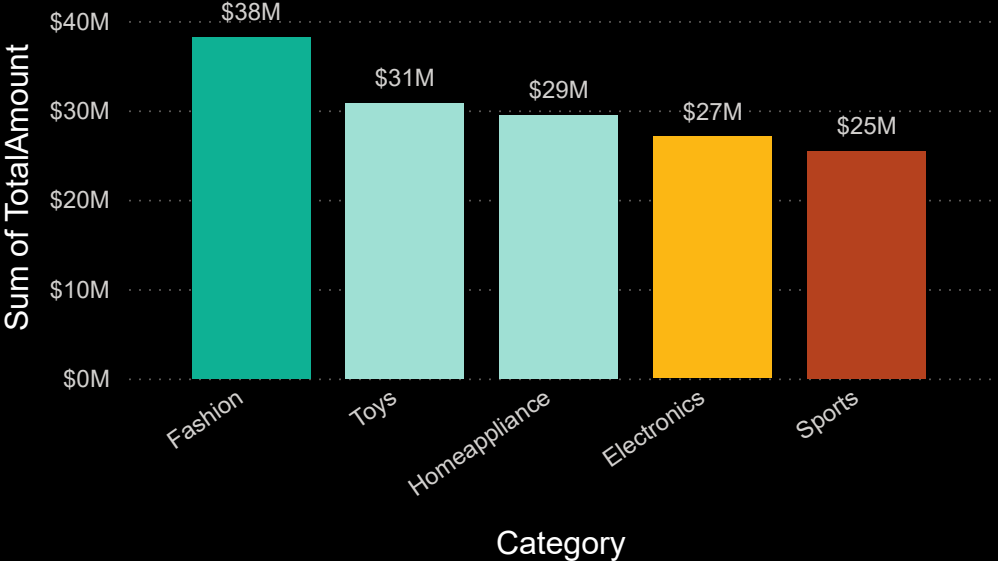
- ☐ adult
- ☐ old
- ☐ young

Category

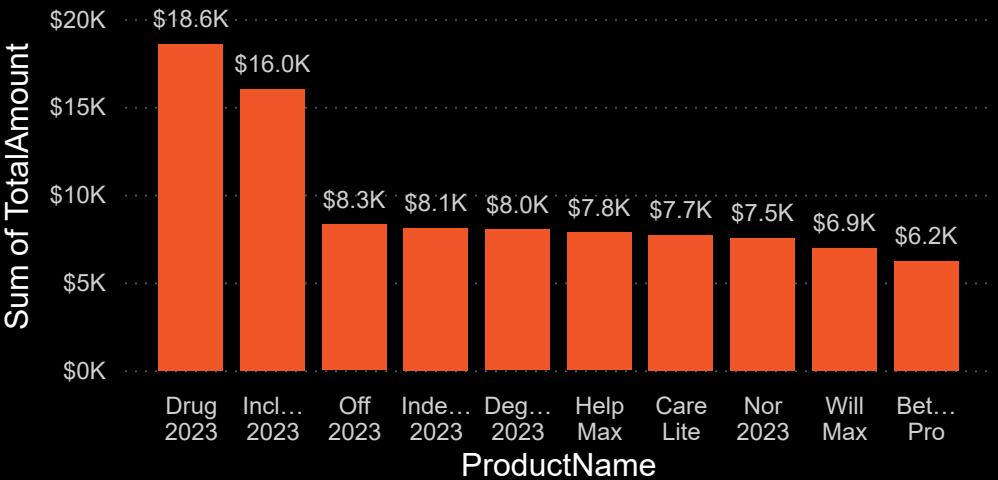
- ☐ Electronics
- ☐ Fashion
- ☐ Homeappliance
- ☐ Sports

Global Tech Retail

TotalAmount by Category

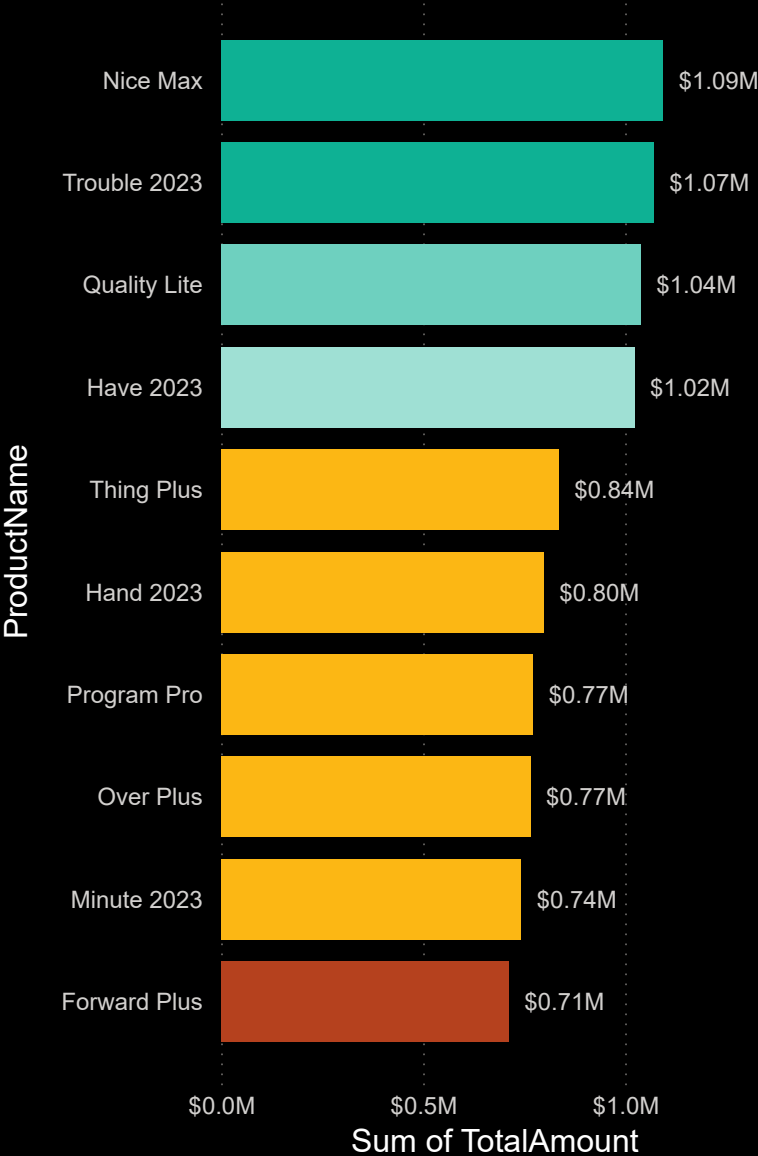


bottom 10 product



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top 10 product





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Category

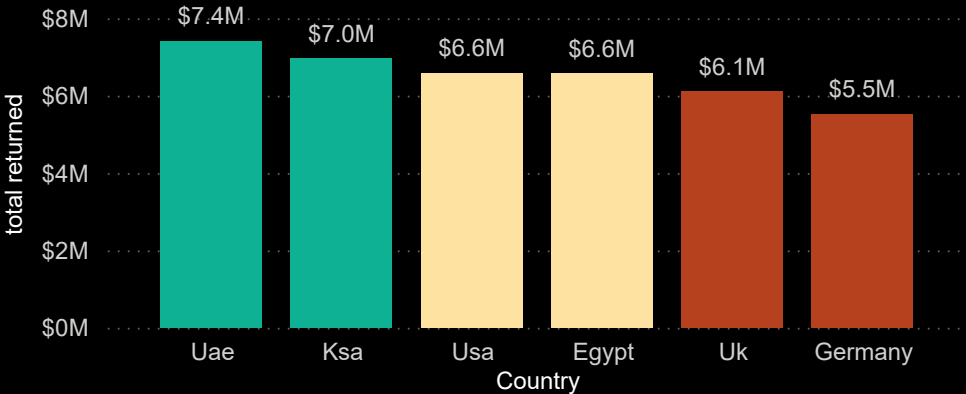
- ☐ Electronics
- ☐ Fashion
- ☐ Homeappliance
- ☐ Sports

Global Tech Retail

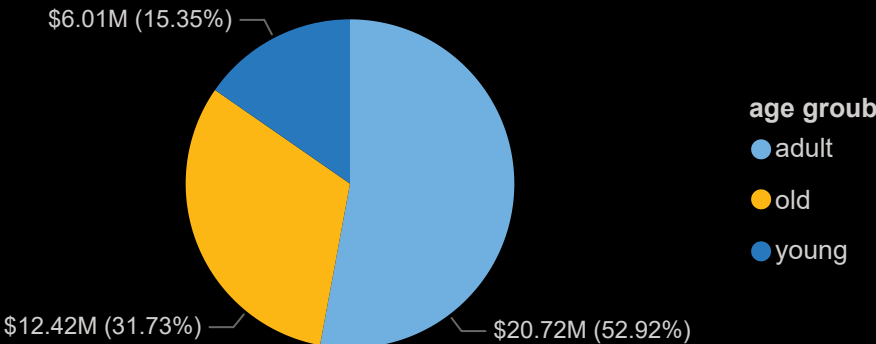
total retured

\$39.14M

returned by Country

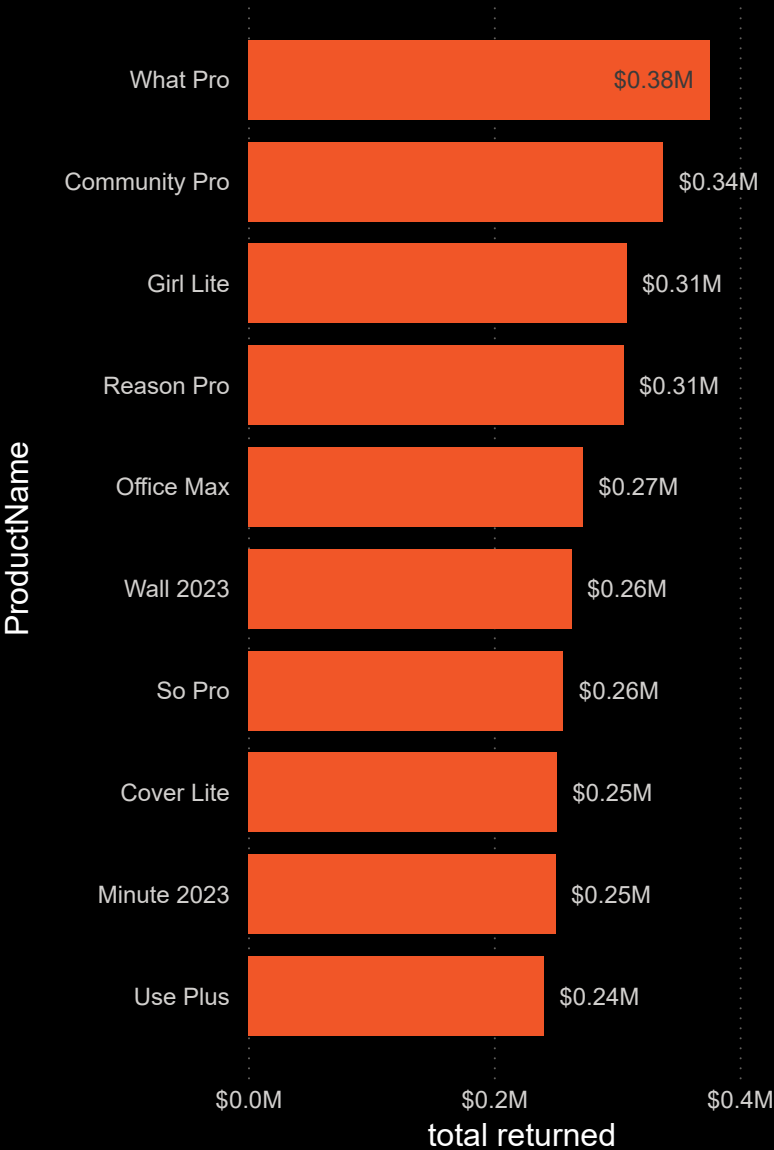


Ireturned by age groub



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top 10 product returns





- 1. Increase product offers targeted at teenagers and seniors, while emphasizing advertising campaigns for these age groups due to their lower purchasing power, in order to stimulate higher sales.*
- 2. Focus on the German market, which has shown the lowest sales performance, by intensifying offers and promotional campaigns to improve results.*
- 3. Evaluate advertising efficiency: Although the marketing and advertising team demonstrates strong performance, with each campaign generating around \$200 in profit, the costs remain very high (\$13,000 per campaign, totaling approximately \$755,000 for only 24 campaigns). It is recommended to review advertising spending strategies to achieve a higher return on investment.*
- 4. Leverage traditional media channels such as radio and television, as they remain the most commonly used by seniors, which could strengthen sales within this age group.*
- 5. Provide exclusive and personalized offers for the top five active customers to retain them and increase their loyalty to the company.*
- 6. Address weak sales in the Sports category, as well as other underperforming products listed in the product data, by introducing creative promotional campaigns and tailored marketing offers, particularly in Germany and the UK.*
- 7. Reduce product returns: Germany and the UK record the highest return rates, possibly due to issues with shipping companies (damaged products or delivery delays). It is recommended to investigate this matter and consider switching to more reliable shipping providers if necessary.*
- 8. Investigate the high return value, which has exceeded \$39 million, and implement effective strategies to minimize this significant loss.*



*This project successfully analyzed the performance of Global Tech Retail in terms of sales, advertising, customer behavior, products, and returns. The analysis led to practical recommendations such as targeting low-purchasing-power age groups, focusing on the German market, reducing product returns, and boosting sales of underperforming products. Thus, the project provides a foundation for informed decision-making and the development of more effective future strategies.*

BY

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