1. Executive Overview

We are approaching the end of the fiscal year. While our top-line revenue numbers look strong (~$389M), our profitability is suffering due to high ad spend, and our Customer Support team is overwhelmed with complaints.

We need a comprehensive data analysis to understand the **true efficiency of our marketing spend** and to pinpoint the **root causes of customer dissatisfaction**.

2. Key Business Objectives

Your dashboard and analysis must provide answers to the following three pillars:

A. Marketing Efficiency (ROAS & Attribution)

- **The Problem:** We spent over $300M on ads. Are we getting a return on this investment?

- **Required Insights:**

    o What is the overall **ROAS** (Return on Ad Spend)? Is it sustainable?

    o Which platforms (Facebook, TikTok, Google) are performing best, and which should we cut?

    o **Critical Investigation:** The marketing team reported a "data blackout" in **August/September 2025**. Please investigate the **Attribution Loss**. How much revenue is "Unattributed" or "Dark," and did this coincide with the rumored **Meta (Facebook) Tracking Break**?

B. Customer Experience Crisis (CSAT & Quality)

- **The Problem:** Our average **Customer Satisfaction Score (CSAT)** has dropped to a dangerous level (currently tracking around **2.7/5**).

- **Required Insights:**

    o Is this dissatisfaction happening everywhere, or is it **localized** to specific cities or regions?

    o Is there a correlation between low scores and specific **Payment Methods** (e.g., Cash vs. Digital)?

    o Is the issue related to product quality or **logistics/delivery**?

C. The "Delta Region" Anomaly

- **The Problem:** We are receiving a high volume of ticket escalations specifically from **Alexandria and Delta cities** (Tanta, Mansoura, etc.) starting mid-August.

- **Required Insights:**

    o Is there a noticeable drop in **Orders** or **Conversion Rates** in these specific cities compared to Cairo?

    o Check if this is device-specific (e.g., **Mobile vs. Desktop**). We suspect a technical bug in the mobile checkout flow for these geo-locations.