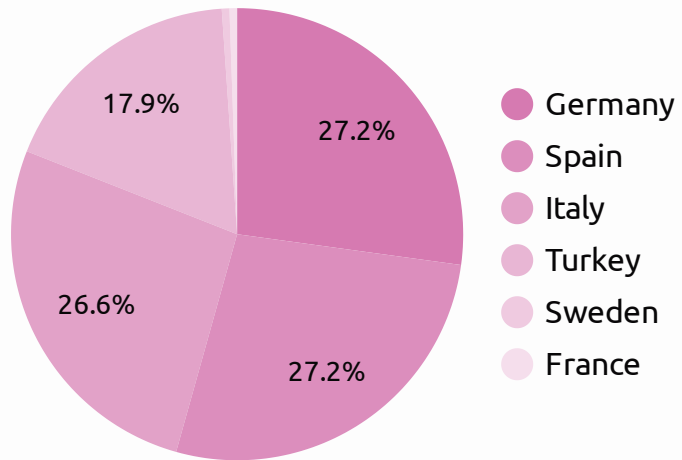
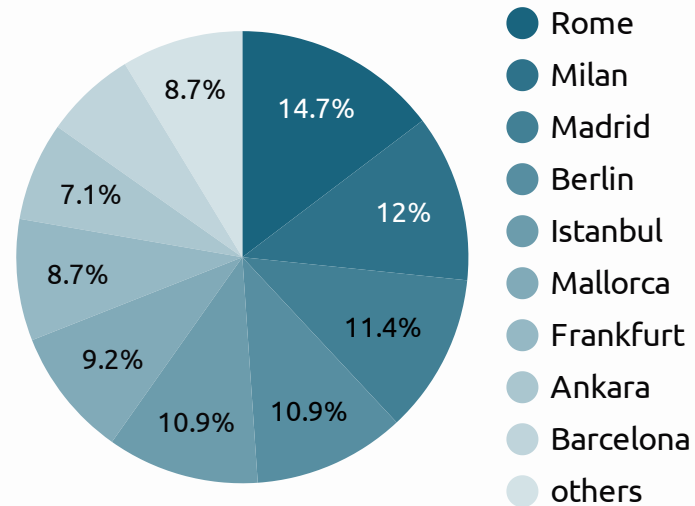


Even customer spread in 3 Markets
with a 4th on the up. **Millenials** and
Gen X top the customer base.

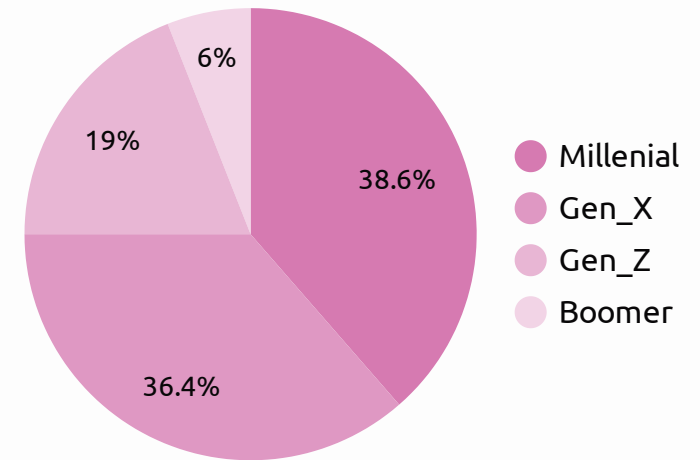
Customers by Country



Customers by City



Customers by Generation



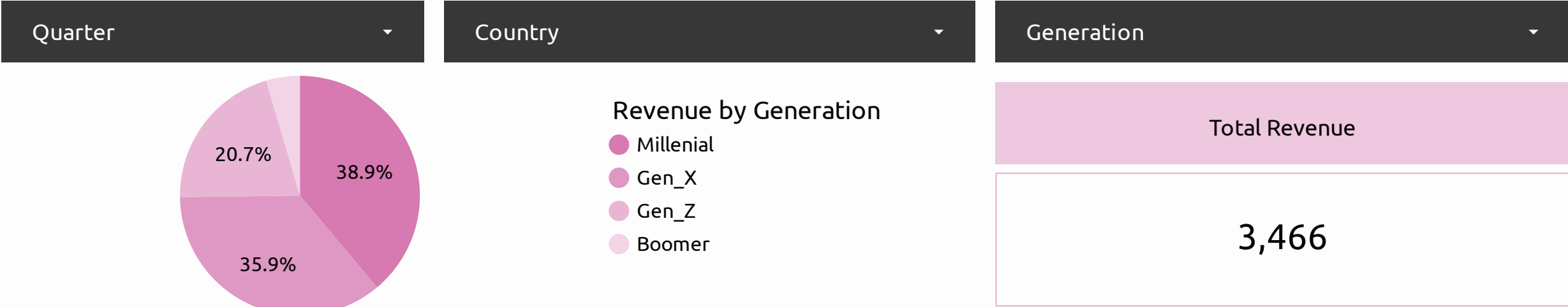
29% of our registered customers did not complete a transaction in Q1 or Q2 which is **better than average** for B2C.

29% Churn rate (B2C average is 31%)

| Total Registered Customers | Customers with Transactions |
|----------------------------|-----------------------------|
| 184 | 150 |

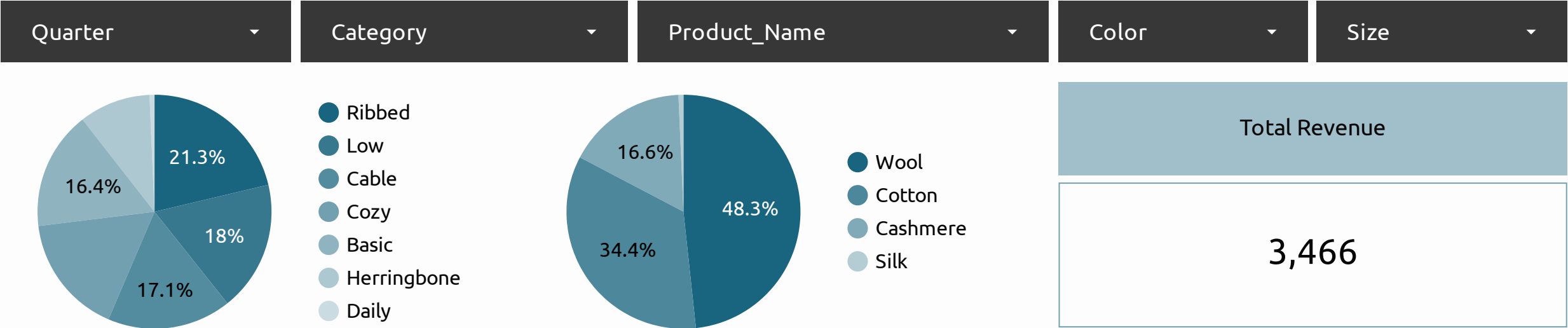


Sales by Generation and Country



| | Quarter | Country | Generation | Revenue ▾ |
|----|---------|---------|------------|-----------|
| 1. | Q2 | Spain | Millenial | 492 |
| 2. | Q2 | Spain | Gen_Z | 424 |
| 3. | Q2 | Turkey | Gen_X | 402 |
| 4. | Q1 | Germany | Millenial | 396 |
| 5. | Q1 | Germany | Gen_X | 340 |
| 6. | Q2 | Spain | Gen_X | 282 |
| 7. | Q2 | Turkey | Millenial | 152 |
| 8. | Q2 | Turkey | Gen_Z | 138 |
| 9. | Q1 | Germany | Boomer | 134 |

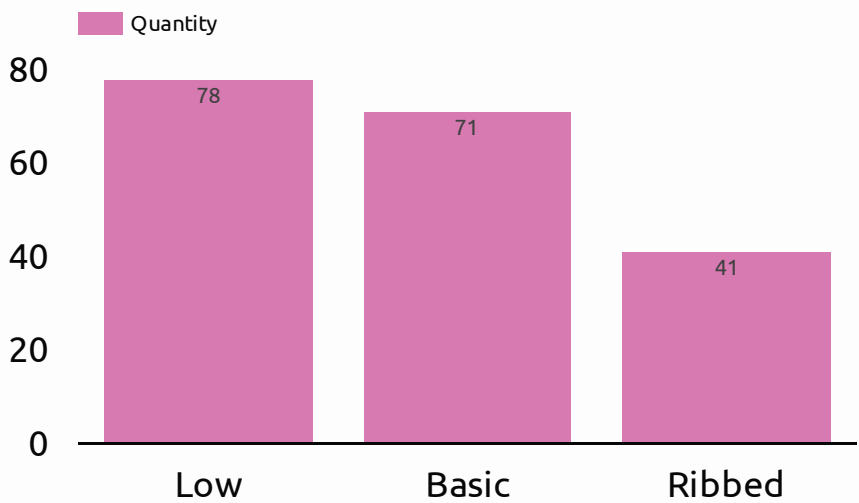
Revenue by Product



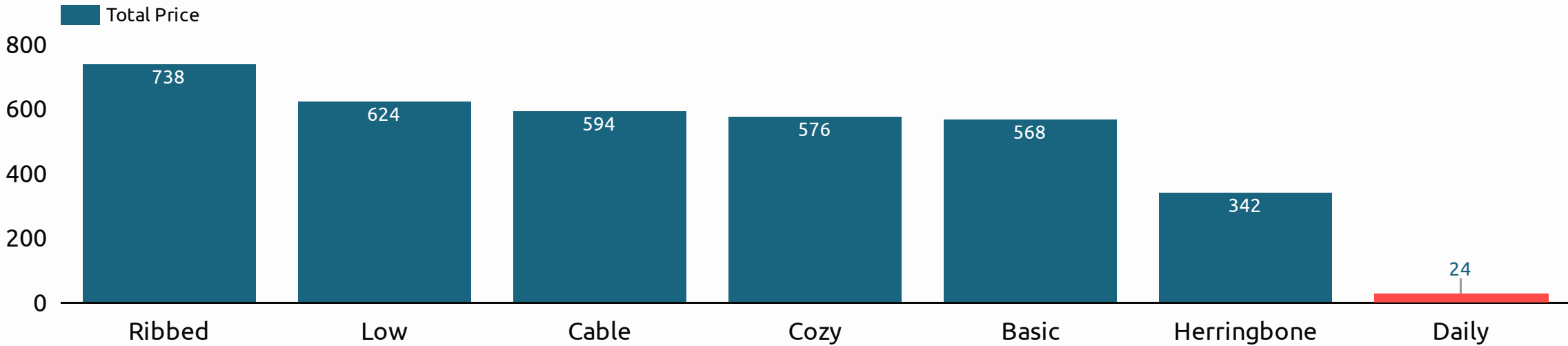
| | Quarter | Category | Product_Name | Color | Size | Total Price |
|----|---------|----------|--------------|--------|-------|-------------|
| 1. | Q2 | Wool | Ribbed | White | 39-41 | 306 |
| 2. | Q2 | Wool | Cable | White | 36-38 | 288 |
| 3. | Q2 | Wool | Ribbed | Yellow | 36-38 | 234 |
| 4. | Q2 | Cashmere | Cozy | Grey | 39-41 | 216 |
| 5. | Q2 | Wool | Herringbone | Grey | 36-38 | 198 |
| 6. | Q1 | Wool | Cable | Black | 39-41 | 144 |
| 7. | Q2 | Cashmere | Cozy | Black | 36-38 | 120 |
| 8. | Q1 | Cashmere | Cozy | Grey | 39-41 | 120 |

Low is the top seller, while **Ribbed** is the top earner. **Daily** is a definite no.

Products by Quantity



Products by Revenue



Repeat customers account for **57%** of revenue.

Generation ▾

| Number of Singles | Number of Repeats | Revenue from Repeats | Total Revenue |
|-------------------|-------------------|----------------------|---------------|
| 105 | 45 | 1,996 | 3,466 |

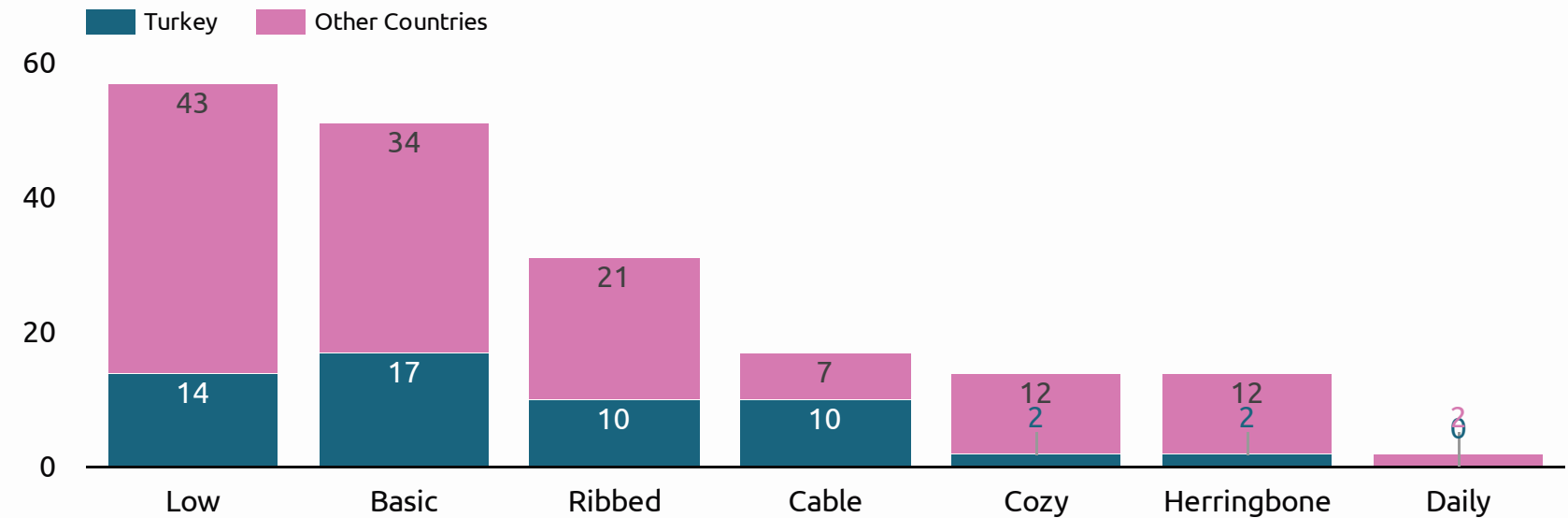
| | customer_id | Generation | Transactions ▾ | Revenue |
|-----|-------------|------------|----------------|---------|
| 1. | 10000121 | Gen_Z | 8 | 94 |
| 2. | 10000029 | Millenial | 6 | 68 |
| 3. | 10000109 | Millenial | 5 | 50 |
| 4. | 10000124 | Gen_Z | 5 | 76 |
| 5. | 10000119 | Gen_Z | 5 | 104 |
| 6. | 10000133 | Millenial | 5 | 60 |
| 7. | 10000151 | Millenial | 4 | 68 |
| 8. | 10000030 | Millenial | 4 | 74 |
| 9. | 10000154 | Gen_X | 4 | 48 |
| 10. | 10000158 | Gen_X | 4 | 76 |



A **126%** increase in quantity sold, as **Turkey** books it's **first transactions** in Q2.

| Q2 Quantity Sold |
|------------------|
| 186 |
| Q1 Quantity Sold |
| 82 |

Q2 Quantity Sold by Product



CTR calculations combined for Q1 and Q2 are promising with **50%** of customers **adding viewed products** to their cart.

| | Page Name | Product View Ratio | Add to Cart Ratio ▾ | Checkout Ratio |
|----|--------------------|--------------------|---------------------|----------------|
| 1. | /low-cotton-sock | 35.62 | 50.71 | 29.58 |
| 2. | /basic-cotton-sock | 32.65 | 49.22 | 25.4 |
| 3. | /ribbed-wool-sock | 23.5 | 48.84 | 23.81 |

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