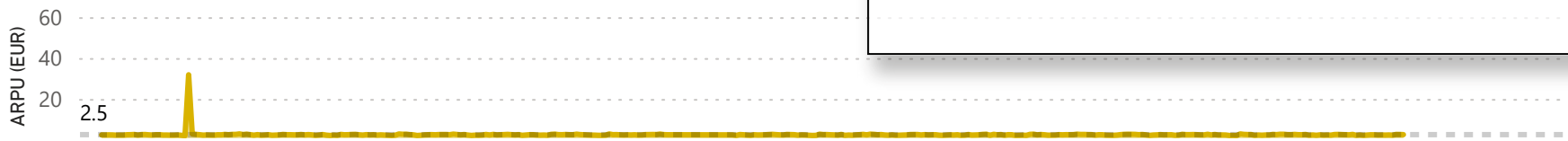


# Performance Report 2023

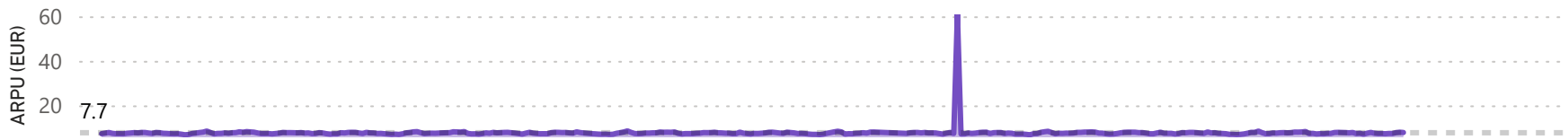
Markets **M4** and **M5** exhibit the highest ARPU, suggesting a strong position for GATWOOD in these markets.

Conversely, markets **M1** and **M2**, with the lowest ARPU, may require additional reinforcing actions.

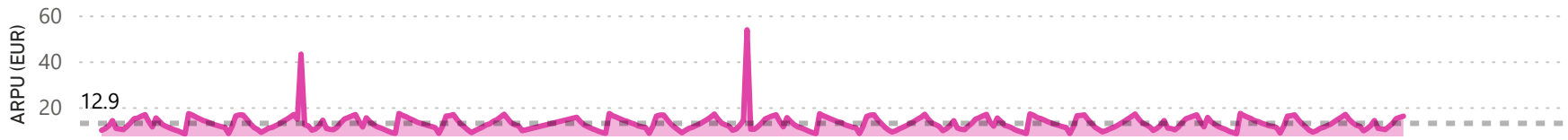
ARPU\_M1



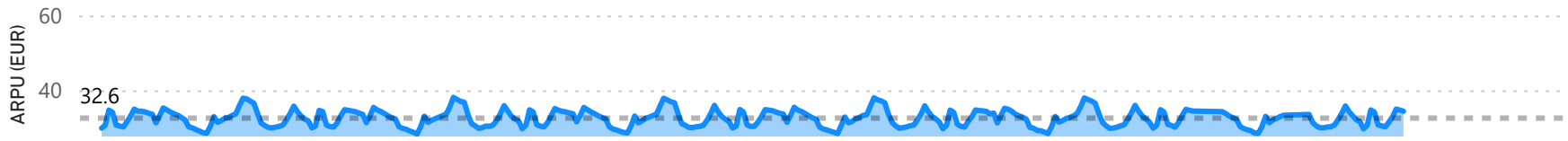
ARPU\_M2



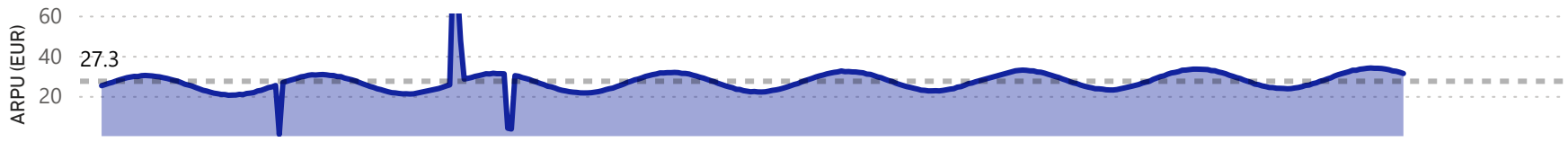
ARPU\_M3



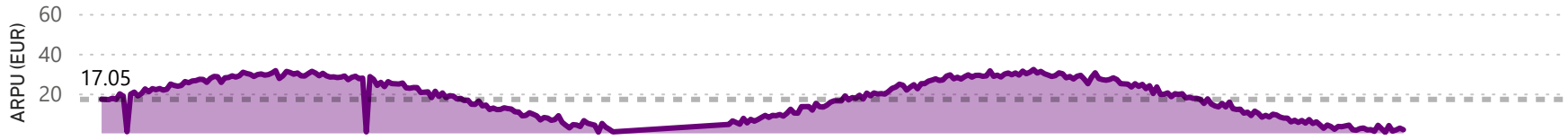
ARPU\_M4



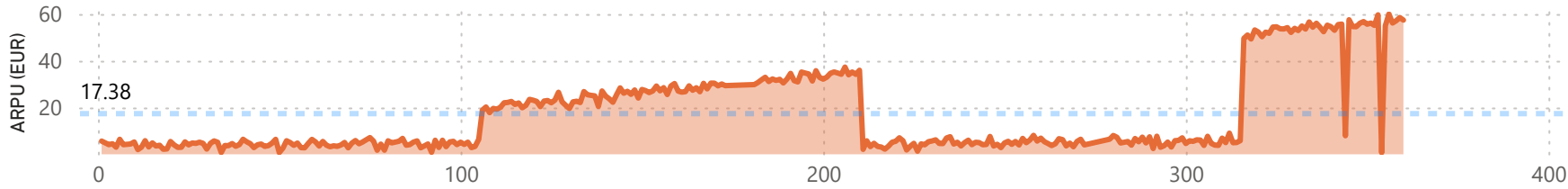
ARPU\_M5



ARPU\_M6



ARPU\_M7



ARPU

Total Revenue

Summary

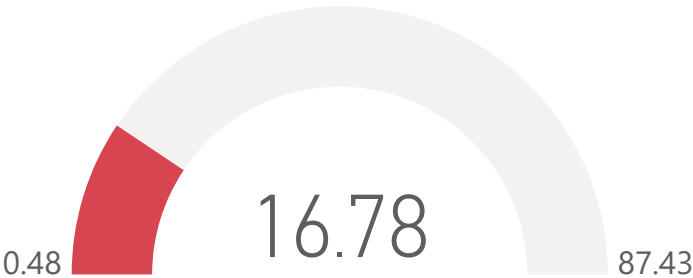
Day



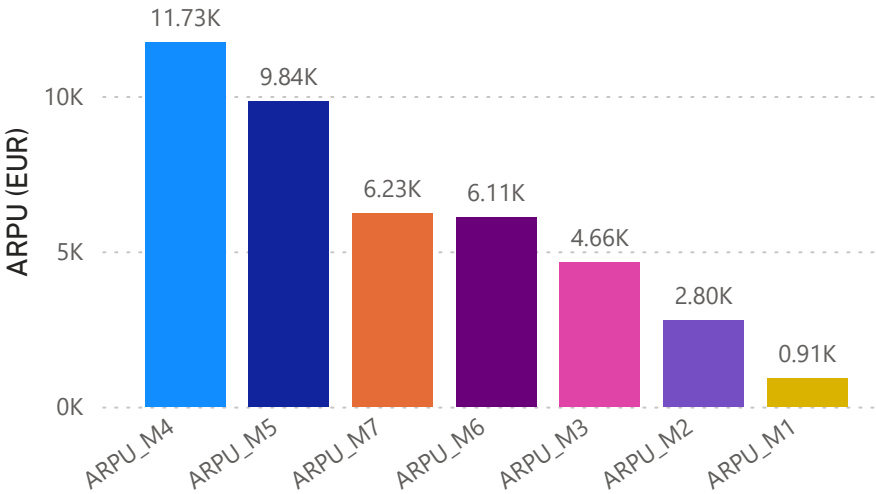
42.28K

Sum of ARPU Value

Average of ARPU



Sum of ARPU



# Performance Report 2023

We observe revenue peaks in **Q1** and **Q3**, possibly linked to seasonal promotional campaigns.

Analyzing these trends is crucial for optimizing future marketing efforts.

👤 ARPU

🏆 Total Revenue

👑 Summary

Total Revenue by Day



Quarter

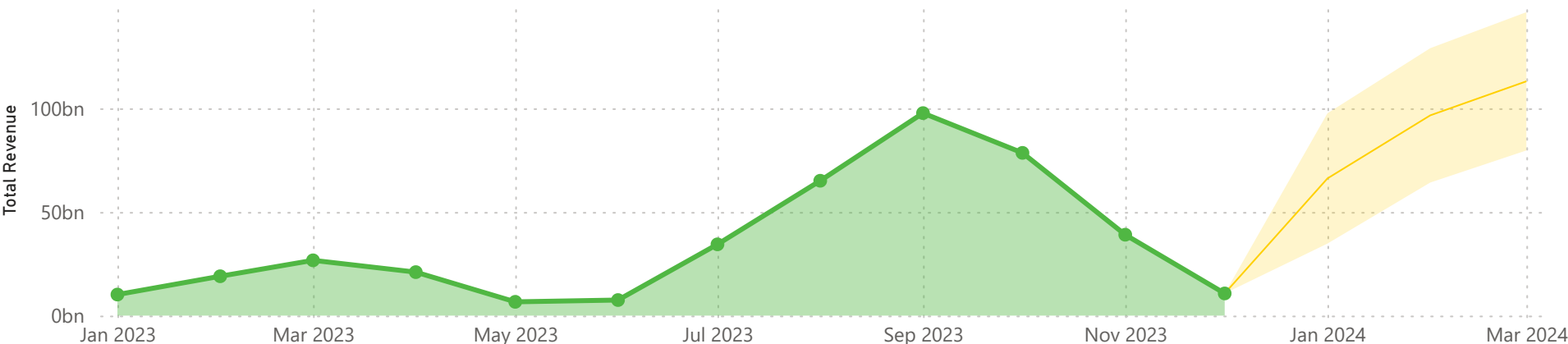
Qtr 1

Qtr 2

Qtr 3

Qtr 4

Total Revenue Month

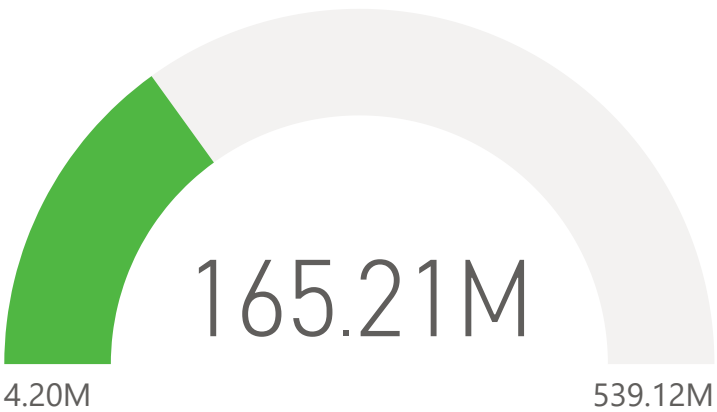
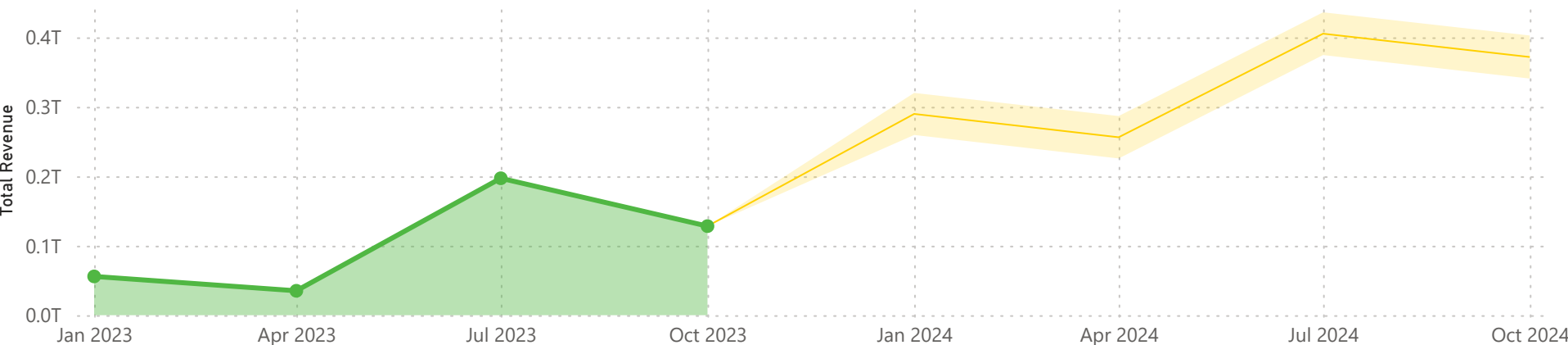


59.47bn

Sum of Total Revenue

Average of Revenue

Total Revenue Quarter

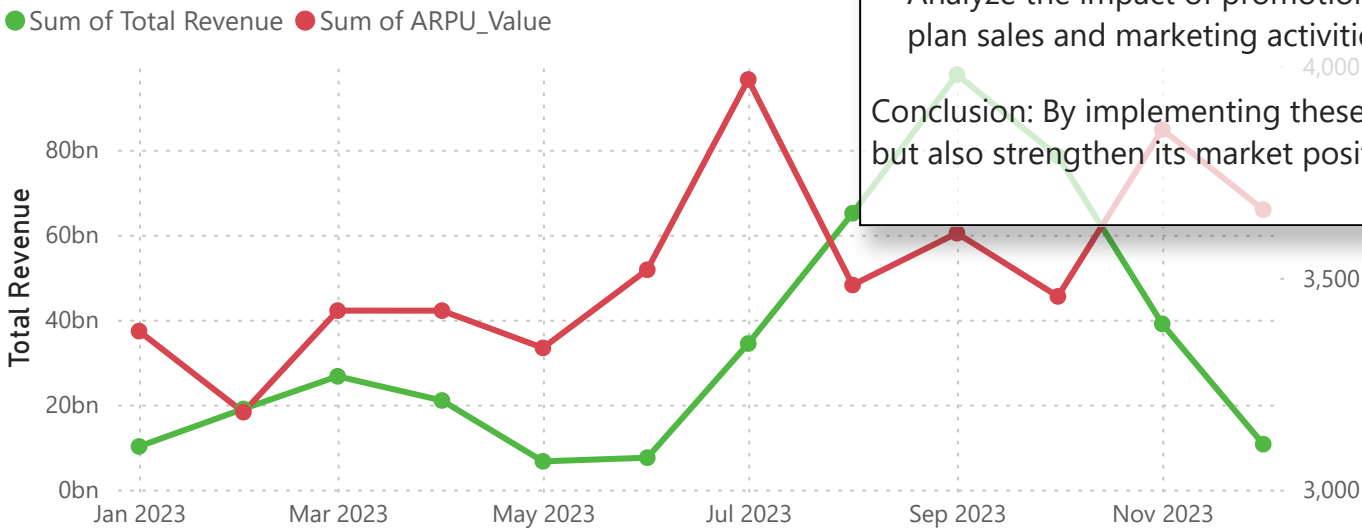


# Performance Report 2023

Total Revenue

Summary

Total Revenue and Sum of ARPU by Month

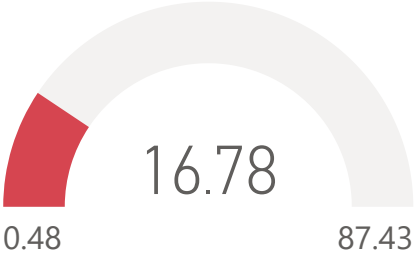


Recommendations:

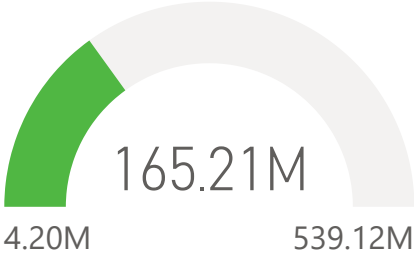
- Intensify marketing efforts in markets with low ARPU to increase user engagement and spending.
- Develop products and services in high ARPU markets to maximize benefits from a strong market position.
- Analyze the impact of promotional campaigns and seasonality on revenues, to better plan sales and marketing activities in the future.

Conclusion: By implementing these strategies, GATWOOD can not only increase revenue but also strengthen its market position in key areas.

Average of ARPU



Average of Revenue



## ARPU

☒ Select all

☒ ARPU\_M1

☒ ARPU\_M2

☒ ARPU\_M3

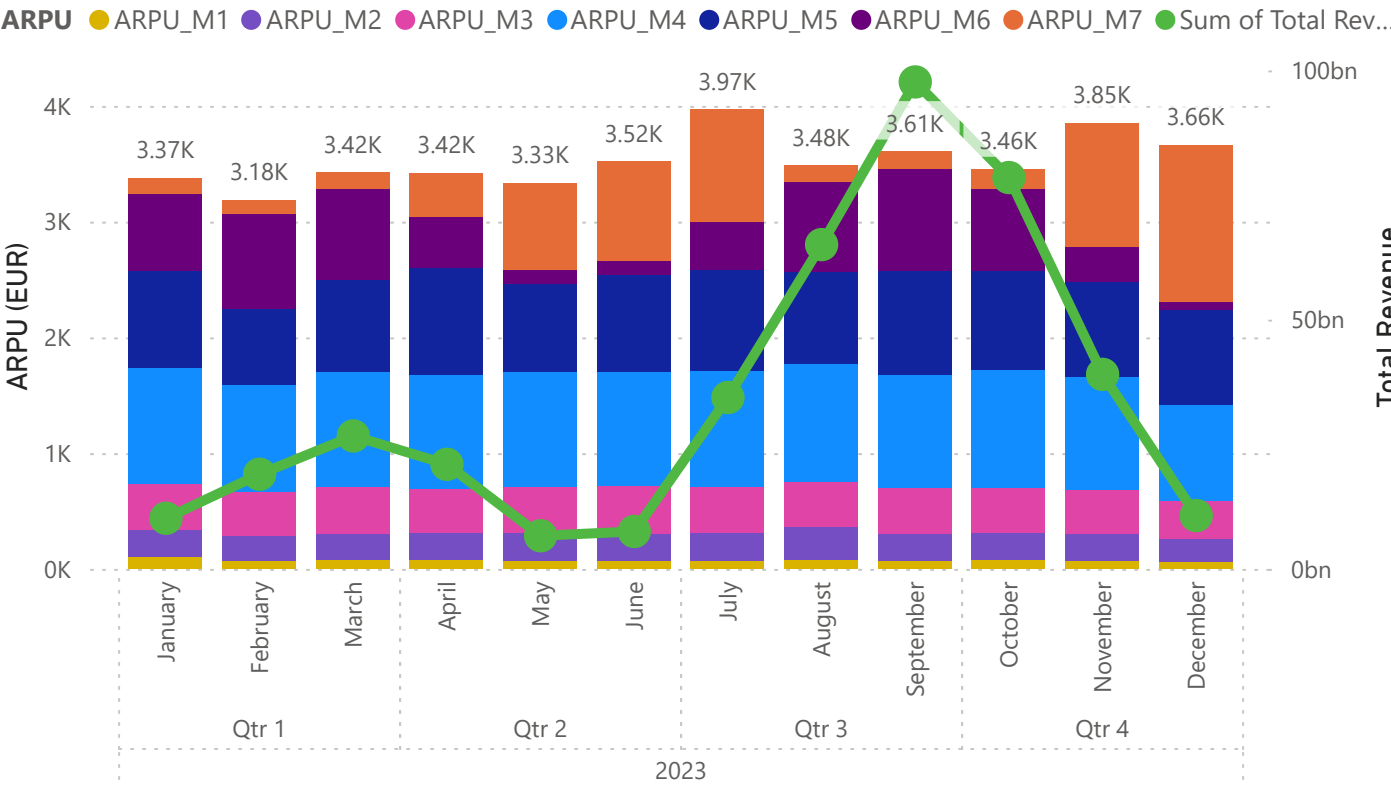
☒ ARPU\_M4

☒ ARPU\_M5

☒ ARPU\_M6

☒ ARPU\_M7

Sum of ARPU and Total Revenue by Month



Sum of ARPU

