

Total Revenue of 2024

€ 59.47bn

Daily Average Revenue

€ 165.21M

Dates

☐ Sele

▼ ☐ Qtr 1

▼ ☐ Qtr 2

▼ ☐ Qtr 3

▼ ☐ Qtr 4

Average ARPU of markets in 2024

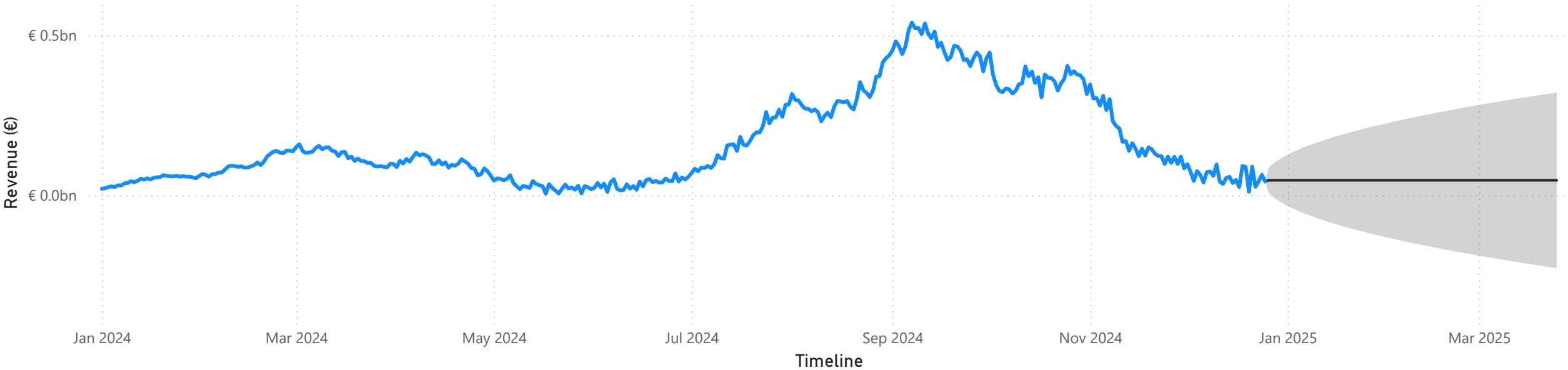
M1	M2	M3	M4	M5	M6	
€ 2.54	€ 7.77	€ 12.96	€ 32.53	€ 27.35	€ 18.33	€

Daily Revenues of 2024

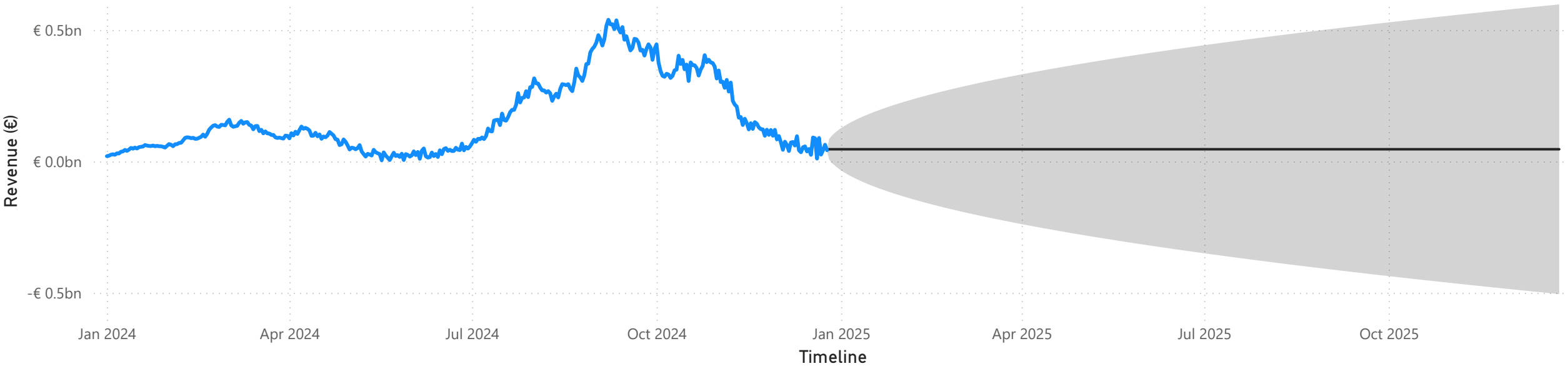


PowerBI Calculated Forecast Values

Forecast of Next 3-Months

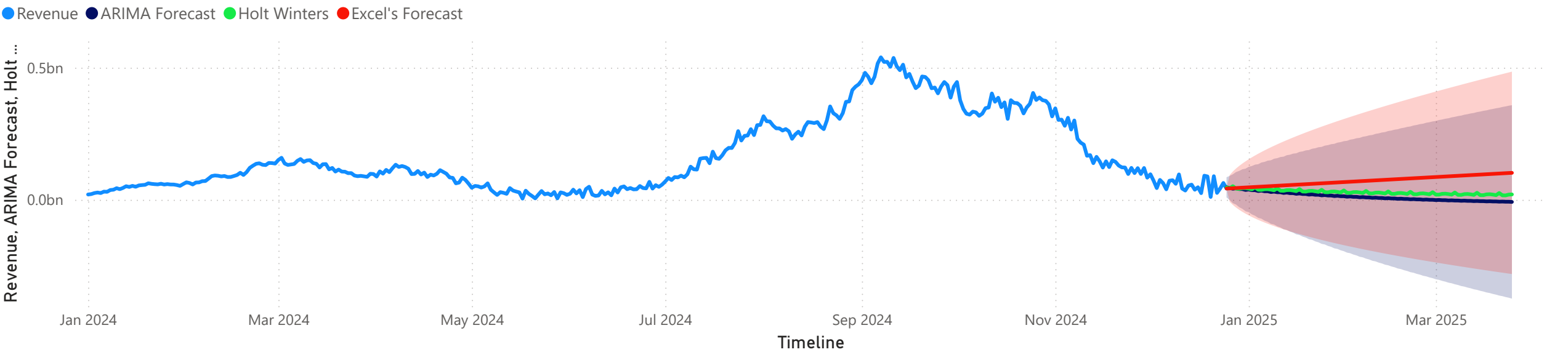


Forecast of Next Year

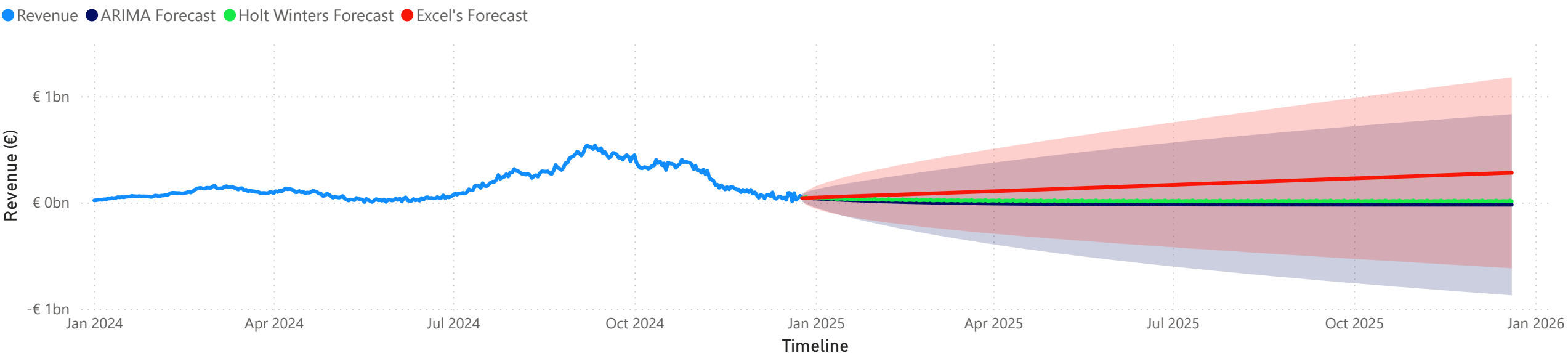


Forecast Model Comparison

Next 3 Months Forecast Model Comparison



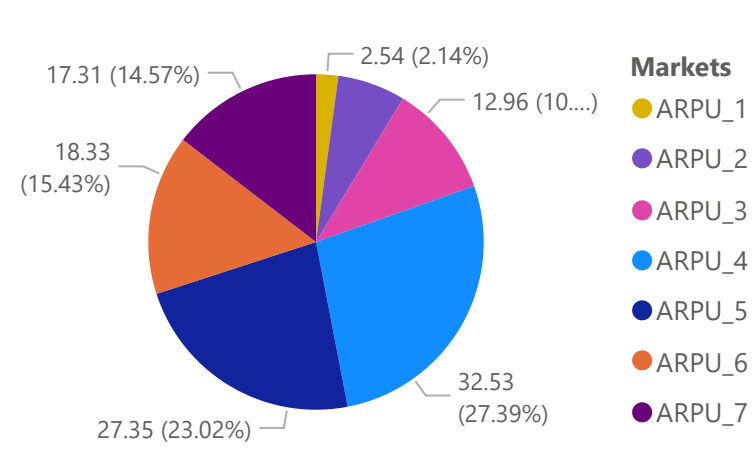
Next Year's Forecast Model Comparison



Although Market 4 boasts the highest average ARPU (followed by Markets 5 and 6), correlation analysis shows Market 6's daily ARPU variations align most closely with total revenue.

A regression model further confirms Market 6 ARPU as the single most significant predictor of overall revenue, highlighting it as the primary growth lever.

Average ARPU Distribution Across 7 Markets



Key Market Drivers of Total Revenue: Correlation Overview

Market	Correlation with Revenue	Regression
ARPU_M1	-0.04	0.18
ARPU_M2	0.05	0.51
ARPU_M3	0.00	0.74
ARPU_M4	0.10	0.10
ARPU_M5	0.15	0.00
ARPU_M6	0.59	0.00
ARPU_M7	-0.40	0.11

Markets

☐ Select all

☐ ARPU_1

☐ ARPU_2

☐ ARPU_3

☐ ARPU_4

☐ ARPU_5

☐ ARPU_6

☐ ARPU_7

Dates

☐ Q1

☐ Q2

☐ Q3

☐ Q4

Average ARPU of markets in 2024

M1	M2	M3	M4	M5	M6	M7
€ 2.54	€ 7.77	€ 12.96	€ 32.53	€ 27.35	€ 18.33	€ 17.31

Daily Revenue by Markets

