

# Marketplace Intelligence: Revenue Drivers, Behavior & Fraud

## 💡 Key insights

Premium users have the best scores on all business metrics. The value of users varies by country and age.

## 👛 Business recommendations

- strengthen premium user retention
- motivate normal users to upgrade
- focus marketing efforts on Peru, France, and South Korea.

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Revenue (€)

2.3M

📈 21.6%

Logins

48.8K

📉 -6.0%

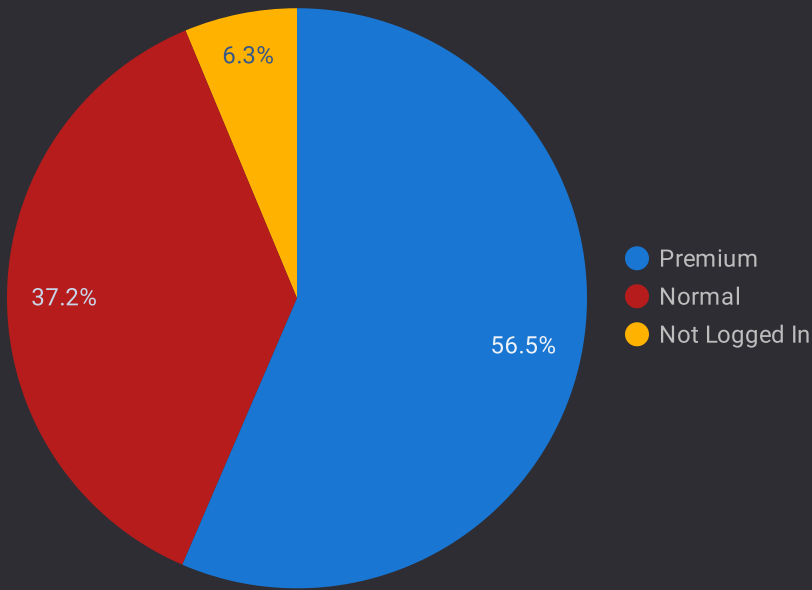
Fraudulent logins

195

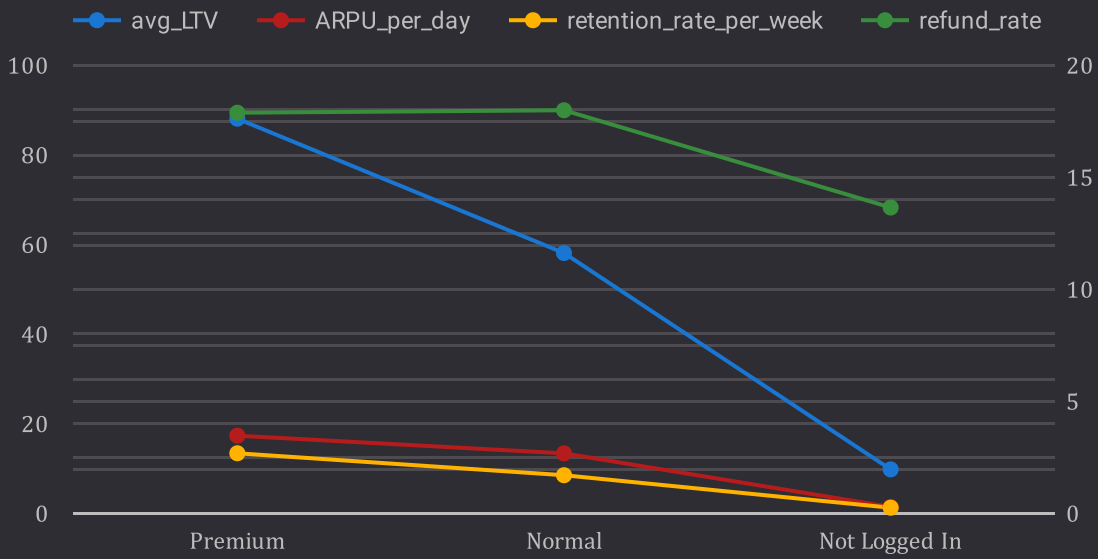
19 Mar 2025 - 20 Mar 2025

## Membership & User Behavior Analysis

Distribution by account type

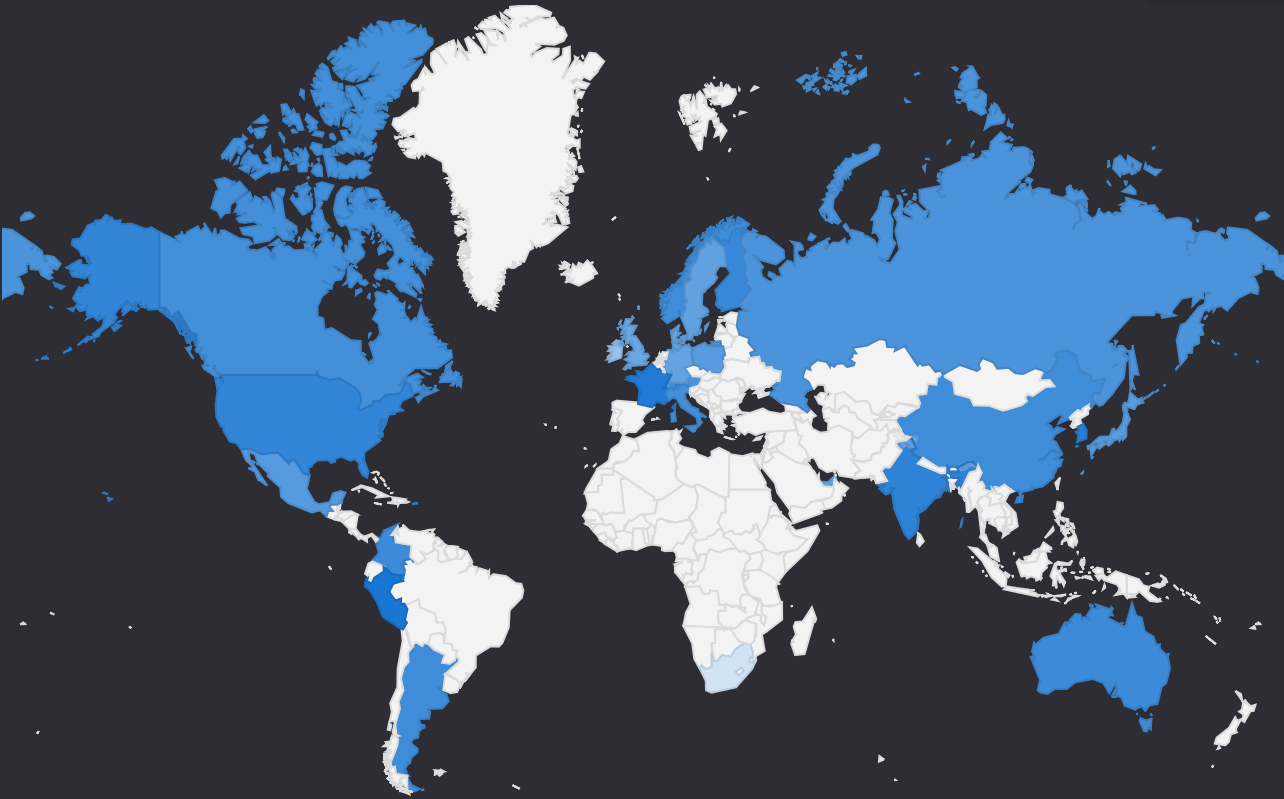


Monetization & Retention Metrics by Account Type



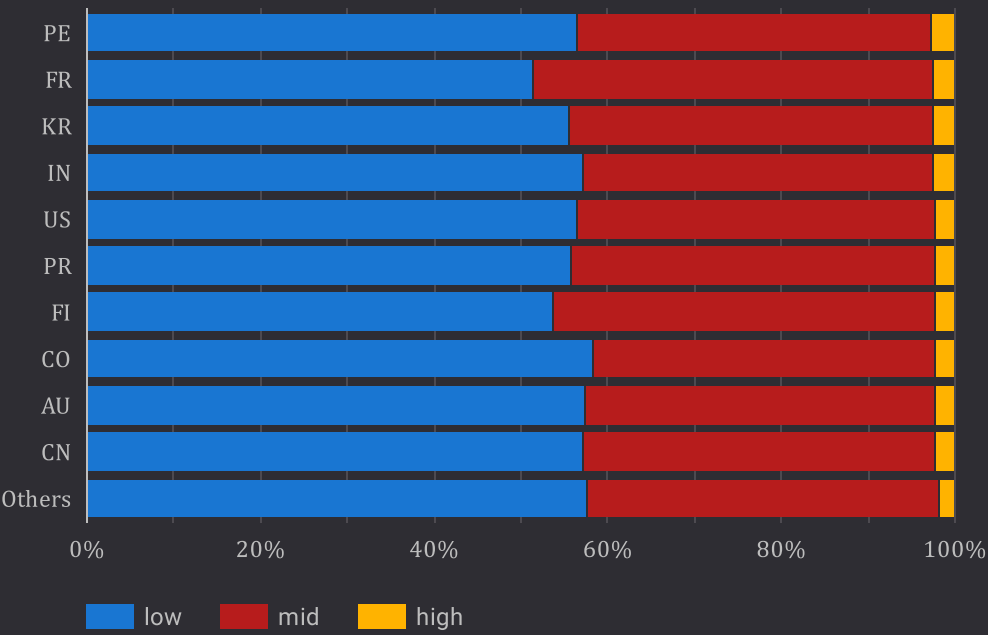
## Target Audience & User Segmentation

Percentage of high value users in each country



Click in the square to see other metrics

User value distribution by country, sorted by high-value users



Average age by country and user value

