



COVERSION RATE

WEBSITE VISITOR BY UNIQUE VISITOR BY TOTAL SIGNUP AND TOTAL PURCHASE

November 2023

400 395 112 2

December 2023

1100 1074 134 72

January 2024

540 468 30 14

February 2024

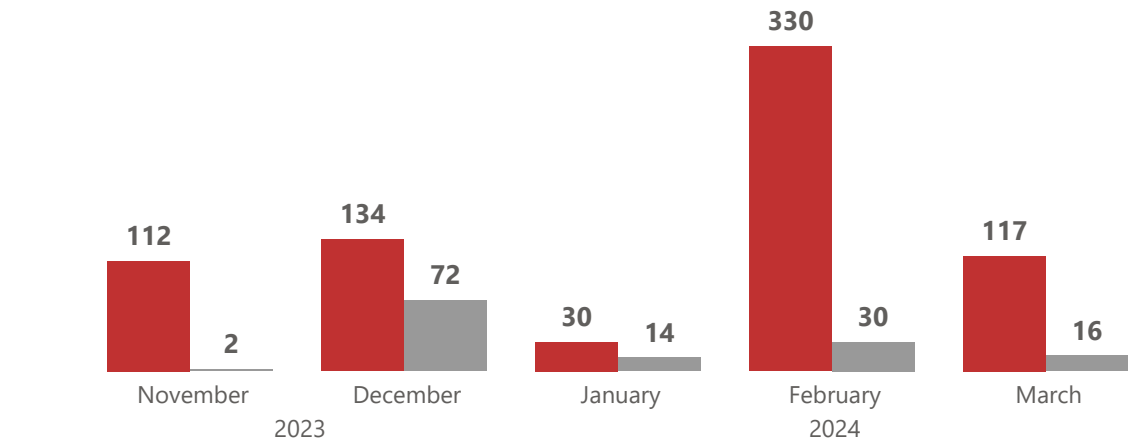
1231 1162 330 30

March 2024

591 509 117 16

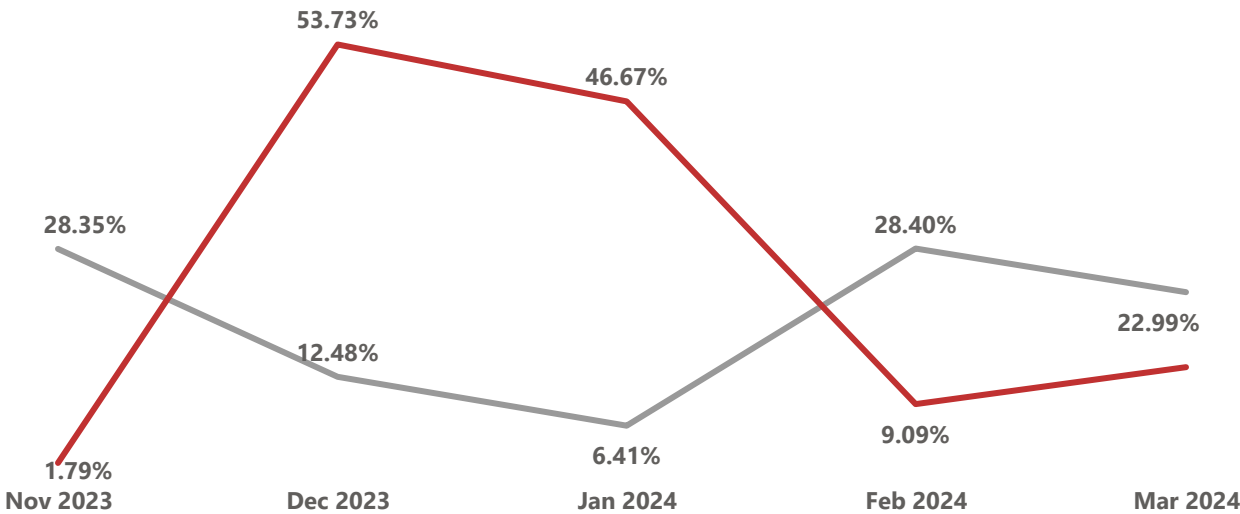
SIGNUP USERS BY TOTAL PURCHASE BY MONTH

SIGNUP USERS TOTAL PURCHASE USERS



CONVERSION RATE(SIGNUP USERS RATE BY PURCHASE RATE) BY MONTH

SIGNUP USERS RATE(%) TOTAL USER RATE(%)



SLICER

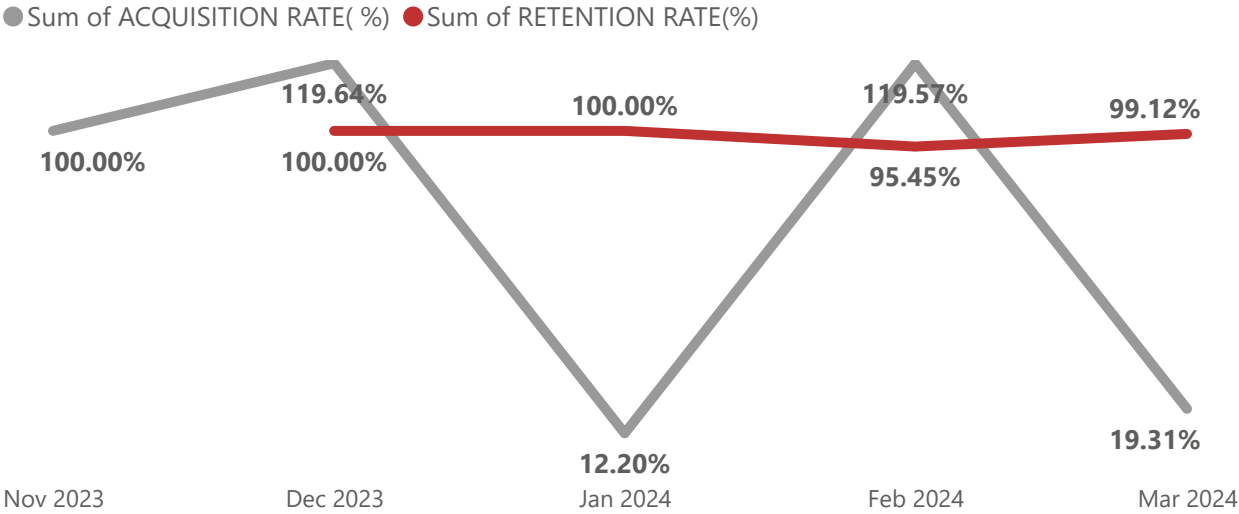


(Blank)	January 2024
November 2023	February 2024
December 2023	March 2024



ACQUISITION RATE BY RETENTION RATE BY GROWTH RATE

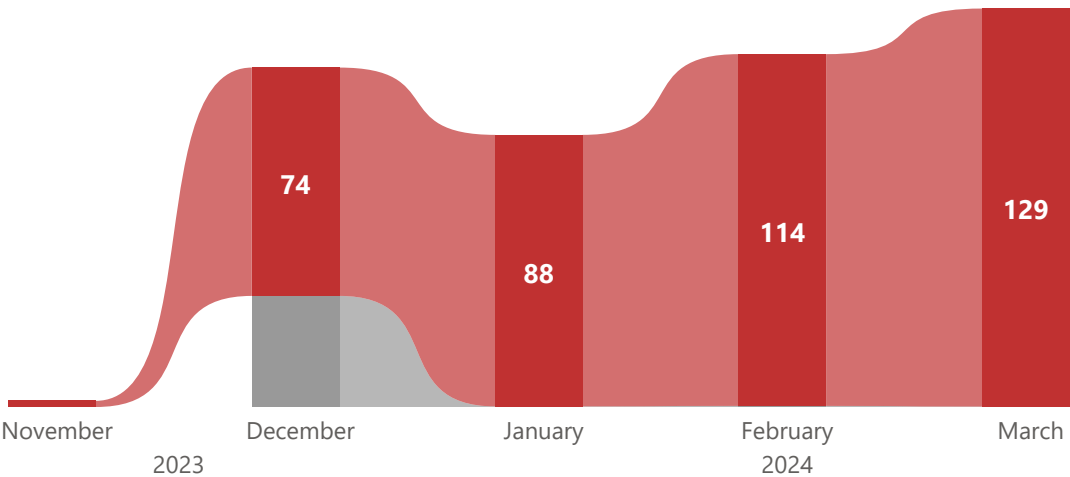
AQUISITION RATE AND RETENTION RATE



PLATFORM UPTIME AND PROVIDER ONBOARDING TIME

MONTH	ONBOARDING RATE	PROVIDER	Sum of PLATFORM UPTIME
FEBRUARY	8 WEEKS	BOOMSKY	100%
MARCH			100%

GROWTH RATE



GROWTH RATE BREAKDOWN

Year	Month	UNIQUE VISITORS	SIGNUP USERS	RETENTION RATE(%)	GROWTH RATE(%)
2023	November	395	112		
2023	December	1074	134	100.00%	3600.00%
2024	January	468	30	100.00%	18.92%
2024	February	1162	330	95.45%	35.14%
2024	March	509	117	99.12%	13.16%
Total		3608	723	394.57%	3667.22%



FINANCIAL METRICS

TOTAL REVENUE

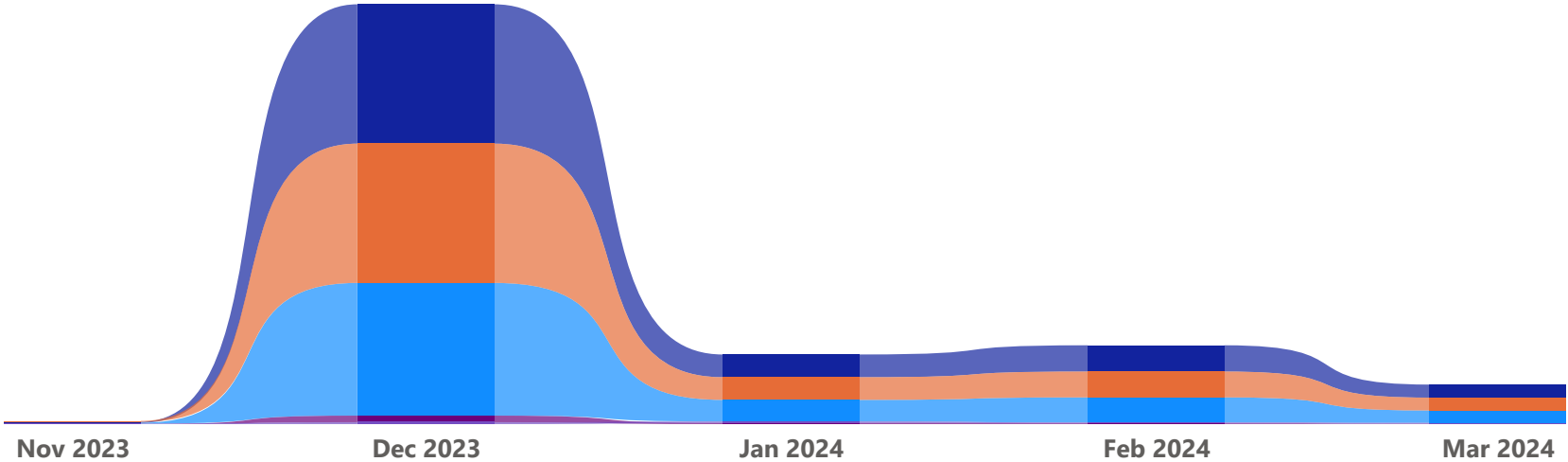
NET PROFIT

7,549,925.17

331,007.17

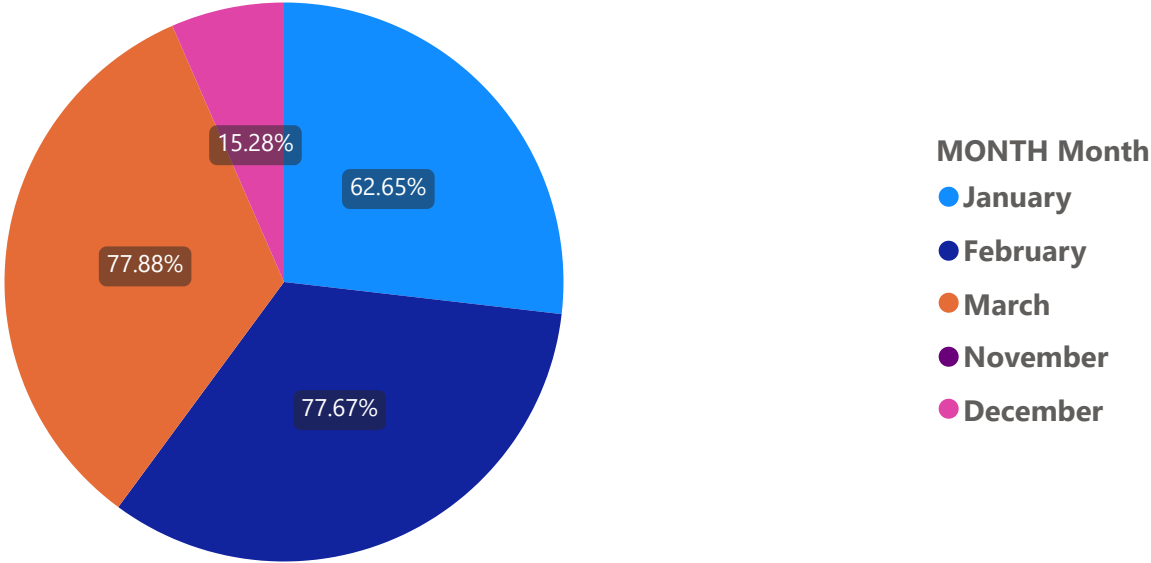
REVENUE AND EXPENSES

- Expenses
- Gross Merchandise Volume
- Revenue
- Net Profit
- Profit Margin
- Average Revenue Per User



Month	Expenses	Gross Merchandise Volume	Revenue	Net Profit	Profit Margin	Average Revenue Per User
November 2023	33,133.00	34,789.66	34,789.66	1,656.66	0.05	17394.83
December 2023	4,970,986.00	5,219,385.35	5,216,846.66	245,860.66	0.05	72456.20
January 2024	810,792.00	852,156.61	848,336.49	37,544.49	0.04	60595.46
February 2024	937,859.50	983,972.51	968,372.48	30,512.98	0.03	32279.08
March 2024	466,147.50	489,079.88	481,579.88	15,432.38	0.03	30098.74
Total	7,218,918.00	7,579,384.01	7,549,925.17	331,007.17	0.20	212824.32

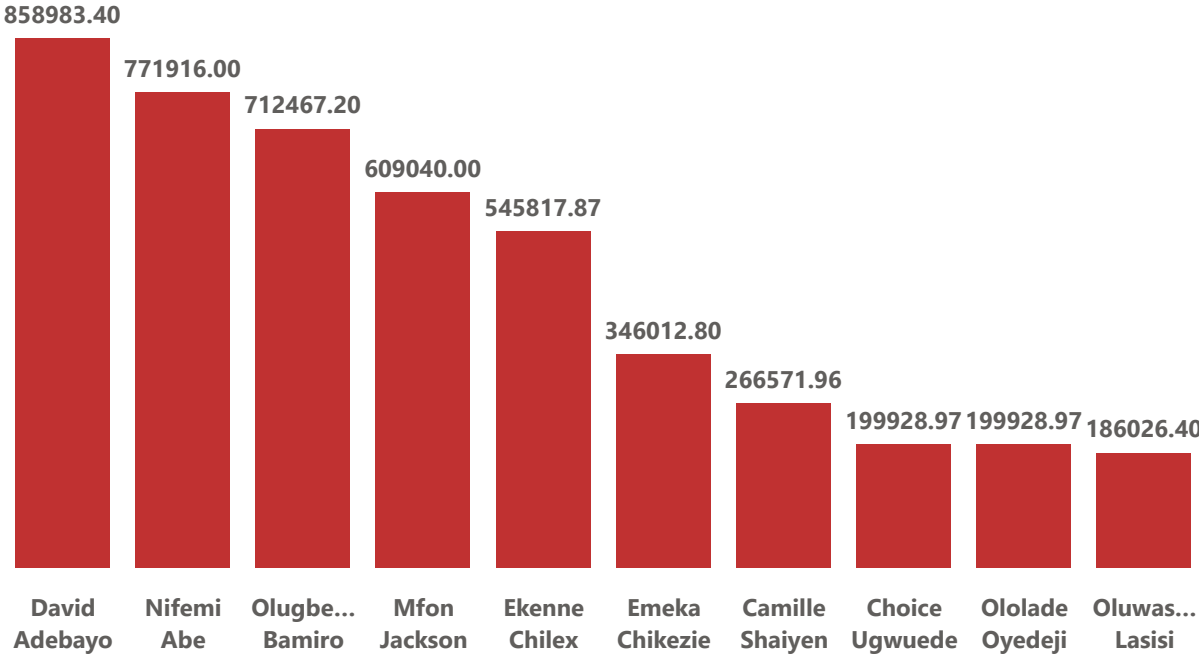
SERVICE UTILIZATION RATE



DATE OF COMPLAINTS	COMPLAINT TIME	TIME OF RESOLUTION	COMPLAINTS	VENDOR
17 February 2024	31/12/1899 20:23:00	10:21am	Enquiries on Gym Services	i-Fitness
19 February 2024	31/12/1899 02:57:00	3:00pm	Enquiries on Gym Services	i-Fitness
26 February 2024	1:10pm	1:5pm	After payment for Quarter Package, what Next	i-Fitness
27 February 2024	1:06pm	2:pm	Delay Order	So-Fresh
20 March 2024	1:01pm	1:44pm	If they can pay ifitness membership from our site	
20 March 2024	10:57am	12:20pm	After Payment, what Next?	i-Fitness
21 March 2024	1:54pm	1:56pm	Paid 13th March and yet to get Confirmation email from us	i-Fitness
27 March 2024	9:36am	9:49am	Paid for a year ifitness subcription, what next?	i-Fitness
03 July 2024	10:12am	1:20pm	If i-fitness is for Everyone or just Sterling Staff	i-Fitness

USER ACQUISITION	NOVEMBER, 2023	DECEMBER, 2023	JANUARY, 2024	FEBRUARY, 2024	MARCH, 2024
7m8of.r.a.d.sendibml.com			1		
baidu			3		
bing	2		1	8	4
bit.ly				1	
crowd.mailchimp.com	1	4			
Direct	316	644	322	464	312
facebook.com	7	159	1		7
Google	33	72	71	153	113
l.wl.co				1	
Instagram	17	118	29	7	49
Internal comms		68	2		
LinkedIn.com	1				
not set					3
Retail marketing				519	89
statics.teams.cdn.office.net	7			2	3
Sterling.ng					4
t.co	11	9	2	3	
techcabal.beehiiv.com			30		

TOP 10 CUSTOMERS LIFETIME VALUE



BOTTOM 5 CUSTOMERS LIFETIME VALUE

