

Pilot 2 drives higher ARPU (increase of 6.35%)
and APPU (increase of 4.02%)

	Total Revenue	Total Profits	ARPU	APPU
Pilot 1	29.97%	27.96%	1.05%	-0.51%
Pilot 2	14.58%	12.07%	6.35%	4.02%

Note: ARPU = Average Revenue Per User
APPU = Average Profit Per User

Insights

Greater increase in revenue at the expense of customer experience because revenue is primarily driven by an increase in customers in-store

Increase in revenue and customer experience since customers are spending more on average