

Business Report

176.17K

Year (2022) Transaction Amount

219.75K

Year (2023) Transaction Amount

395.92K

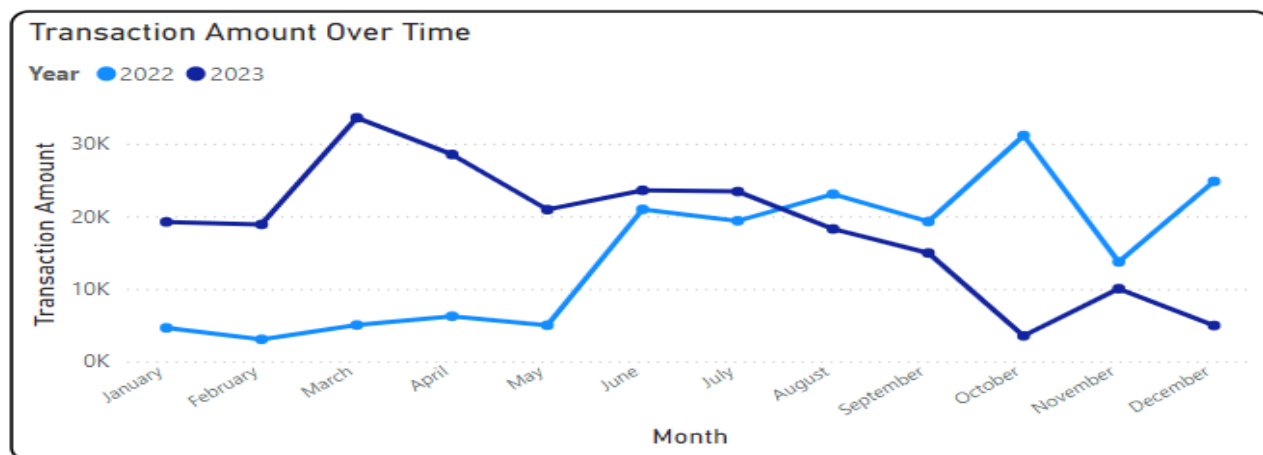
Total Transaction Amount

124.74%

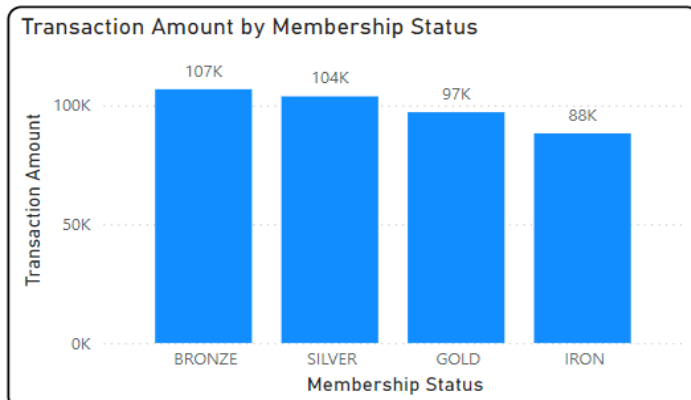
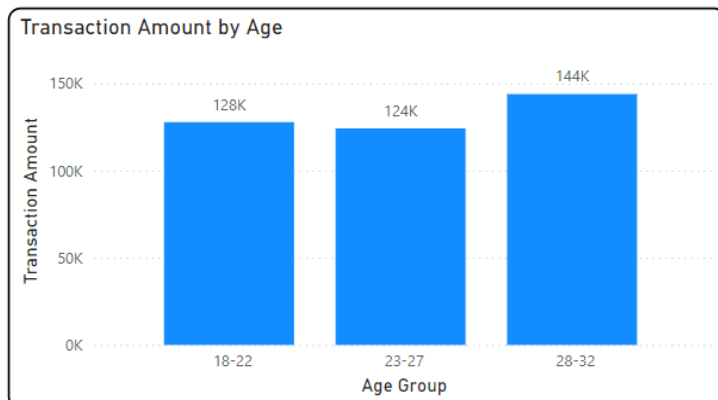
YoY Variance %

Total Revenue:

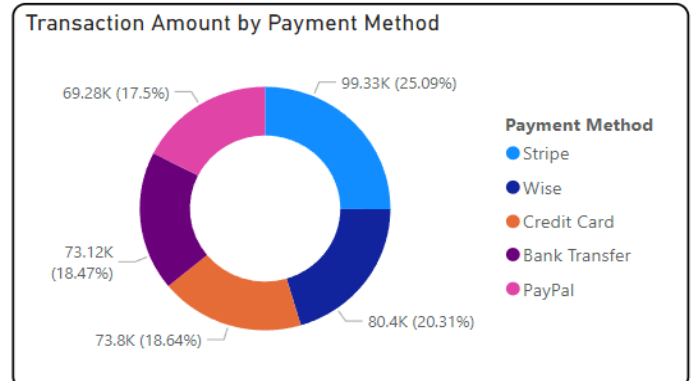
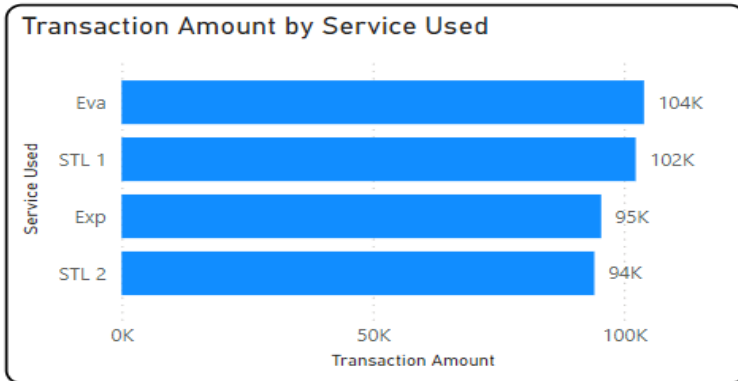
- **2022:** \$176.17K
- **2023:** \$219.75K
- **Overall:** \$395.92K
- **YoY Growth:** 124.74% – Strong revenue growth from 2022 to 2023.



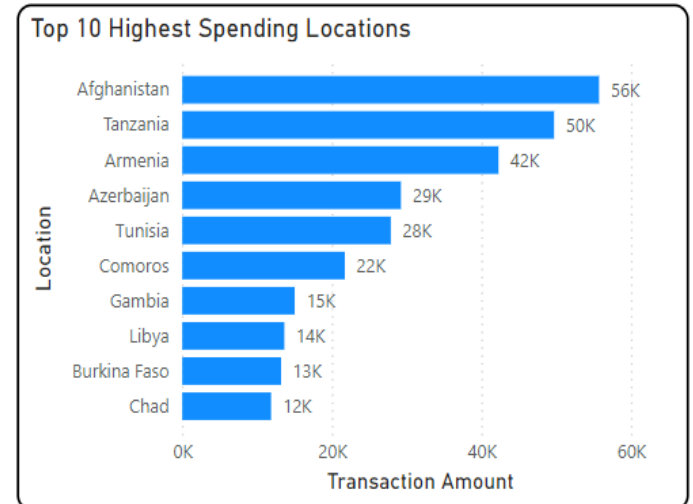
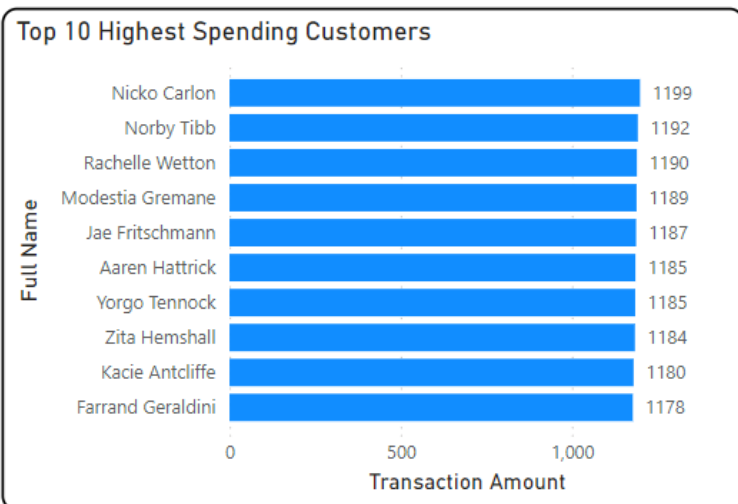
- **2022:** Exhibits a steady growth pattern with notable spikes in June, October, and December.
- **2023:** Significant increase in revenue during January, March, and May, with seasonal dips toward the end of the year. Overall higher transaction volumes than in 2022.



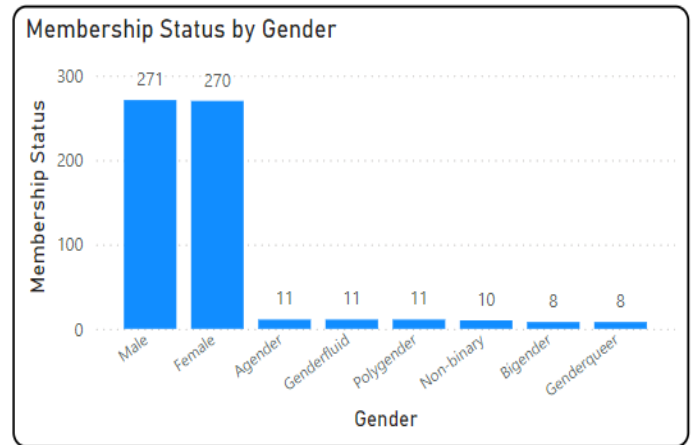
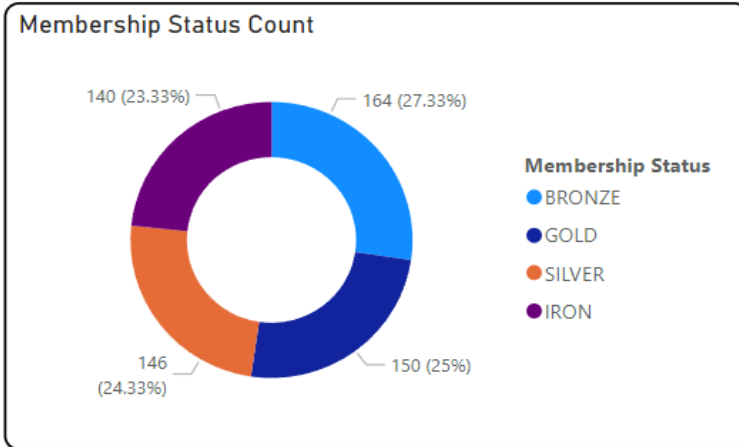
- Customers aged 28-32 show a higher spending pattern, with a transaction amount of \$144K. This suggests that older customers tend to spend more on average.
- Bronze members generate the most revenue (\$107K), closely followed by Silver (\$104K). Although Bronze has the highest count, spending is relatively even across all tiers.



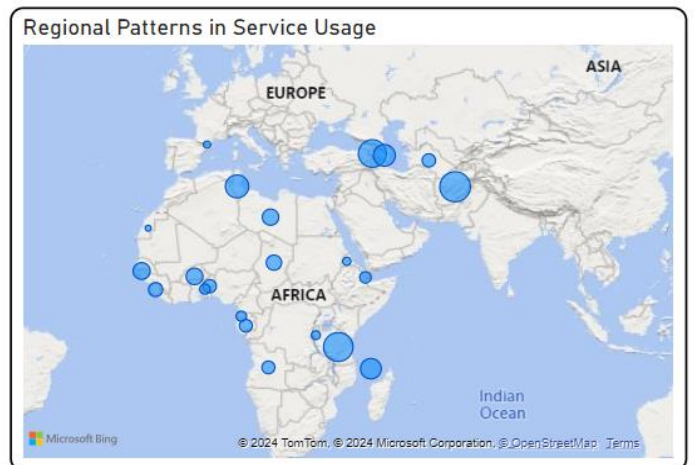
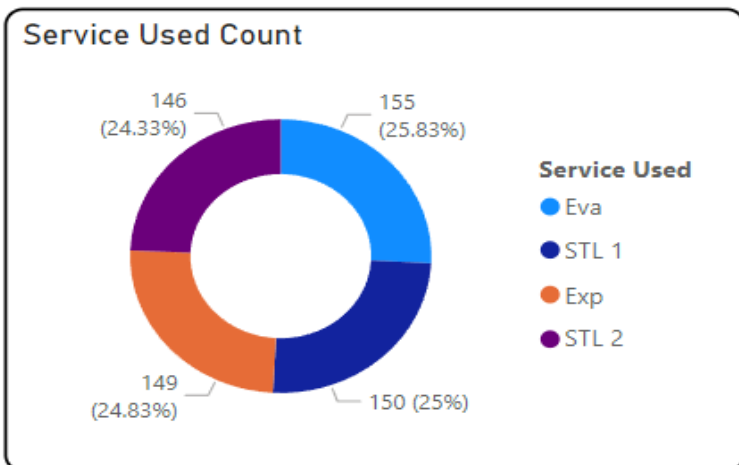
- Eva and STL 1 are the top services, both generating over \$100K revenue.
- The most popular payment method is Stripe (25.09%), followed by Wise (20.31%) and Credit Card (18.64%). There is also a strong preference for Bank Transfer and PayPal.



- The top 10 highest-spending customers all contributed nearly \$1.2K each, with Nicko Carlon and Norby Tibb leading the list.
- Afghanistan is the top revenue-generating location (\$56K), followed by Tanzania (\$50K), and Armenia (\$42K).



- Bronze members represent the largest segment (27.33% or 164 members), followed closely by Gold (25% or 150 members). Membership Status is relatively evenly distributed, indicating no single tier is overwhelmingly dominant, but Bronze leads slightly.
- The male and female customer distribution is almost equal (271 male, 270 female), with a few transactions from gender-diverse groups.



- Service usage distribution shows a relatively even split.
- There is significant variance in service usage across different regions, with a concentration in countries across Africa.

Transaction Count Over Time			
Month	2022	2023	Total
January	7	30	37
February	4	26	30
March	7	51	58
April	9	40	49
May	7	36	43
June	30	37	67
July	30	32	62
August	34	27	61
September	31	27	58
October	44	6	50
November	24	14	38
December	38	9	47
Total	265	335	600

Payment Method Count Over Time			
Payment Method	2022	2023	Total
Stripe	71	77	148
Wise	54	67	121
Bank Transfer	46	67	113
Credit Card	47	62	109
PayPal	47	62	109
Total	265	335	600

- There is a notable increase in the number of transactions from 2022 (265 transactions) to 2023 (335 transactions). Significant transaction rise from June 2022 and significant transaction drop from October 2023.
- Stripe is the most used payment method (148 transactions), followed by Wise (121 transactions). There is a steady increase in the use of Stripe, Wise, Credit Card, and PayPal between 2022 and 2023. Bank Transfer and Wise saw considerable growth in usage, each contributing significantly to the overall payment count in 2023.

Key Insights:

- Strong revenue growth from 2022 to 2023.
- In October 2022 and March 2023, the highest number of transactions occurred.
- Customers in the 28-32 age group are the highest spenders and Customers in the 23-27 age group are the lowest spenders.
- The Bronze membership generated the highest revenue and The Iron membership generated the lowest revenue.
- Eva is the highest revenue-generated service and STL2 generated the lowest revenue.
- Stripe is the most used payment method and Paypal is the least used one.
- Afghanistan is the top revenue-generating location.

Recommendations:

- **Enhance Targeted Marketing for High-Value Age Groups:** With customers aged 28-32 generating the highest spending levels, creating customized marketing campaigns aimed at this age group can encourage increased transaction volume. Additionally, exclusive offers can further enhance revenue.
- **Boost Membership Engagement Through Tiered Rewards:** The even revenue distribution across membership tiers indicates an opportunity for targeted engagement strategies. Designing exclusive benefits for Bronze, Silver, and Gold members, such as tier-based discounts or early access to new services, could drive higher spending and promote customer loyalty within each tier.
- **Strategic Regional Expansion and Marketing:** Notable revenue from specific locations like Afghanistan and Tanzania highlights potential growth areas. Expanding regional marketing efforts in countries showing promise could capitalize on existing interest and open opportunities for untapped markets.
- **Invest in Popular Services and Service Cross-Selling:** With "Eva" and "STL 1" as top revenue-generating services, focused investment in service enhancements or complementary offerings could increase value for existing customers. Cross-selling between these services can further maximize their popularity and drive overall business revenue.
- **Optimize Payment Channel Options:** Stripe, Wise, and Bank Transfer are the most used payment methods, signaling customer preferences. Ensuring smooth, hassle-free transactions across these channels and offering promotions for specific payment methods could increase transaction frequency and customer satisfaction.