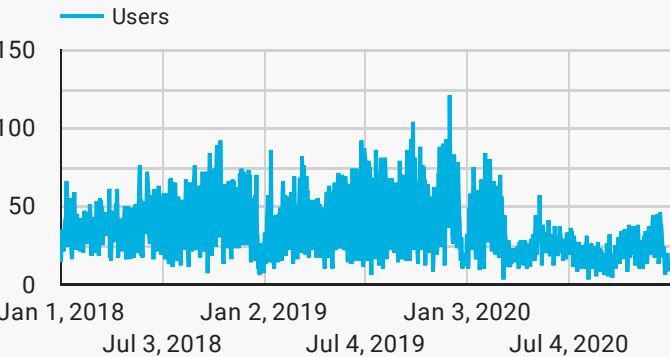
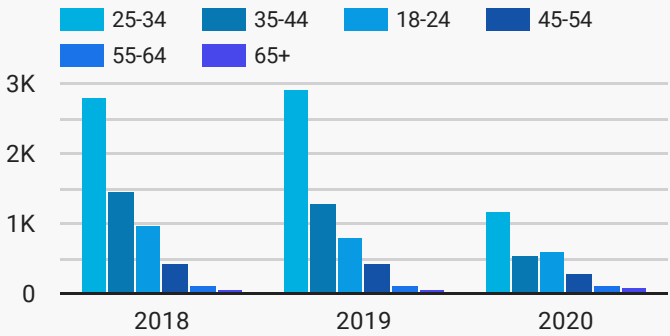


Why London? The number of users has decreased slightly.



Age distribution: We decided to target millennials as this user base has decreased the most



Why United Kingdom? It has the highest number of users and new users

	Country	Users	New Users
1.	United Kingdom	86,710	84,232
2.	Germany	45,281	44,714
3.	France	38,845	39,404
4.	Spain	33,770	33,272
5.	Netherlands	24,910	24,581

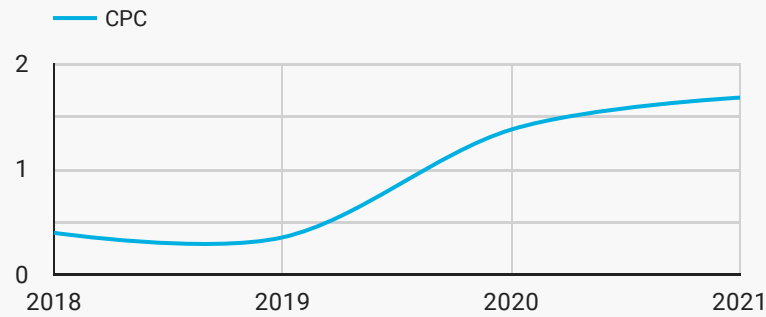
1 - 50 / 50

Why London? It has the highest number of users and new new users

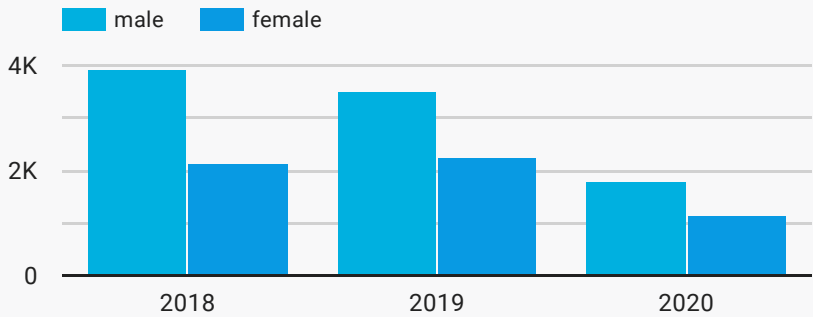
	Town/City	Users	New Users
1.	London	34,273	31,333
2.	Manchester	1,520	1,429
3.	Birmingham	1,504	1,448
4.	Leeds	1,246	1,195
5.	Glasgow	1,241	1,202

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An increase of CPC over year makes a physical store more attractive



We can observe a decrease of delta between genders



Top 5 In-Market-Segments in London

	In-Market Segment	Users
1.	Travel/Hotels & Accommodations	
2.	Employment	
3.	Travel/Air Travel	
4.	Software/Business & Productivity Software	
5.	Employment/Career Consulting Services	

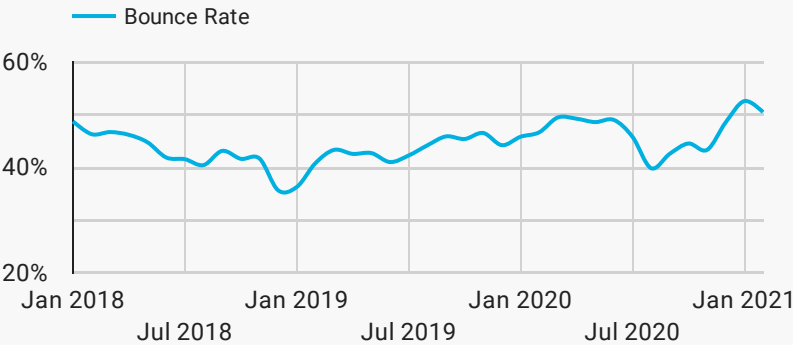
1 - 5 / 438

Top 5 Other Categories in London

	Other Category	Users
1.	Arts & Entertainment/TV & Video/Online Video	
2.	Arts & Entertainment/Celebrities & Entertain...	
3.	Reference/General Reference/Dictionaries & E...	
4.	Travel & Transportation/Transportation/Air T...	
5.	Internet & Telecom/Mobile & Wireless/Mobile ...	

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10% Increase in Bounce Rate in the last 6 months of 2020



Top 5 Products sold in London (in amount/number)

	Product	Quantity
1.	Google 16 oz Glass Bottle Navy	104
2.	Google Light Pen Blue	80
3.	Google Clear Framed Yellow Shades	69
4.	Google Glass Bottle	64
5.	Google Large Standard Journal Navy	53

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Top 5 Products sold in London (in USD value)

	Product	Product Revenue
1.	Google 16 oz Glass Bottle Navy	\$1,657.35
2.	Google Glass Bottle	\$1,466.4
3.	Google Flat Front Bag Grey	\$1,275.15
4.	Nest@ Secure Alarm System S...	\$927.53
5.	Nest Hello Doorbell - USA	\$898.29

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Top 5 Affinity Categories in London

	Affinity Category (reach)	Users
1.	Shoppers/Value Shoppers	
2.	Media & Entertainment/Movie Lovers	
3.	Technology/Technophiles	
4.	Sports & Fitness/Health & Fitness Buffs	
5.	Media & Entertainment/Music Lovers	

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