

# Marketplace Metrics Improvement Analysis



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# What's going wrong?

Low repeat purchase rate and unclear revenue dynamics.



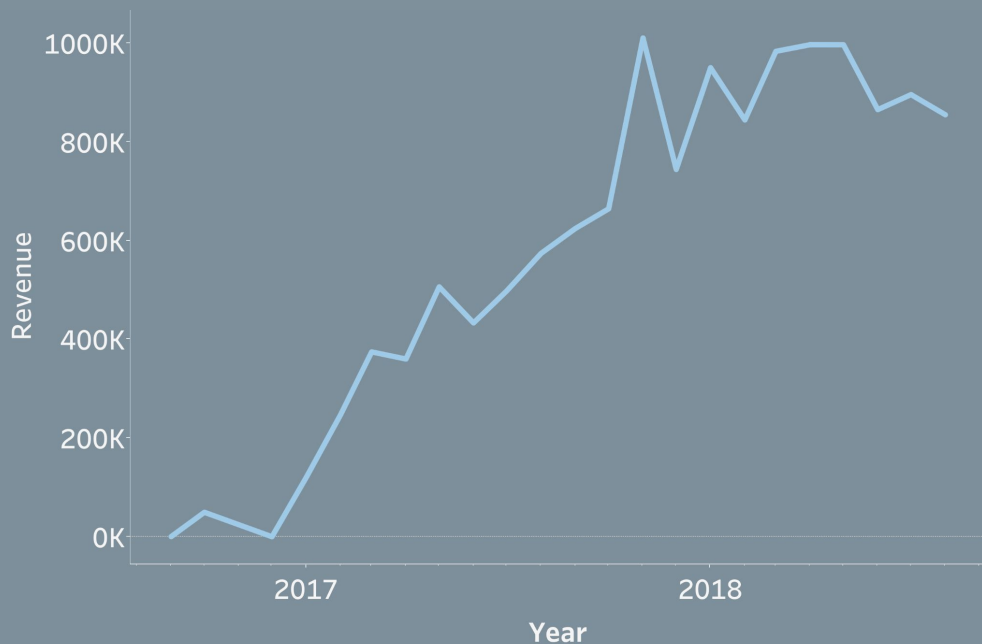
# Identifying key metrics for diagnosing the problem

To determine the cause of the retention drop, we analysed five essential metrics: sales, active users, new client acquisition, revenue per user and engagement. These dimensions represent the core of marketplace performance.



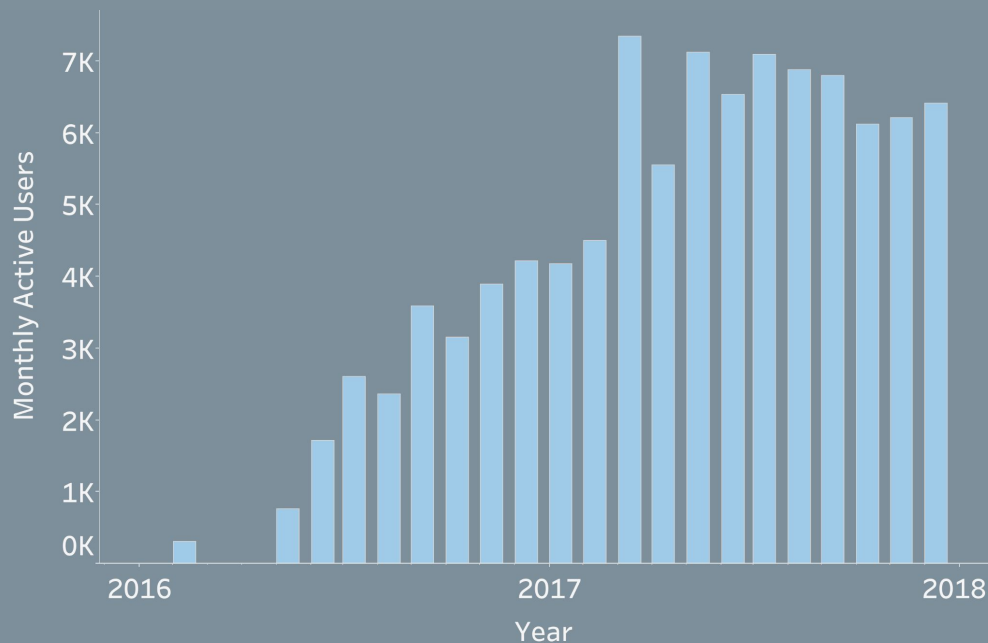
# Sales are growing — the issue is elsewhere

We analysed the monthly revenue trend and found no sign of decline or instability. The sales volume was growing consistently, indicating successful market acquisition.



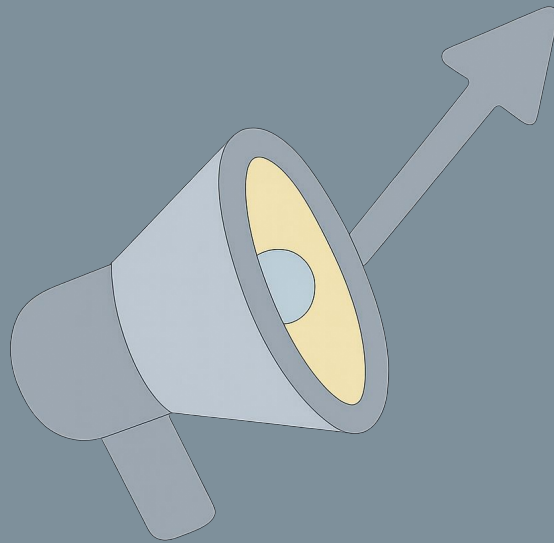
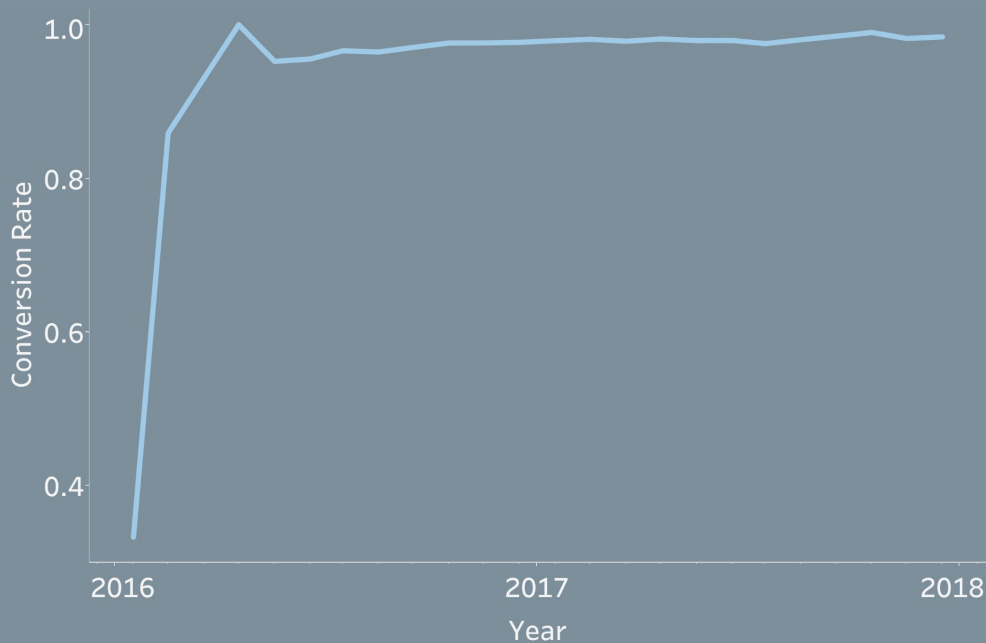
# The audience size metric stays stable

The trend of Monthly Active Users remained stable, indicating a consistent user base.



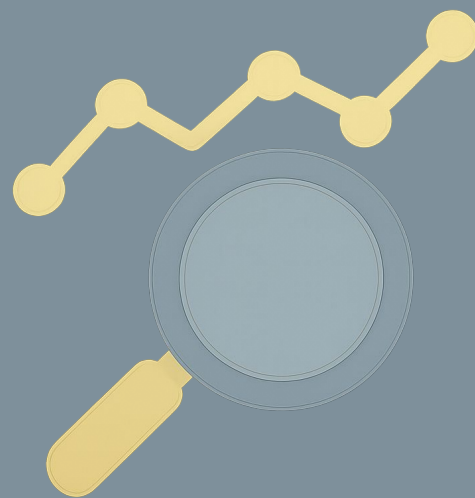
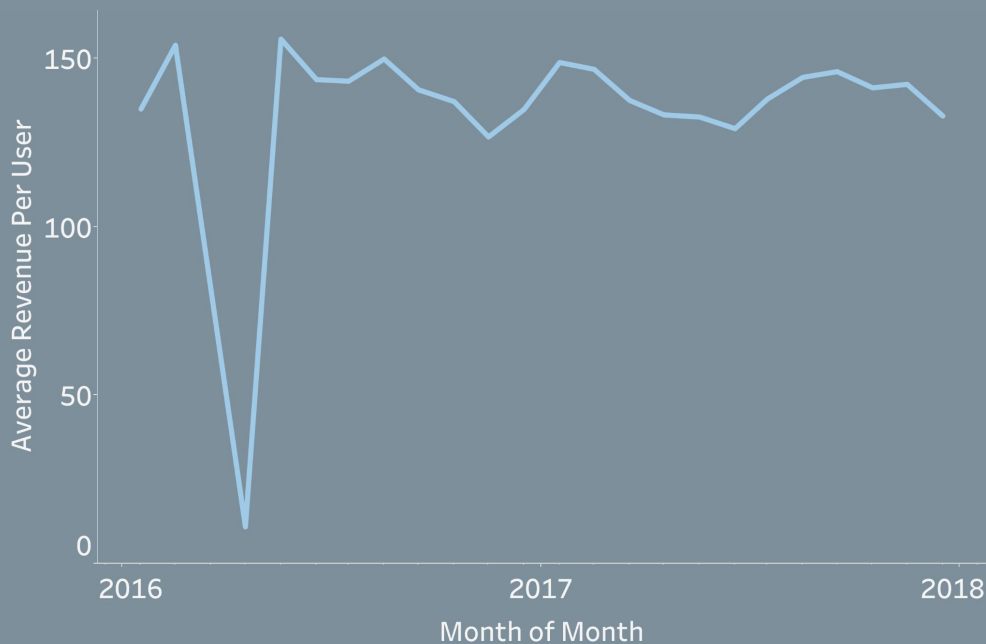
# New client acquisition remains strong

We tracked conversion to paying user and found it consistently high. This rules out onboarding or acquisition issues as the cause of retention decline.



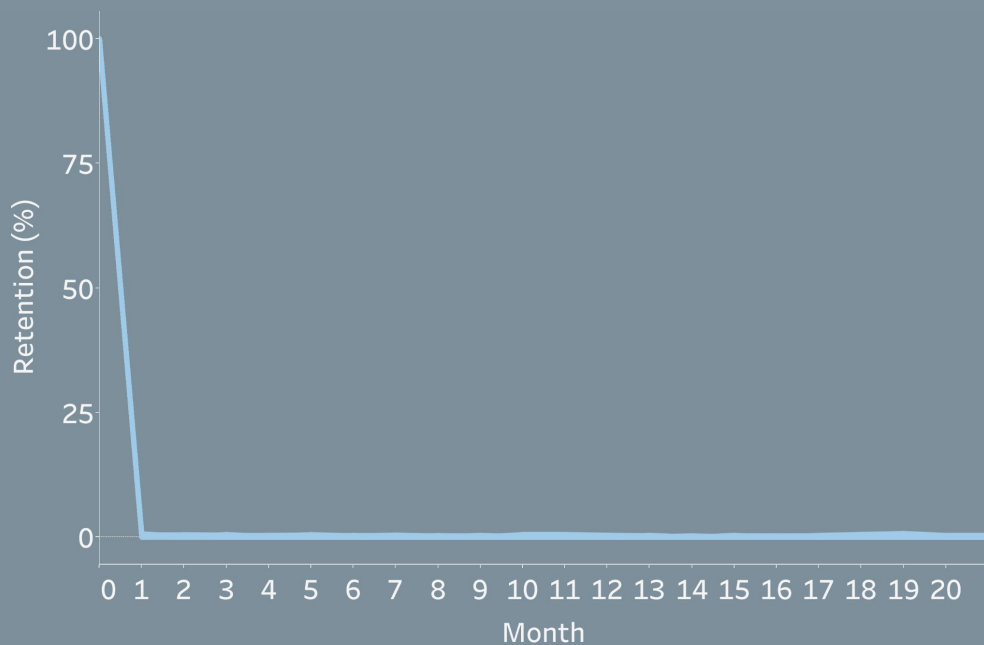
# Financial commitment per user remains consistent

The average monthly revenue per user (ARPU) fluctuates slightly but maintains a stable trend, indicating steady user spending.



# Retention reveals the root cause

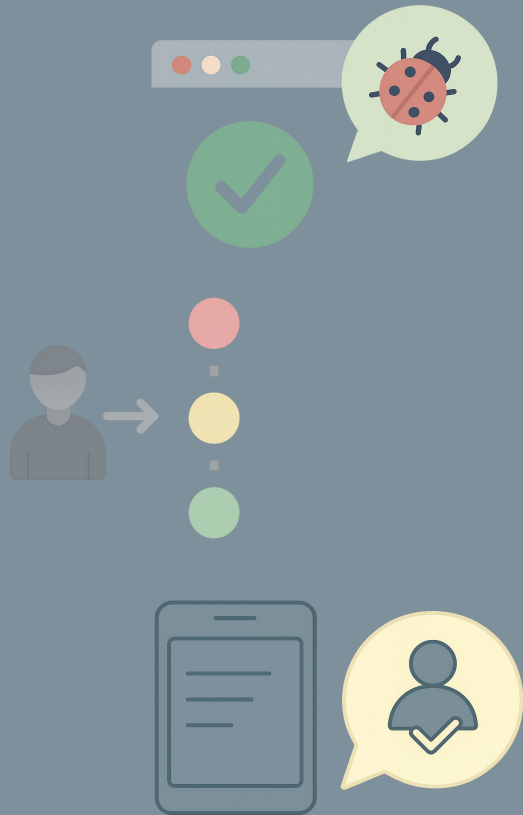
While other metrics stay stable, cohort analysis shows a sharp drop in user retention after the first purchase — indicating poor re-engagement.





# Fixing retention drop

1. Show instant feedback when users report issues or bug
2. Guide new users with step-by-step onboarding
3. Re-engage inactive users with personalised reminders



# Thank you for your attention

Let's build a product users truly come back to