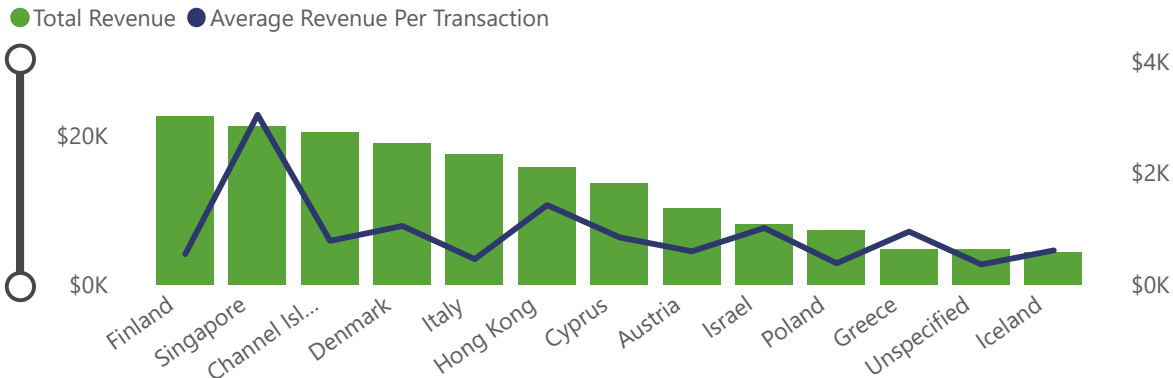


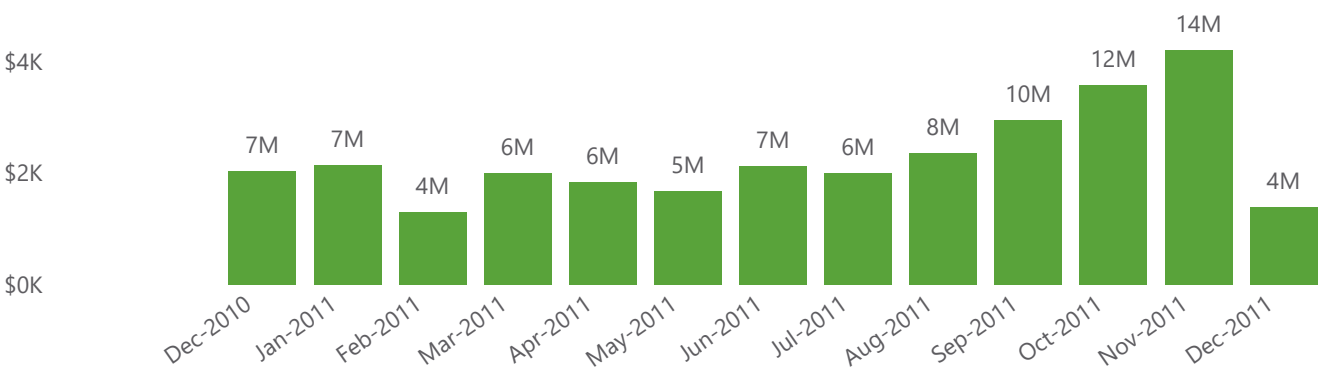
# A Deep Dive Across Spending Tiers and Customer Behavior

Quick measure

### Singapore Outpaces All Mid Tier Countries in Revenue Per Transaction



### November Emerges as the Peak Revenue Month for Mid Tier, Just Like High Tier



Highest Revenue Country

\$23K

Lowest Revenue Country

\$4K

Average Revenue

\$13K

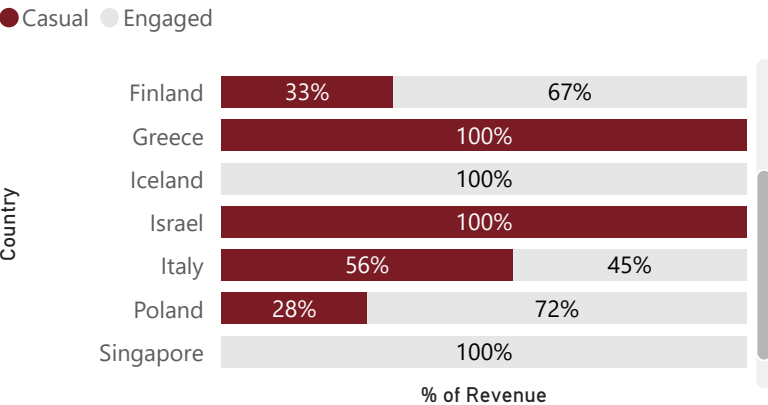
SpendingTier

- Bottom Tier
- Mid Tier
- Top Tier

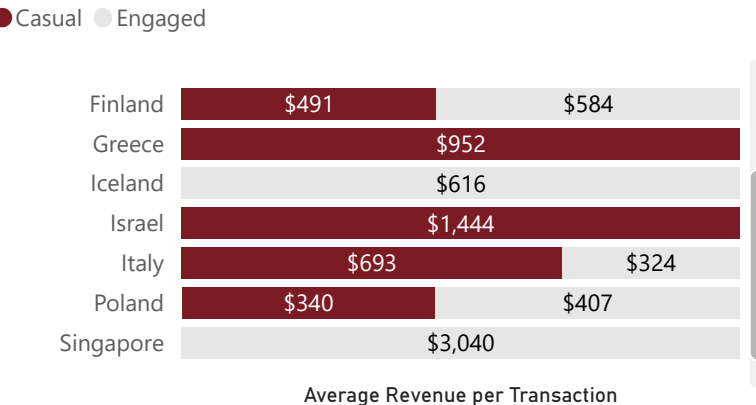
Spending Tier Breakdown and Customer Definition

The breakdown of Spending Tiers is based on a simple segmentation of 38 countries, ranked by their total revenue and grouped into three tiers: Top, Mid, and Bottom.  
An **Engaged customer** is defined as one who has made **five or more purchases** from this online retailer.

### Casual Customers Drive Revenue in Channel Islands and Italy



### In Italy, Casual Customers Spend 2x as Much Per Transaction



### Engaged Customers Sustain Revenue in Finland and Poland

