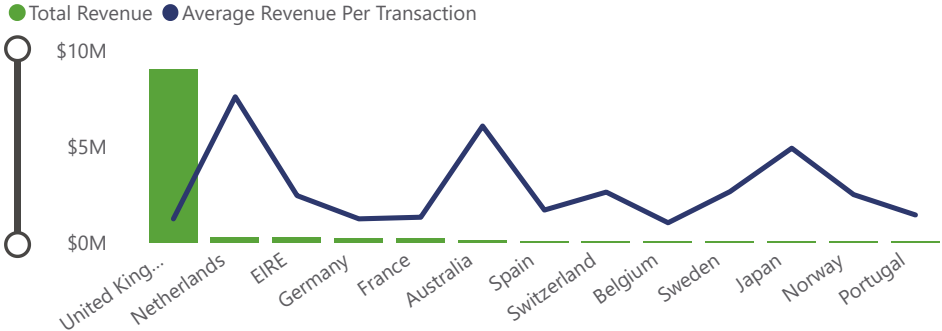
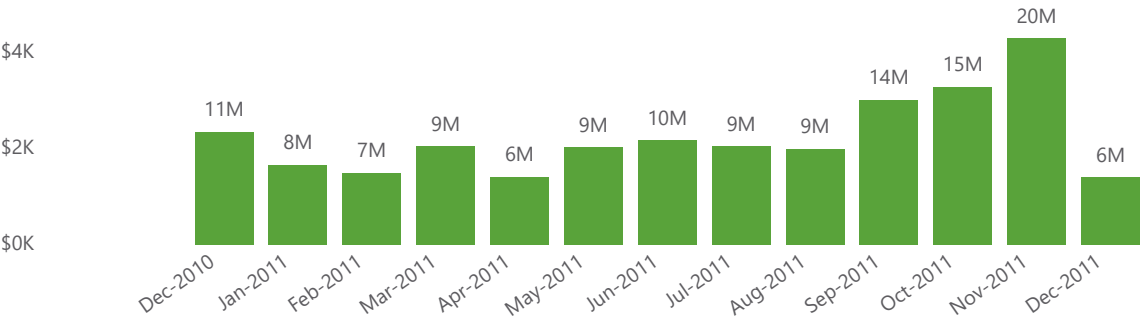


A Deep Dive Across Spending Tiers and Customer Behavior

UK Customers Drive High Revenue, But Spend Less Per Transaction



November Leads in Spending Among High Tier Countries



Highest Revenue Country

\$9M

Lowest Revenue Country

\$34K

Average Revenue

\$806K

SpendingTier

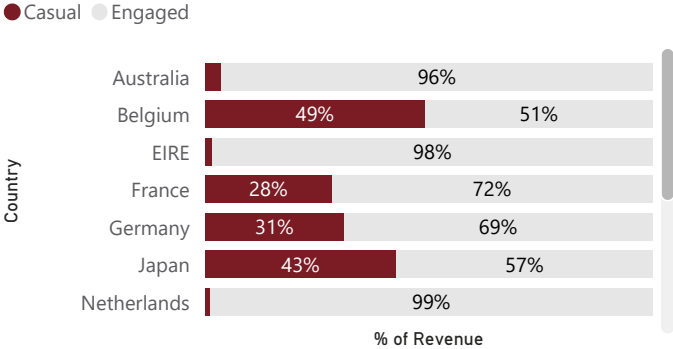
- Bottom Tier
- Mid Tier
- Top Tier

Spending Tier Breakdown and Customer Definition

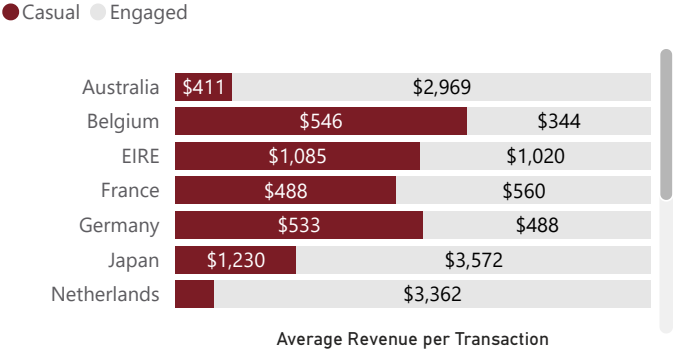
The breakdown of Spending Tiers is based on a simple segmentation of 38 countries, ranked by their total revenue and grouped into three tiers: Top, Mid, and Bottom.

An **Engaged customer** is defined as one who has made **five or more purchases** from this online retailer.

Engaged Customers Drive Revenue



As They Spend Significantly More Per Purchase



Even Though the Majority of Customers Are Casual

