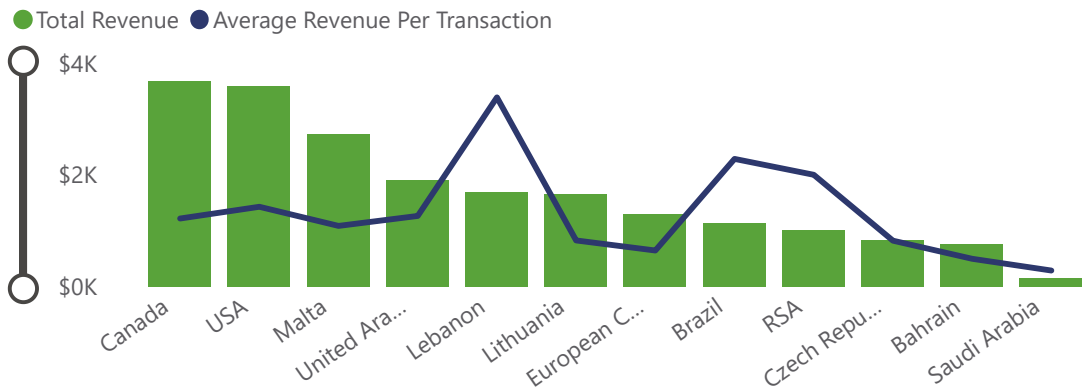


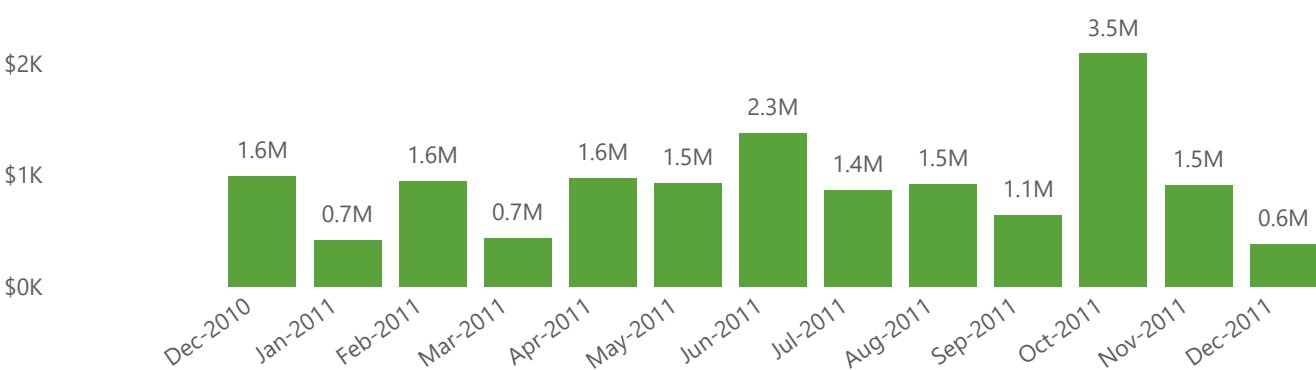
A Deep Dive Across Spending Tiers and Customer Behavior

Quick measure

Canada and the USA Underperform in Spend Despite Their Size



November Sees Lower Demand in Bottom Tier Countries



Highest Revenue Country

\$4K

Lowest Revenue Country

\$146

Average Revenue

\$2K

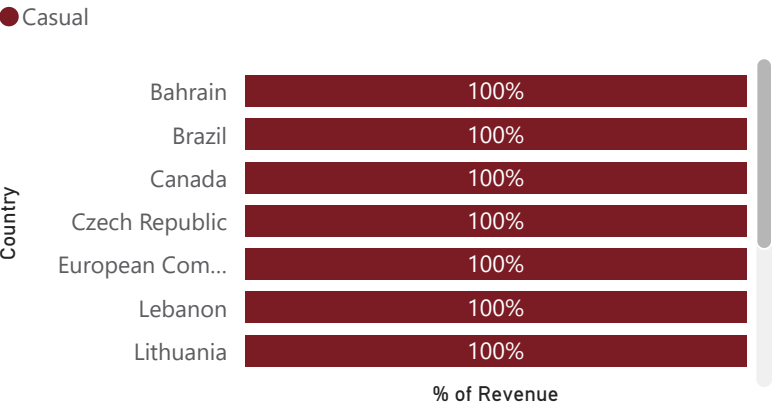
SpendingTier

- Bottom Tier
- Mid Tier
- Top Tier

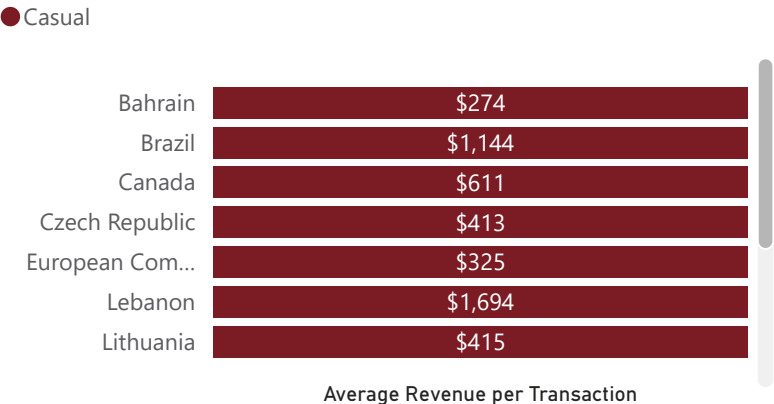
Spending Tier Breakdown and Customer Definition

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 Generate All Revenue Across Countries



Lebanon's Casual Customers Outspend the Mid Tier Casuals



Bottom Tier Countries Show No Customer Engagement

