

Revenue analysis

42,664.20	-11,327.33	-26.55%	31,336.87	29,043.31	1,146	642	45.24
Gross Sales. USD	Returns. USD	% Returns	Revenue Gross. USD	Revenue Net. USD	Customers	Paid Customers	ARPPU Net. USD

Date

1/1/2025 2/23/2025

Country

All

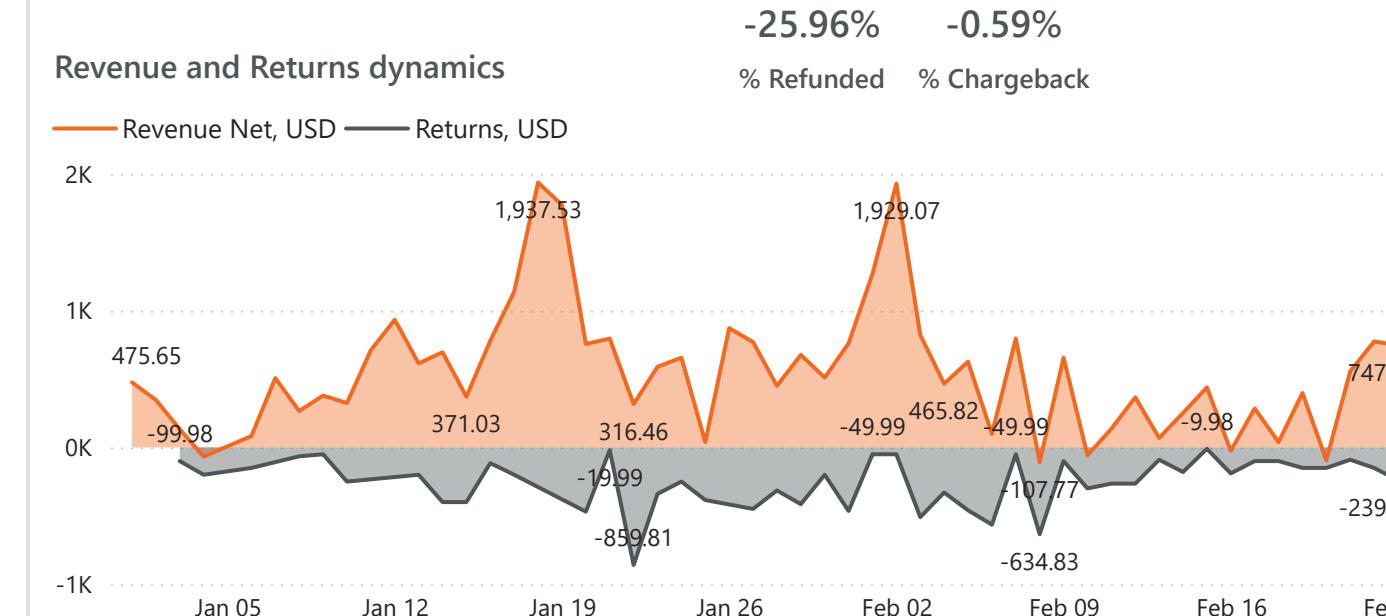
Subscription type

All

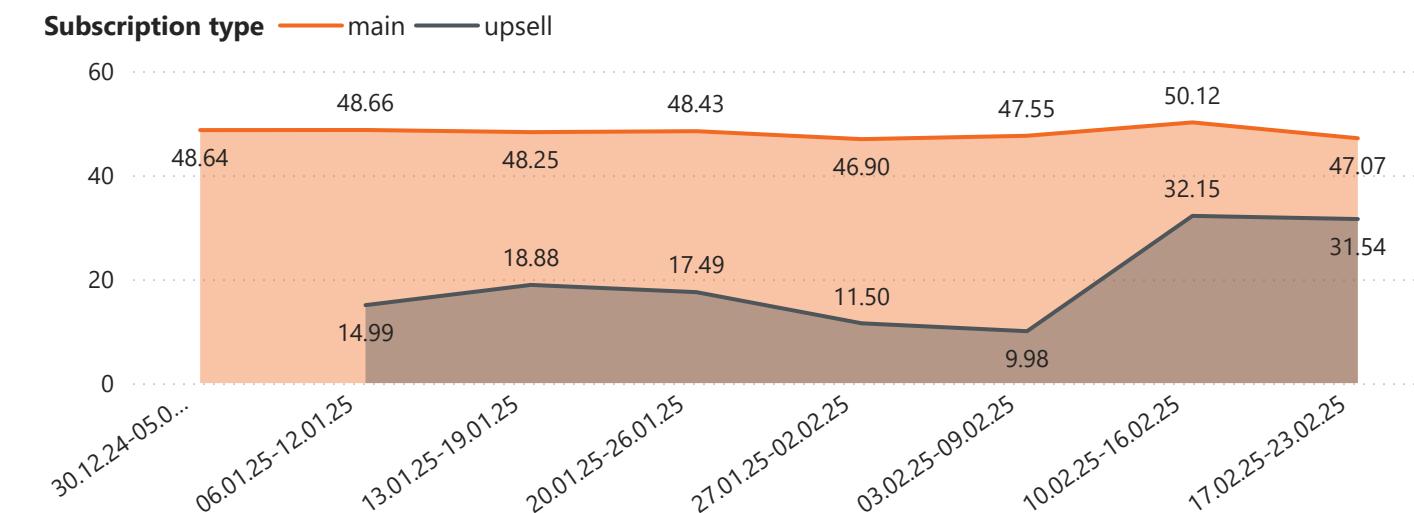
Plan type

All

Revenue and Returns dynamics



Average Order Value (AOV) by subscription type dynamics



Revenue distribution by country

Country	Gross Sales, USD	Returns, USD	% Returns	Customers	Paid Customers	Revenue Net, USD	ARPPU Net, USD
US	23,964.17	-6,348.46	-26.49%	636	358	16,525.54	46.16
AU	2,579.32	-944.79	-36.63%	85	41	1,453.63	35.45
GB	1,934.47	-649.82	-33.59%	56	26	1,152.31	44.32
CA	1,479.58	-459.89	-31.08%	34	21	920.53	43.83
IE	1,129.75	-269.94	-23.89%	35	16	789.21	49.33
IT	944.75	-149.97	-15.87%	19	16	739.40	46.21
SE	834.78	-164.96	-19.76%	17	12	618.62	51.55
CH	589.87	-49.99	-8.47%	13	10	507.82	50.78
CZ	574.87	-149.97	-26.09%	14	8	388.50	48.56
NO	499.85	-99.98	-20.00%	12	9	368.97	41.00
BR	474.85	-89.97	-18.95%	10	8	356.87	44.61
DE	519.86	-149.97	-28.85%	13	8	335.91	41.99
IL	544.86	-199.96	-36.70%	12	7	307.32	43.90
PT	339.92	-49.99	-14.71%	8	5	270.37	54.07
Total	42,664.20	-11,327.33	-26.55%	1,146	642	29,043.31	45.24

Revenue distribution by subscription type

Subscription type	AOV, USD	Gross Sales, USD	Returns, USD	% Returns	Customers	Paid Customers	Revenue Net, USD	ARPPU Net, USD
main	48.11	39,401.78	-10,682.80	-27.11%	1,079	598	26,624.62	44.52
upsell	21.90	3,262.42	-644.53	-19.76%	212	114	2,418.69	21.22
Total	44.07	42,664.20	-11,327.33	-26.55%	1,146	642	29,043.31	45.24

Revenue distribution by plan type

Plan type	Plan price	Gross Sales, USD	Returns, USD	% Returns	Customers	Paid Customers	Revenue Net, USD	ARPPU Net, USD
1month_subscription	49.99	38,442.31	-10,547.89	-27.44%	1,079	558	25,861.42	46.35
upsell_bundle_3month	39.98	1,959.02	-319.84	-16.33%	62	41	1,534.96	37.44
6month_subscription	14.99	959.47	-134.91	-14.06%	256	41	763.20	18.61
upsell_guide_1time	9.98	588.82	-89.82	-15.25%	80	50	454.83	9.10
upsell_premium_support_1month	14.99	314.79	-74.95	-23.81%	47	16	217.87	13.62
upsell_bundle_1month	19.99	399.79	-159.92	-40.00%	31	12	211.03	17.59
Total	42,664.20	-11,327.33	-26.55%	1,146	642	29,043.31	45.24	

*Price for **6month_subscription** plan = 14.99 USD/first month and 69.99 USD/next period