







Feature 2 drives higher ARPU increase of 6.9%

ARPU = Average Revenue Per User

	Total Revenue	Total Profits	ARPU
Pilot Data 1	 30%	 28%	 1.1%
Pilot Data 2	 15.2%	 12.9%	 6.9%

Insights

Greater increase in revenue at the expense of customer experience because revenue is primarily driven by an increase in customers in-store

Increase in revenue and customer experience since customers are spending more on average