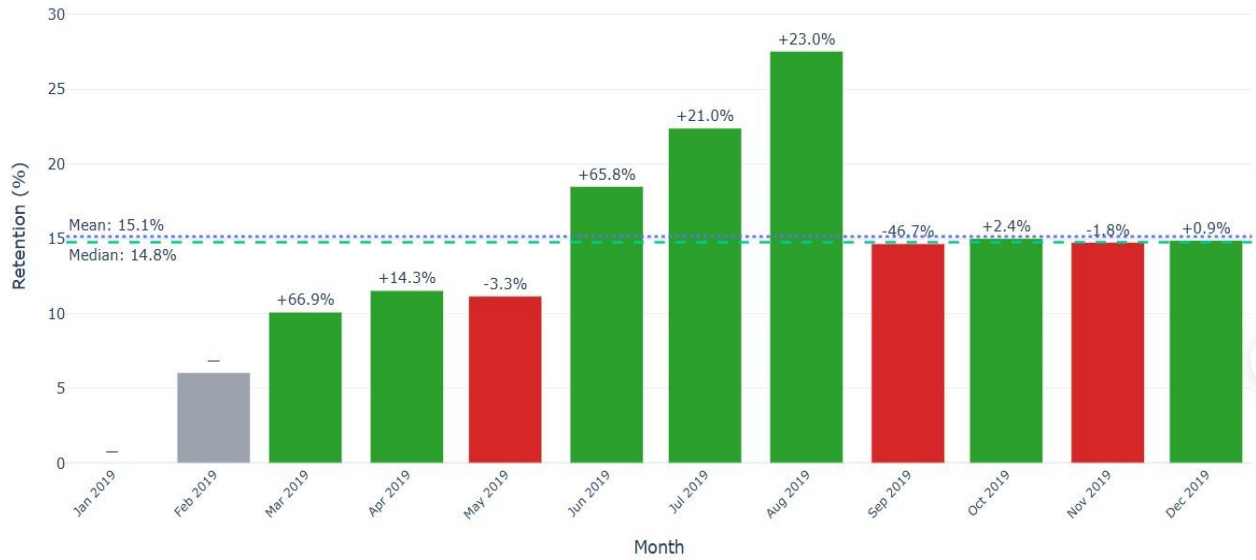
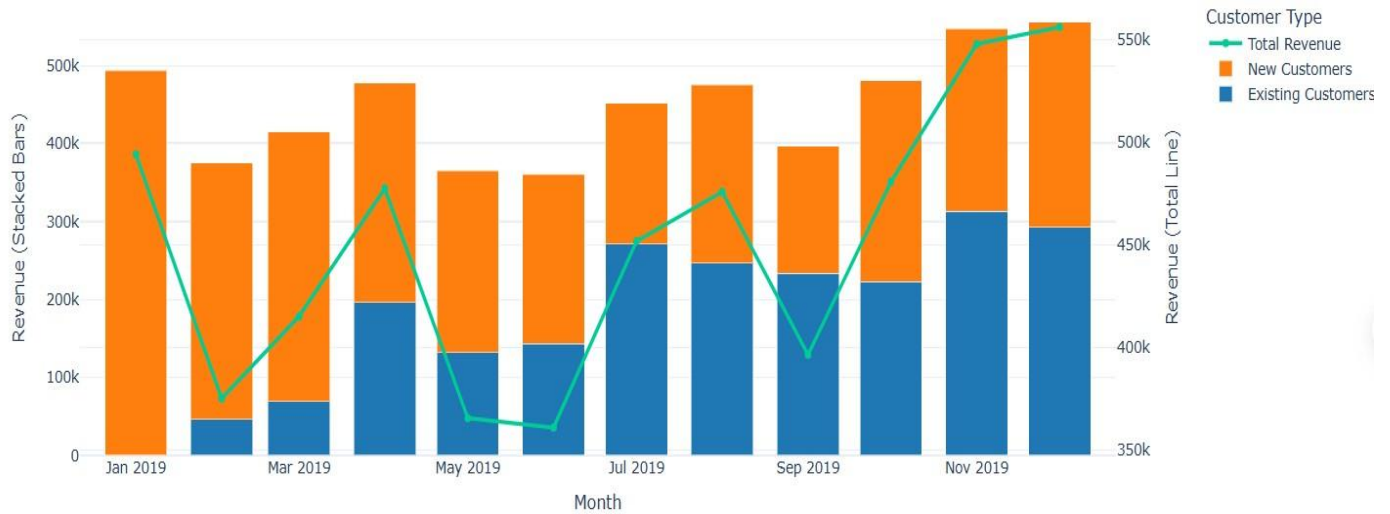


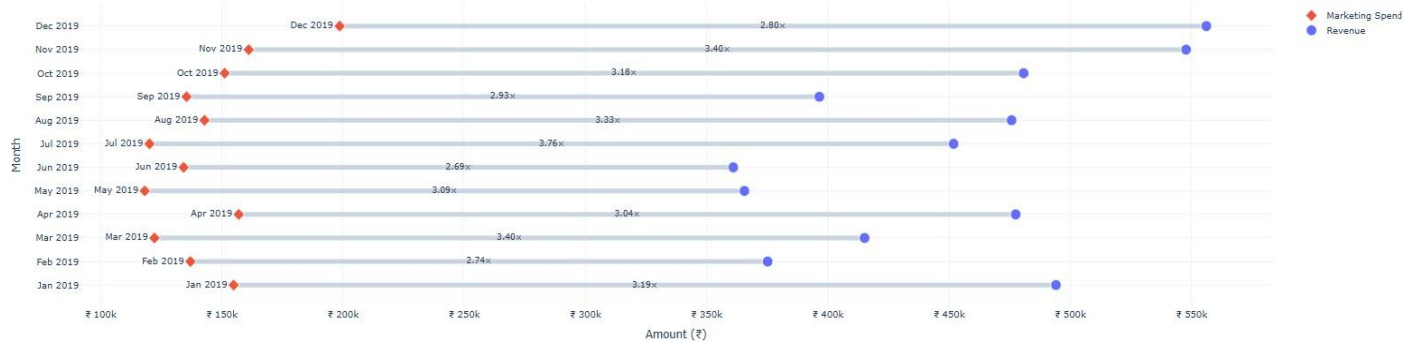
Monthly Customer Retention (Rolling) — % of Last Month's Customers Returning



Q5 • Revenue by Month: New vs Existing (Stacked) + Total Trend



Q11 • Marketing vs Revenue — Dumbbell Chart with ROI per Month



Monthly Category Mix — Revenue Share (all months, top 8 + Other)

