How have total sales evolved over the last 5 years?
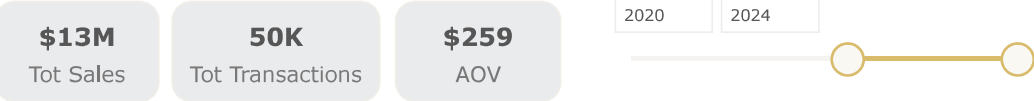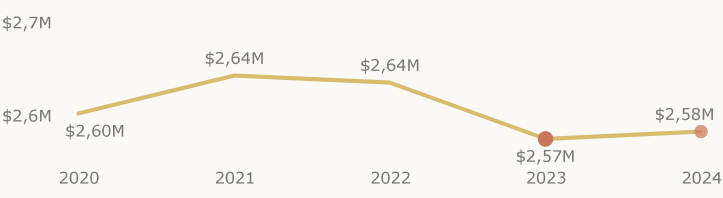
Hover over the charts to see the explanatory texts that show my analytical thinking
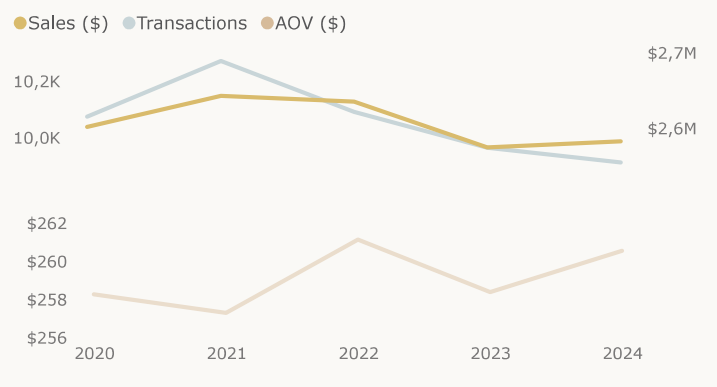
$13M	**50K**	**$259**
Tot Sales	Tot Transactions	AOV

2020 2024

How have total sales evolved over the last 5 years?

$2,7M
$2,64M $2,64M
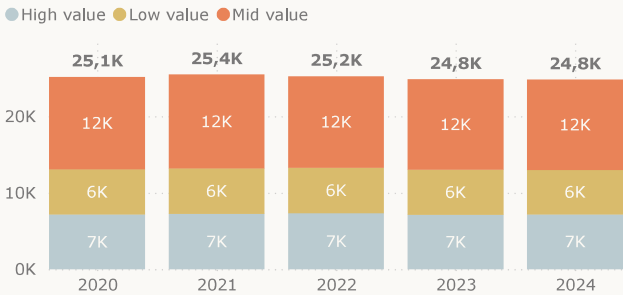$2,6M $2,60M $2,58M
$2,57M
2020   2021   2022   2023   2024

Sales show an initial growth followed by **a clear decline over the last two years**, with only a slight recovery at the end.
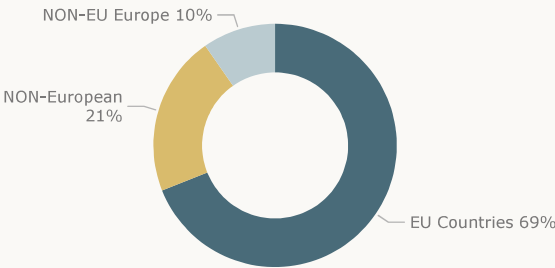
What happened?

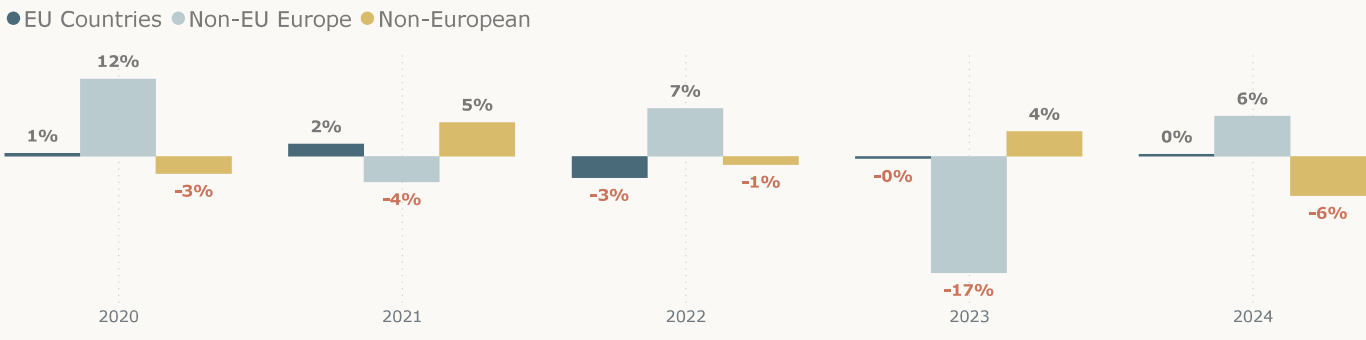## Are sales more influenced by number of transactions or AOV?

● Sales ($) ● Transactions ● AOV ($)

10,2K
$2,7M
10,0K
$2,6M
$262
$260
$258
$256
2020   2021   2022   2023   2024

Does the product value mix impact the AOV?

● High value ● Low value ● Mid value

25,1K	25,4K	25,2K	24,8K	24,8K
12K	12K	12K	12K	12K
6K	6K	6K	6K	6K
7K	7K	7K	7K	7K

2020   2021   2022   2023   2024

From which countries do transactions come?

NON-EU Europe 10%
NON-European 21%
EU Countries 69%

Could geographic changes explain part of the transaction decline?

● EU Countries ● Non-EU Europe ● Non-European

2020: 1% 12% -3%
2021: 2% -4% 5%
2022: -3% 7% -1%
2023: -0% -17% 4%
2024: 0% 6% -6%

How have total sales evolved over the last 5 years?

$13M
Tot Sales

50K
Tot Transactions

$259
AOV

2020   2024

Are sales driven more by the number of transactions or by the AOV?

● Sales ($) | ● Transactions | ● AOV ($)

$2,7M

$2,6M

10,2K

10,0K

$262

$260

$258

$256

2020   2021   2022   2023   2024
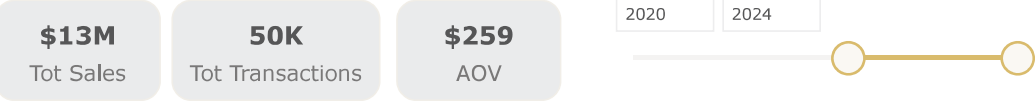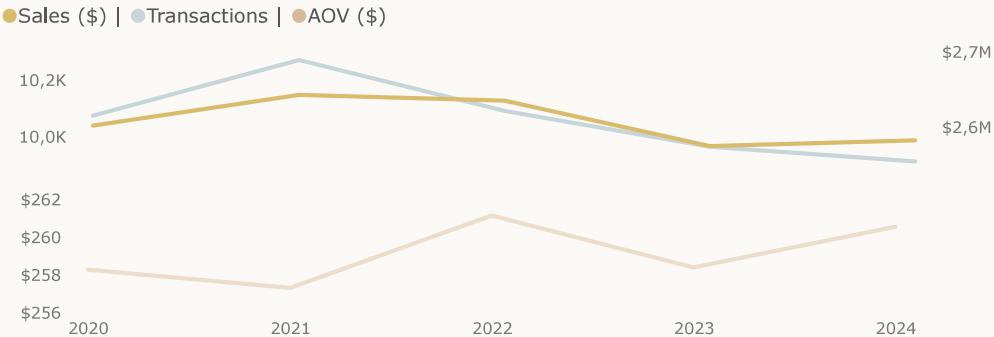
Are there seasonal trends in sales?

● Sales ($) | Δ↑ Sales % - Δ↓ Sales %

25%

5%

3%

3%

5%

-3%

-3%

-1%

-1%

-1%

-1%

-4%

$1.100K

$1.050K

January   February   March   April   May   June   July   August   September   October   November   December
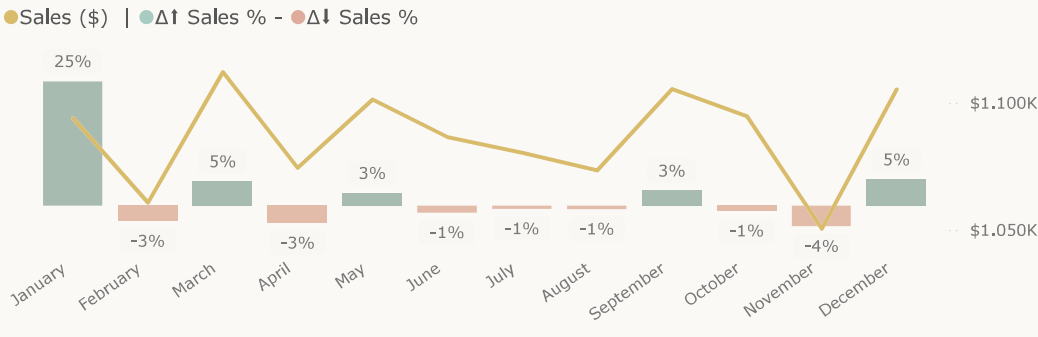
Which are our best sales channels?

Channel	Transactions
Search & Portals	34K
Social / Community	31K
News & Media	25K
Entertainment	17K
E-commerce	15K
Communication	6K

0K   10K   20K   30K

Transactions

Which are our top 10 products?

Product	Transactions
dooku solo	5,1K
Winterfell	5,0K
the duel	4,9K
Direwolf Stannis	3,8K
Karstark Dorne	3,8K
skywalker ewok	3,8K
Karstark warden	3,8K
duel Direwolf	2,7K
duel warden	2,7K
Tarly Stark	2,6K

0K   2K   4K
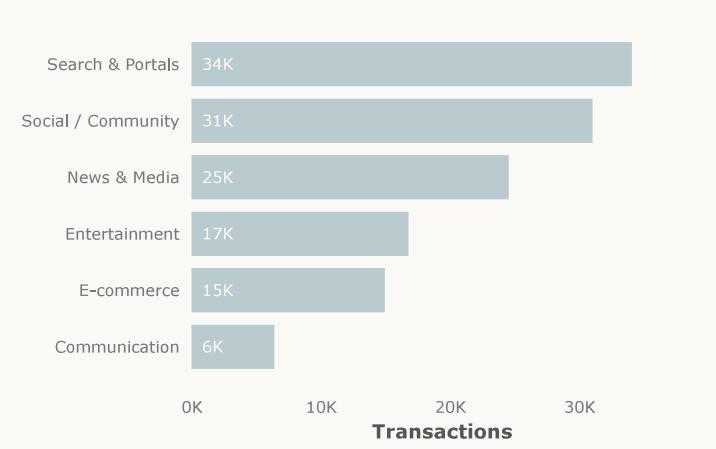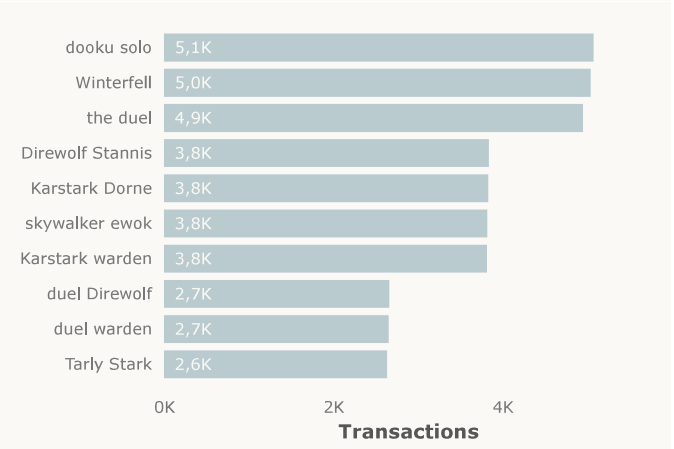
Transactions

Where do most of our customers come from?

+

−

■ Microsoft Azure

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Why have our sales declined over the last two years? (2023 - 2024)

Avg Sales 2021-22	Avg Sales 2023-24	Δ% in Sales	Δ $ in Sales		Tot Transactions	Transactions Previous Period	Δ in Transactions
$2.639K	**$2.579K**	**-2%**	**($60K)**		**50,3K**	**50,4K**	**-74**

Are sales driven more by the number of transactions or by the AOV?

●Sales ($) ●Transactions ●AOV ($)

How big is our sales % drop?

0%   2%   -0%   -2%   0%
2020 2021 2022 2023 2024

How much does the change % in transactions affect?

●Transactions YoY % ●Sales YoY %

1%   2%   -2%   -1%   -1%
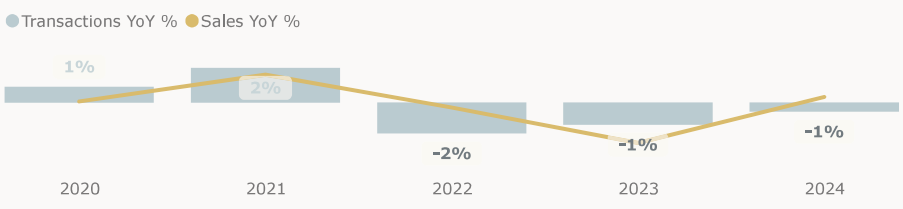2020 2021 2022 2023 2024
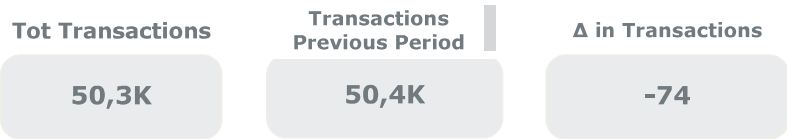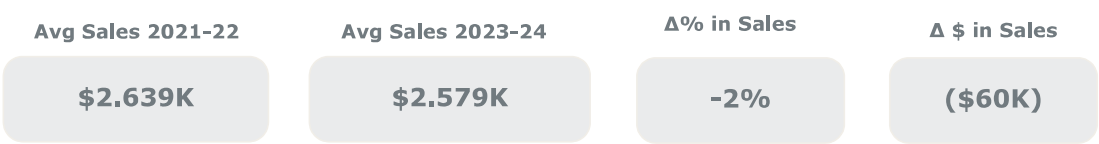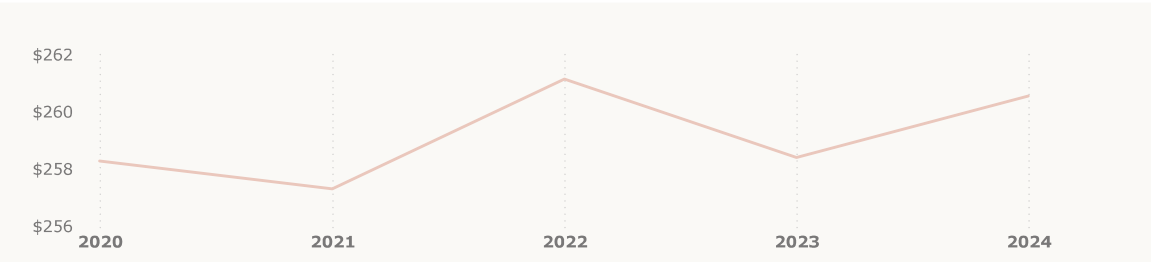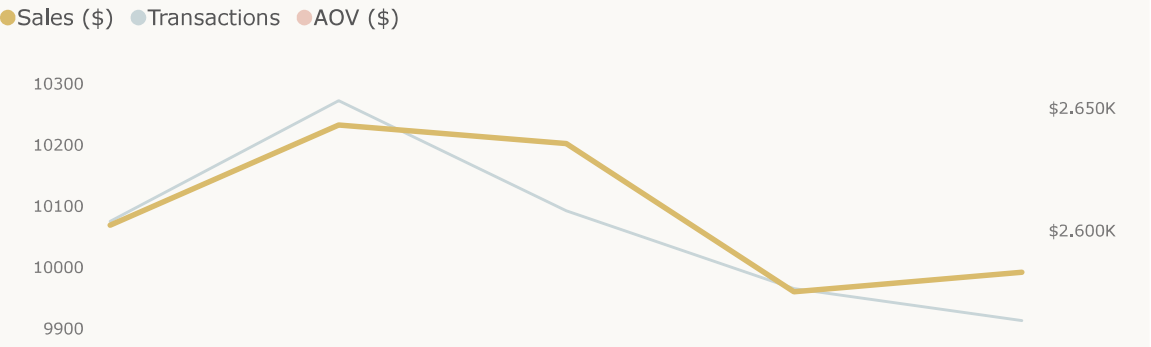
The drop in **sales** between 2023 and 2024 is mainly due to the decrease in the number of **transactions**.

The **AOV** also declines, but less significantly. It falls in 2023 but recovers in 2024, while the number of transactions remains low.
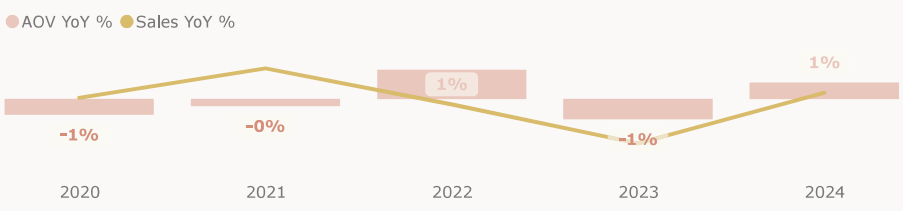
How much does the change % in AOV affect?

●AOV YoY % ●Sales YoY %

-1%   -0%   1%   -1%   1%
2020 2021 2022 2023 2024

Can we detect any changes in our sales channels?

Tot Transactions

50,3K

Transactions Previous Period

50,4K

Δ in Transactions

-74

Change % in transactions per channel

Communication
| 8% | -1% | 1% | -1% | -11% |

E-commerce
| 1% | 1% | -8% | 6% | 1% |

Entertainment
| 1% | -1% | -2% | 3% | -2% |

News & Media
| -4% | 4% | -2% | -0% | 1% |

Search & Portals
| 0% | -2% | 5% | -3% | 2% |

Social / Community
| 4% | 7% | -7% | -5% | -2% |

| 2020 | 2021 | 2022 | 2023 | 2024 |
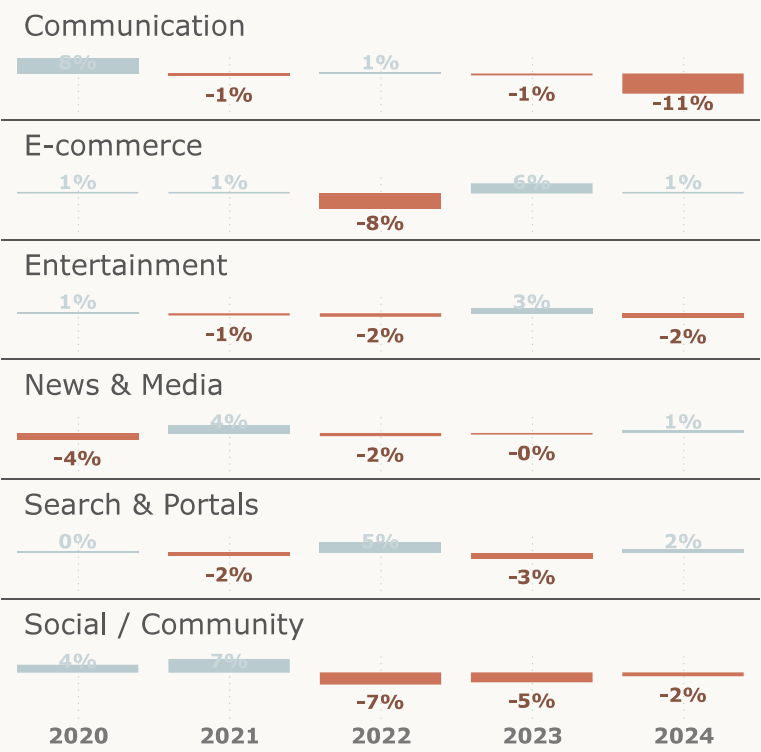
How much does each sales channel impact the transaction volume?

- Communication
- E-commerce
- Entertainment
- News & Media
- Search & Portals
- Social / Community

24,0%	Social / Community
26,7%	Search & Portals
19,3%	News & Media
13,2%	Entertainment
11,7%	E-commerce

Transactions by Channel over years

Social / Community	10,1K	10,3K	10,1K	10,0K	9,9K
	2,4K	2,6K	2,4K	2,3K	2,3K
Search & Portals					
	2,7K	2,6K	2,8K	2,7K	2,7K
News & Media					
	1,9K	2,0K	1,9K	1,9K	2,0K
Entertainment					
	1,3K	1,3K	1,3K	1,3K	1,3K
E-commerce					
	1,2K	1,2K	1,1K	1,2K	1,2K
Communication					
	2020	2021	2022	2023	2024

The Communication channel has dropped in 2023 and more in 2024.

Despite this, it is not the main driver of the general decline in transactions, because its weight is too low in absolute terms, since it represents just 5% of total transactions.

The Social channel is one of the most important in terms of transaction volume (≈24 percent of the total).
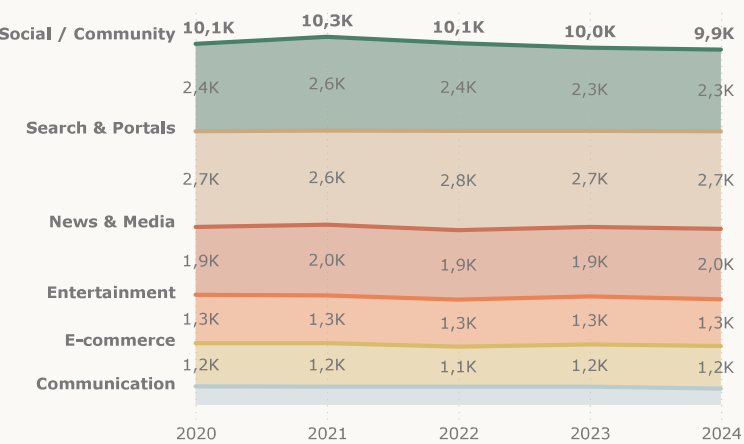
In 2023 and 2024 it shows:

- **a clear decline in performance**
- year-over-year percentage changes that are consistently negative
- no signs of recovery

Given its weight, even small drops in the Social channel have a significant impact on the total number of transactions.

▶ **This could be one of the reasons behind the overall drop in transaction volume.**

Can we detect any changes in countries?

Tot Transactions

30,0K

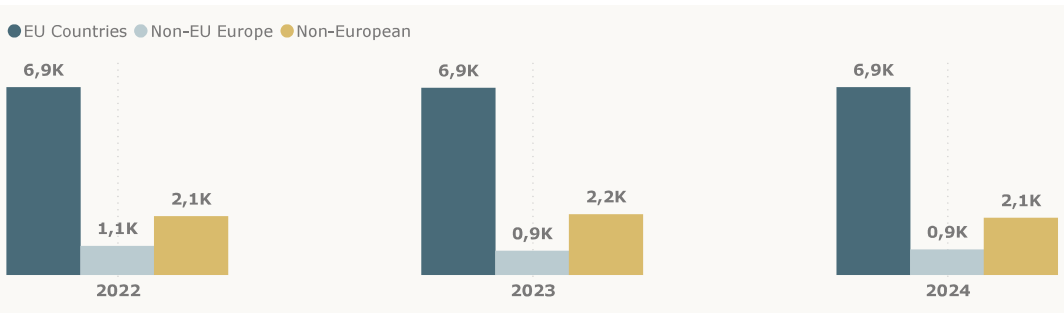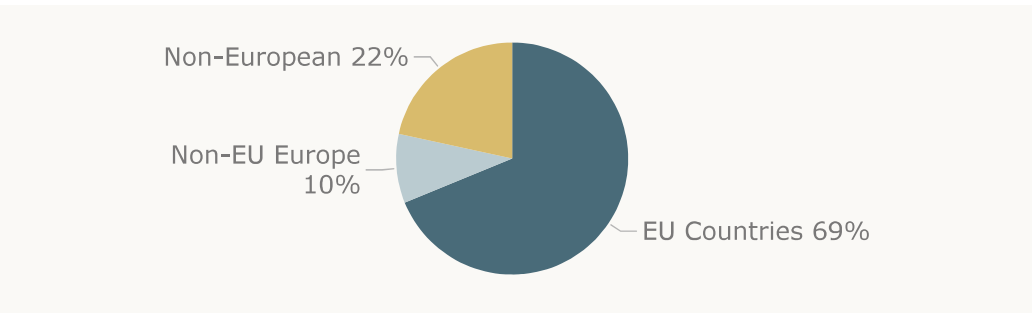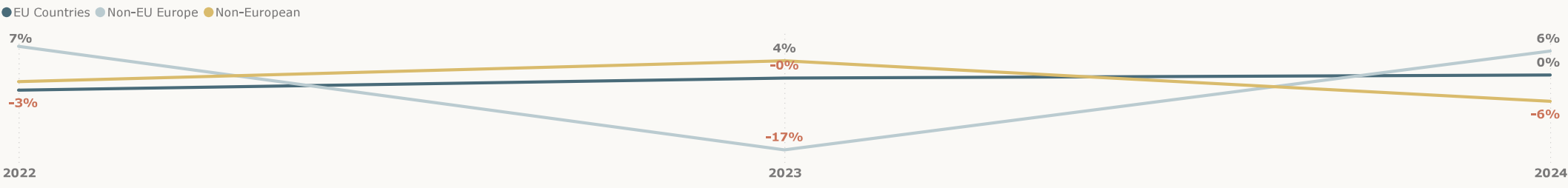**Transactions Previous Period**

30,3K

Δ in Transactions

-359

Change % in transactions per geographical area

● EU Countries ● Non-EU Europe ● Non-European

2022	2023	2024
7%	4%	6%
-3%	-0%	0%
	-17%	-6%

● EU Countries ● Non-EU Europe ● Non-European

Non-European 22%

Non-EU Europe 10%

EU Countries 69%

	2022	2023	2024
EU Countries	6,9K	6,9K	6,9K
Non-EU Europe	1,1K	0,9K	0,9K
Non-European	2,1K	2,2K	2,1K

**The decline in transactions in 2023–2024 is also partially explained by the geographical dimension.**

In 2023, the reduction observed in the Non EU Europe countries (United Kingdom) weighs almost as much, in absolute terms, as the contraction seen **in 2024 in the Non European countries** (United States and Canada).

Together, these two geographical drops have **an impact comparable to that observed in our sales channels**.
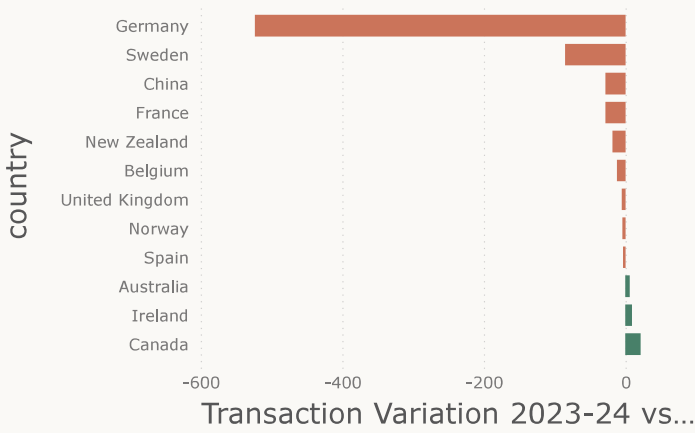
Can we detect any changes in countries?

Users country vs Companies country

Num transacciones (num absoluto) - Pais de usuarios
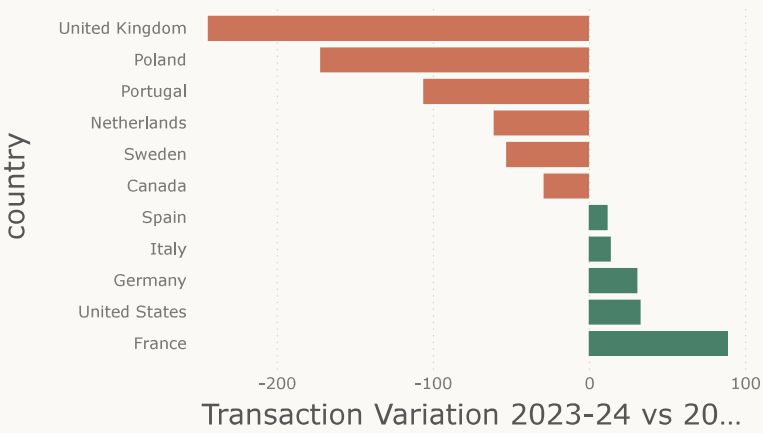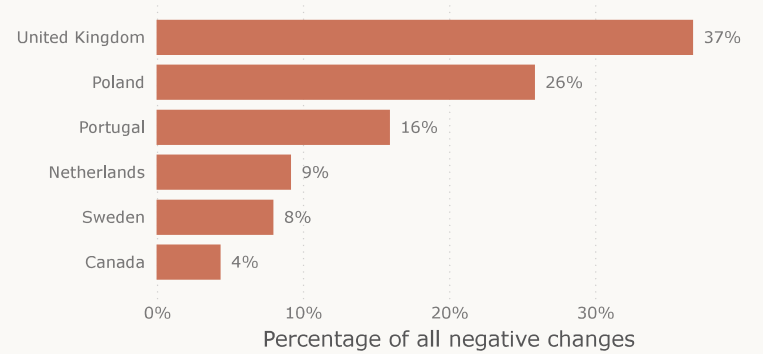

Num transacciones (num absoluto) - Pais de Companies

If we look at the countries of the transactions based on the originating companies, we notice that **Germany stands out clearly, accounting for 74% of the total decrease in transactions** when comparing 2024–23 vs. 2022–21.
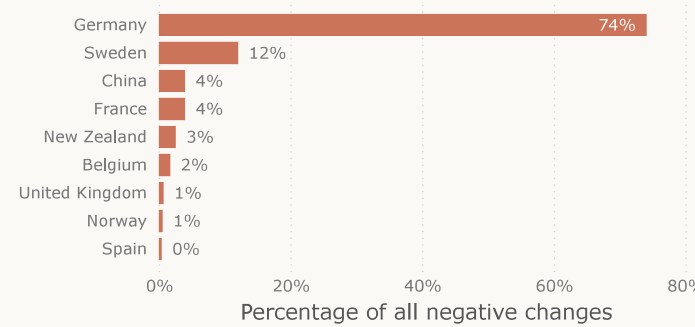
We also see that **this decline is mainly driven by the German company Ac fermented Incorporated**, which experienced a significant increase in transactions in 2021, but returned to normal levels in 2022—similar to the other German companies, whose transaction volumes have remained stable over time (Hover over the Germany bar to see the detailed view).

Num transacciones (% del totale) - Pais de usuarios

Num transacciones (% del totale) - Pais de Companies
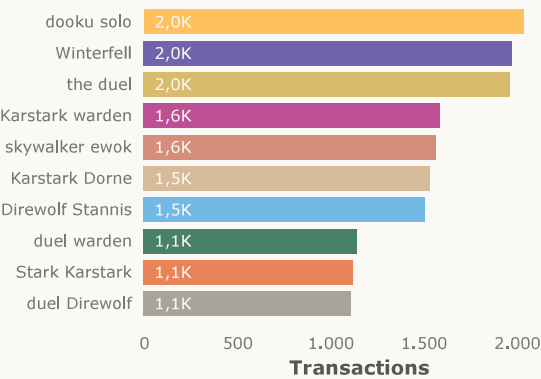
*Hover over the Germany bar to see the detailed view

Can we detect any changes in our best seller roducts?

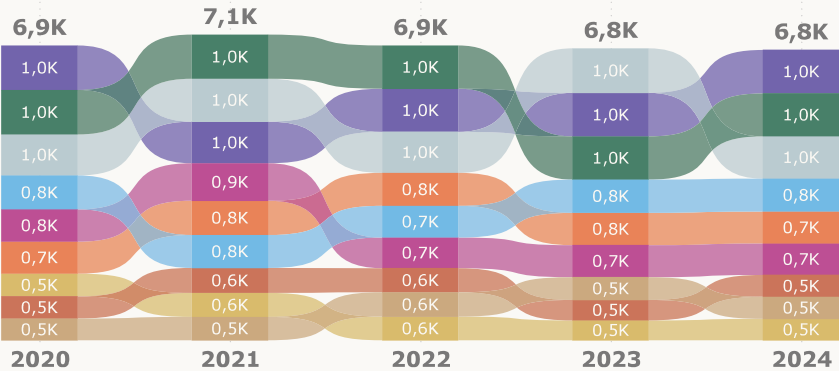## In 2021-2022 Which are our top 10 products?
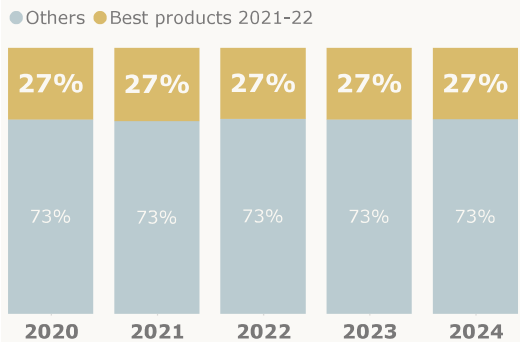
Product	Transactions
dooku solo	2,0K
Winterfell	2,0K
the duel	2,0K
Karstark warden	1,6K
skywalker ewok	1,6K
Karstark Dorne	1,5K
Direwolf Stannis	1,5K
duel warden	1,1K
Stark Karstark	1,1K
duel Direwolf	1,1K

Transactions axis: 0, 500, 1.000, 1.500, 2.000

Has there been any significant change in transictions of our best selling products?

	2020	2021	2022	2023	2024
Total	6,9K	7,1K	6,9K	6,8K	6,8K
	1,0K	1,0K	1,0K	1,0K	1,0K
	1,0K	1,0K	1,0K	1,0K	1,0K
	1,0K	1,0K	1,0K	1,0K	1,0K
	0,8K	0,9K	0,8K	0,8K	0,8K
	0,8K	0,8K	0,7K	0,8K	0,7K
	0,7K	0,8K	0,7K	0,7K	0,7K
	0,5K	0,6K	0,6K	0,5K	0,5K
	0,5K	0,6K	0,6K	0,5K	0,5K
	0,5K	0,5K	0,6K	0,5K	0,5K

Has the Best Products share changed enough to affect total volume?

● Others ● Best products 2021-22

	2020	2021	2022	2023	2024
Best products 2021-22	27%	27%	27%	27%	27%
Others	73%	73%	73%	73%	73%

The decrease in total transactions does not appear to be linked to a decline in best sellers.
Sales from the "Best Products" segment remain stable in terms of their percentage share of total transactions.

Conclusions

Overall, the decline in sales in the last two years (2023–2024) appears to be driven by a combination of:

- structural weakness in the Social channel
- geographic drop (UK, US, Canada)
- stable AOV unable to compensate for the drop in transaction volume

Recommendations

1. Investigate and recover the performance of the Social channel (priority n.1)
Given its weight and its continued decline, this should be the first area of intervention.

Identify whether budget cuts or changes have reduced reach/conversions

Test new creative formats, audiences and placements

Analyze changes in audience behavior across the main platforms

Review campaign strategy, creative fatigue, targeting and attribution

2. Conduct market-specific diagnostics for UK, US and Canada

Transactions in Germany by Company

Ac fermented Incorporated(●) Vs Others German companies