

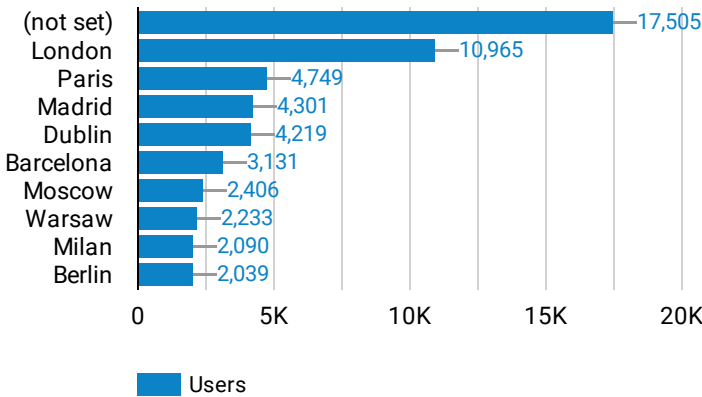
Offline Expansion - Location Search

How large is our possible target market?

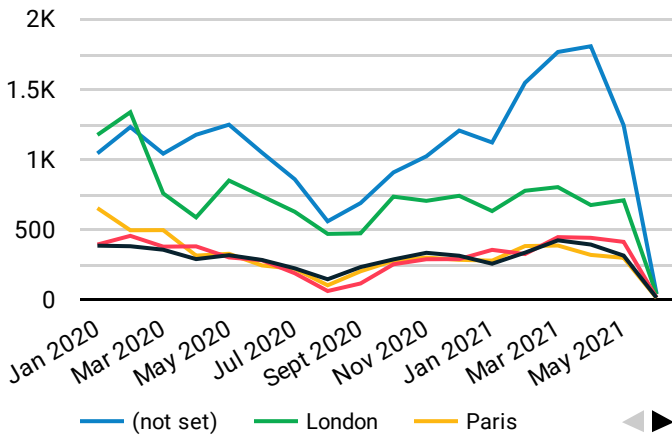
Users
178,235
-8.6%

New Users
175,801
-7.8%

No. of site users



Development of No. of users



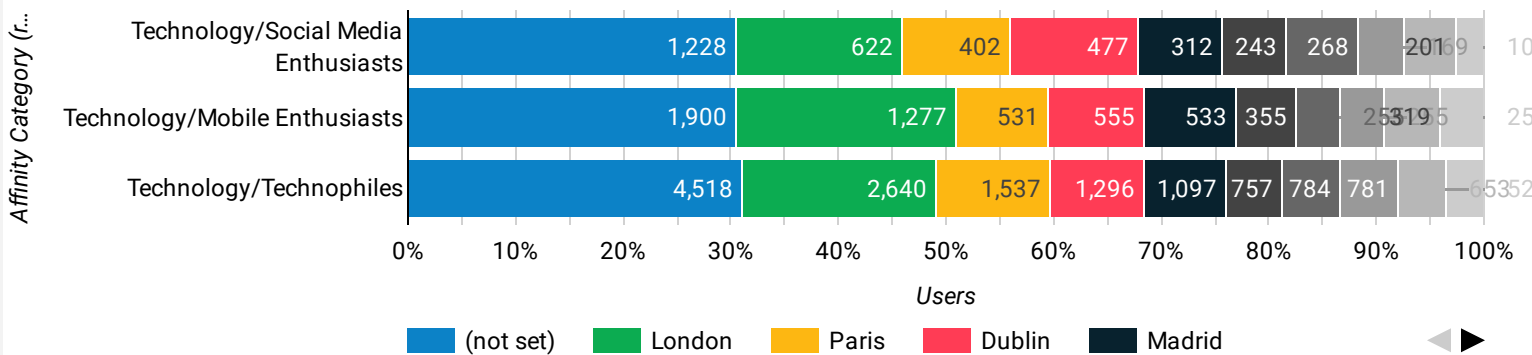
Top-10 European Cities by Population

	City	Country	Population	Date
1	Istanbul (entirely)	Turkey	15,462,452	2020
2	Moscow	Russia	12,195,221	2019
3	London	United Kingdom	9,126,366	2018
4	Saint Petersburg	Russia	5,383,890	2019
5	Berlin	Germany	3,748,148	2018
6	Madrid	Spain	3,223,334	2018
7	Kyiv	Ukraine	2,950,800	2019
8	Rome	Italy	2,844,750	2019
9	Bucharest	Romania	2,155,240	2020
10	Paris	France	2,140,526	2019

Top-10 European Cities by No. of International Visitors

	City	Country	Int. Visitors	Date
1	London	United Kingdom	19,559,900	2019
2	Paris	France	19,087,900	2019
3	Istanbul	Turkey	14,715,900	2019
4	Antalya	Turkey	13,332,100	2019
5	Rome	Italy	10,317,000	2019
6	Praque	Czech Republic	9,150,900	2019
7	Amsterdam	Netherlands	8,835,400	2019
8	Barcelona	Spain	7,016,600	2019
9	Vienna	Austria	6,634,700	2019
10	Milan	Italy	6,604,400	2019

Users with tech-affinity by City



How is the Sales Trend?

Revenue
\$4,156.97
-40.8%

Unique Purchases
171
-6.0%

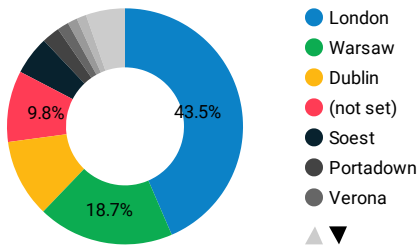
Quantity
278
-54.6%

Avg. Price
\$15.85
30.4%

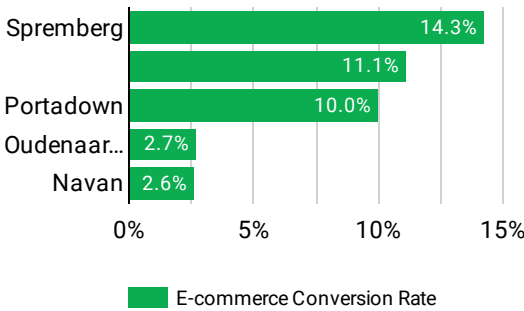
Purchase Completed (Goal 1 Abandoned Funnels)
17,089
1%

Town/City	Product Revenue	Unique Purchases	Quantity	Avg. Price	Purchase Complete...
London	\$1,916.86	...	162	\$11.83	1,013.00
Warsaw	\$822.04	4	16	\$51.38	202.00
Dublin	\$471.43	...	23	\$20.50	531.00
(not set)	\$430.22	...	25	\$17.21	1,392.00
Soest	\$233.36	...	11	\$21.21	5.00
Portadown	\$108.04	1	1	\$108.04	0.00
Verona	\$69.29	5	6	\$11.55	7.00
Oudenaarde	\$58.72	1	1	\$58.72	8.00
Kotor Munici...	\$58.72	1	2	\$29.36	1.00
Paris	\$38.75	2	2	\$19.38	514.00

Revenue share

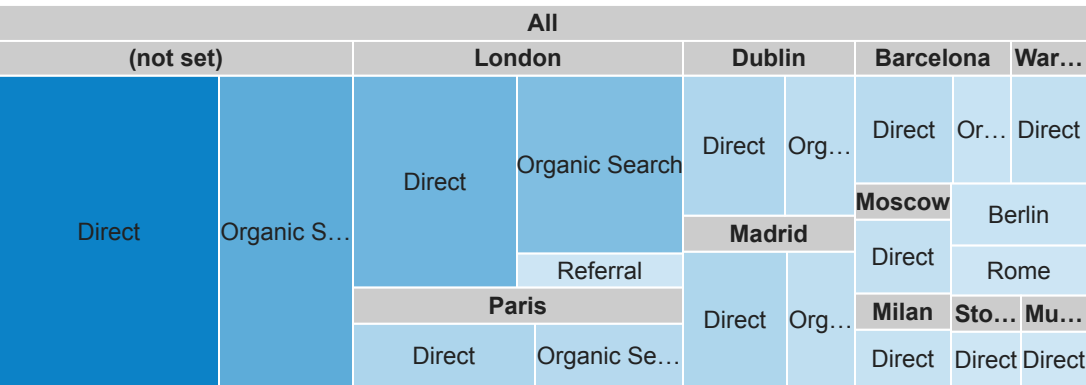


E-Com Rate



How are customers acquired?

No. of users by Acquisition Channel



Revenue by Acquisition Channel

