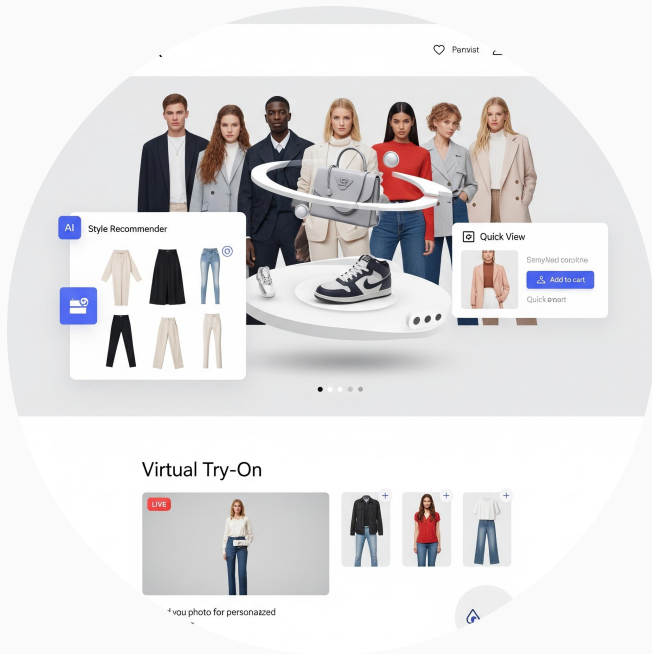


Business Analysis: The Look



- Sales Data
- Churn Analysis
- Key Questions / Business Recommendations

Revenue History Insights

- Margins remain stable despite growth:
 - 51–52% margin monthly; review provider agreements for bulk discounts to grow margins.
- Average Order Value shows no clear direction:
 - Fluctuates 77–91 → push promos, bundles, upselling to grow consistently.
- Returning customers drive growth
 - Rising share aligns with MoM growth; retention is key.

Churn Analysis Insights

- Churn rate remains critical:
 - Above 90% over the past 24 months.
- Channels have some impact:
 - Email has the lowest churn, while Display shows the highest.
- Big Markets also Churn high:
 - China 95% avg churn - US 96%.

Business Recommendations

- 1) What's the most important trend in churn or mix that leadership should know?
 - Since February, revenue growth has been fueled by returning customers, but churn remains >90%, leaving growth dependent on constant acquisition. Retention must now be a priority.

Business Recommendations

2) If you could run one experiment or program to improve retention, what would it be?

- Pilot an Email-driven loyalty program with promos/bundles to boost retention and AOV