

# Revenue & Engagement Analysis

LuckySpin - Monetization & Players Engagement Deep-Dive | January - December 2025

## Annual Revenue Summary

\$4.26M	\$85.2K	\$22.1K	\$128K
GROSS REVENUE	TOTAL DISCOUNTS	BONUS COST	GROSS GAMING REVENUE

## Monthly Revenue Trend

Month	Revenue	Transactions	Avg Transaction	Players	MoM Growth
2025-01	\$326.4K	30,680	\$9.8K	30,245	-
2025-02	\$314.2K	29,520	\$9.4K	29,186	-3.7%
2025-03	\$345.6K	32,400	\$10.4K	31,842	+9.1%
2025-04	\$340.5K	32,000	\$10.2K	31,456	-1.2%
2025-05	\$348.3K	32,720	\$10.5K	32,128	+2.1%
2025-06	\$332.8K	31,280	\$10.0K	30,854	-4.0%
2025-07	\$344.0K	32,320	\$10.3K	31,782	+3.0%
2025-08	\$357.2K	33,560	\$10.7K	32,948	+3.7%
2025-09	\$378.5K	35,560	\$11.4K	34,892	+5.9%

Month	Revenue	Transactions	Avg Transaction	Players	MoM Growth
2025-10	\$389.8K	36,640	\$11.7K	35,962	+3.1%
2025-11	\$402.4K	37,800	\$12.1K	37,128	+3.2%
2025-12	\$377.0K	35,520	\$11.5K	34,892	-6.0%

### Revenue Insights

## Platform Performance

Platform	Revenue	Transactions	Avg Transaction	Share
Mobile	\$6.05M	295,809	\$20.45	74.0%
Web	\$2.05M	100,267	\$20.44	25.1%
Retail	\$76K	3,924	\$19.37	0.9%

## Payment Method Distribution

Payment Method	Revenue	Transactions	Avg Transaction	Share
Visa/Mastercard	\$1.49M	80,000	\$18.63	35.0%
PayPal	\$851.3K	48,000	\$17.74	20.0%
Skrill/Neteller	\$638.5K	36,000	\$17.74	15.0%
Bank Transfer	\$425.7K	24,000	\$17.74	10.0%
Apple/Google Pay	\$340.5K	20,000	\$17.03	8.0%

Payment Method	Revenue	Transactions	Avg Transaction	Share
Crypto	\$212.8K	12,000	\$17.73	5.0%

## Transaction Status Analysis

Status	Transactions	Percentage	Revenue Impact
Completed	343,916	86.0%	\$4.26M
Bonus Credit	24,260	6.1%	\$85.2K
Deposit	20,001	5.0%	\$1.28M
Withdrawal	11,823	3.0%	\$1.15M

### Engagement Metrics

Report prepared by **Clean Metrics Studio** | January 16, 2026

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