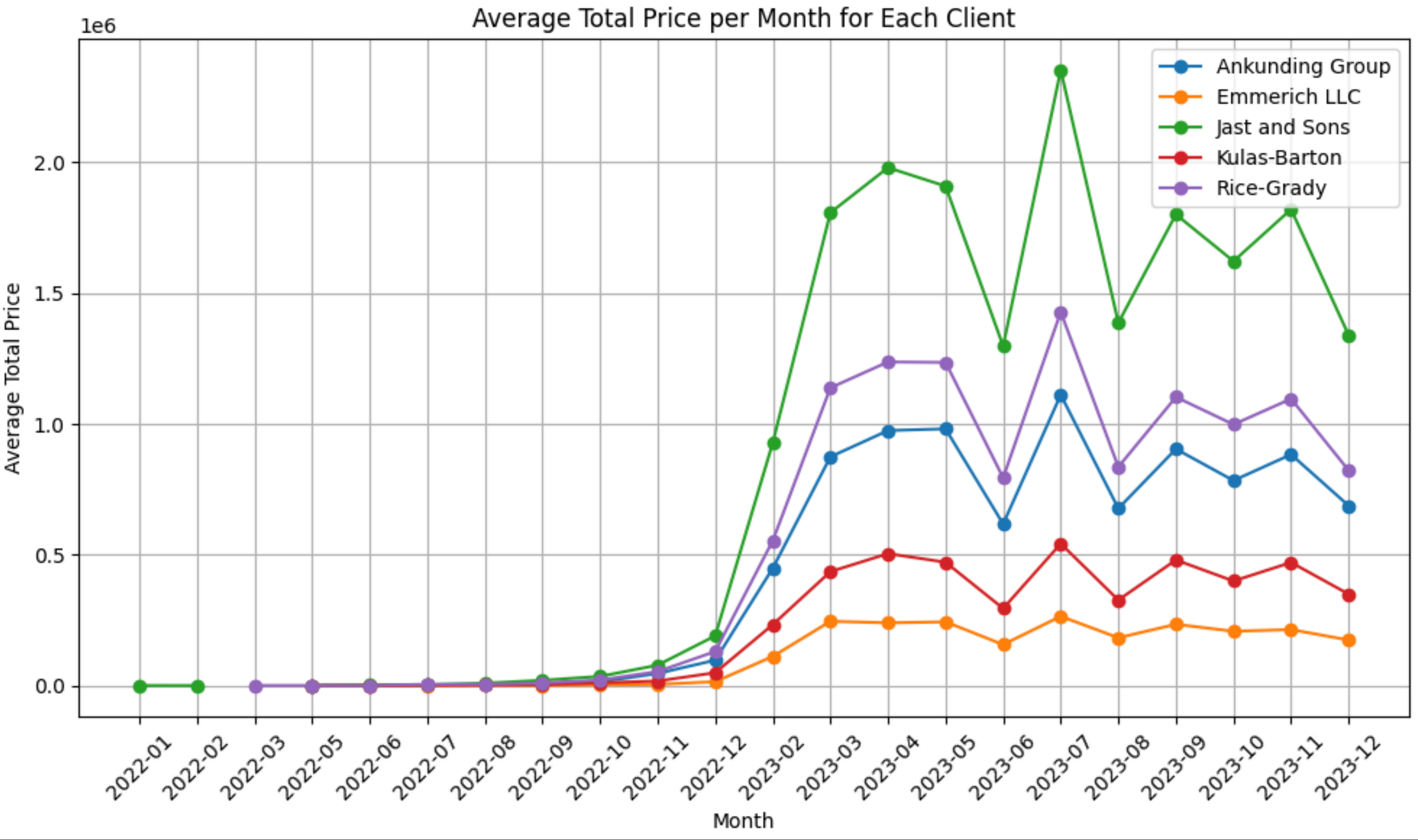


Client Basket

Finmid case study

Melanie Goyal

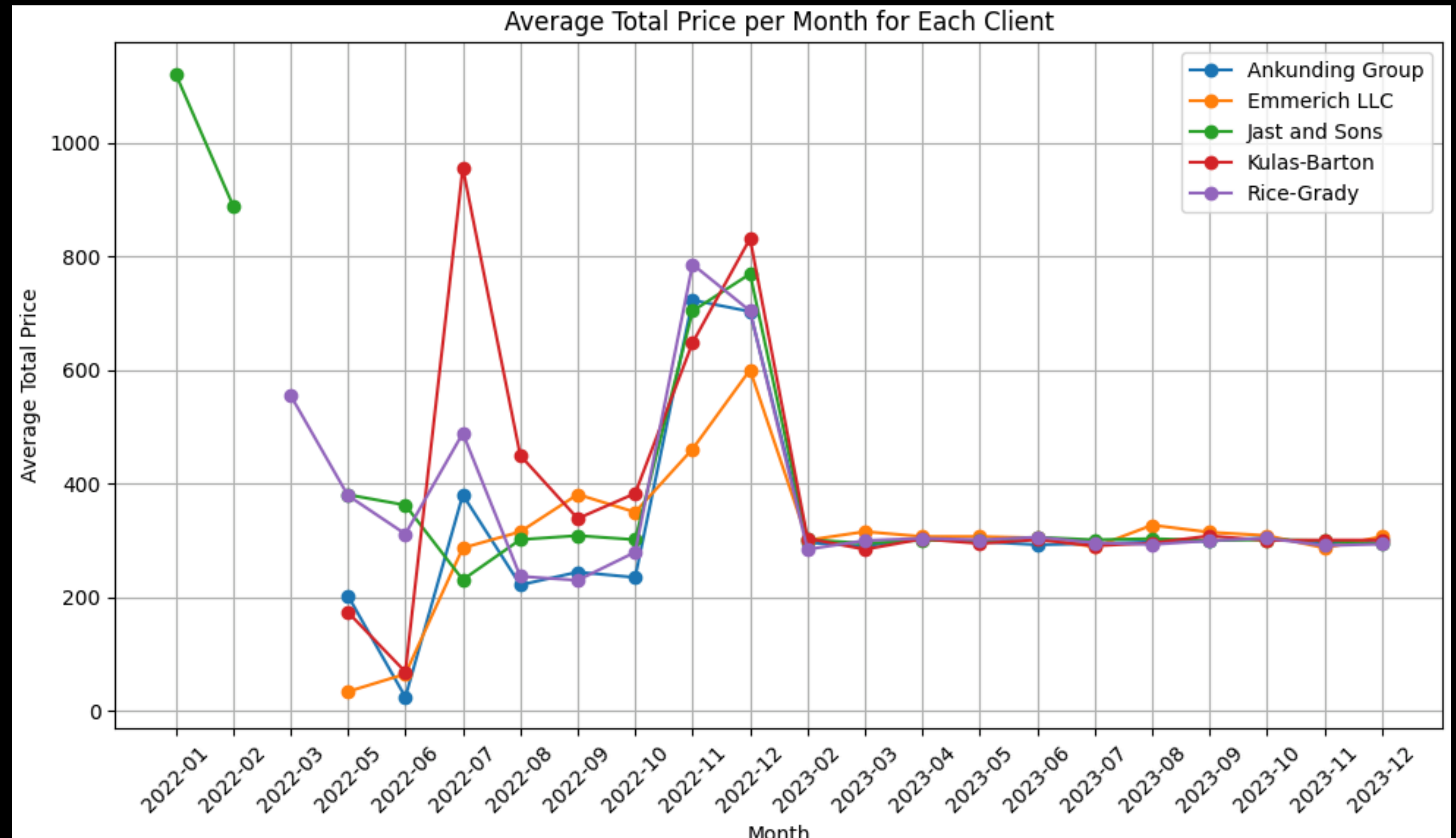
Client Monthly Spend Over time



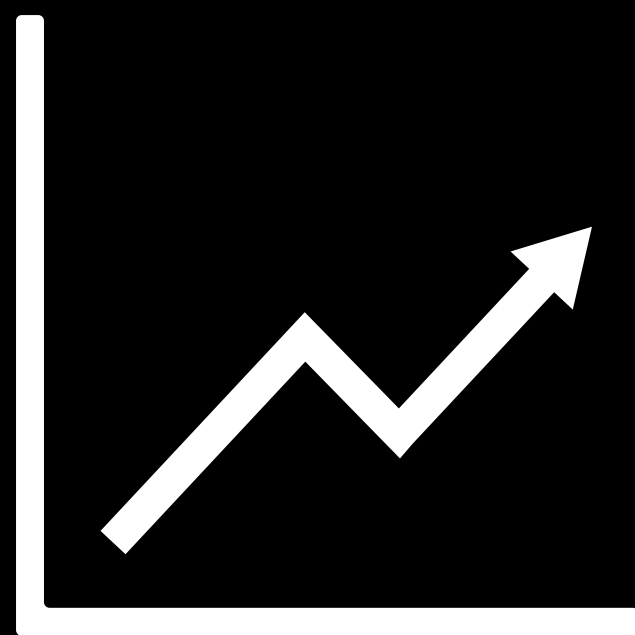
- * Since 2023 clients have had a significant spike spending per month
- * The clients seem to have similar spending patterns

Client Monthly Average Spend Over time

- * 1st year the average basket size is quite volatile
- * 2022 was a year of growth for our clients, likely due to faith in product as we were still new to market
- * After that build up the average basket size stays steady around 300 Euros.



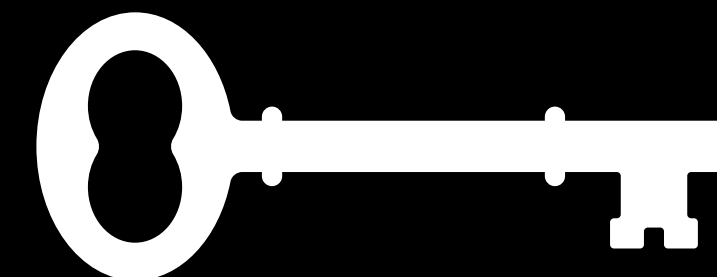
What Now?



Financial forecasting



Set up monitoring and checks



Projection of New clients