Inside SmartBuy A visual analysis of our shopping categories' seasonality.



7.5M Total Clicks

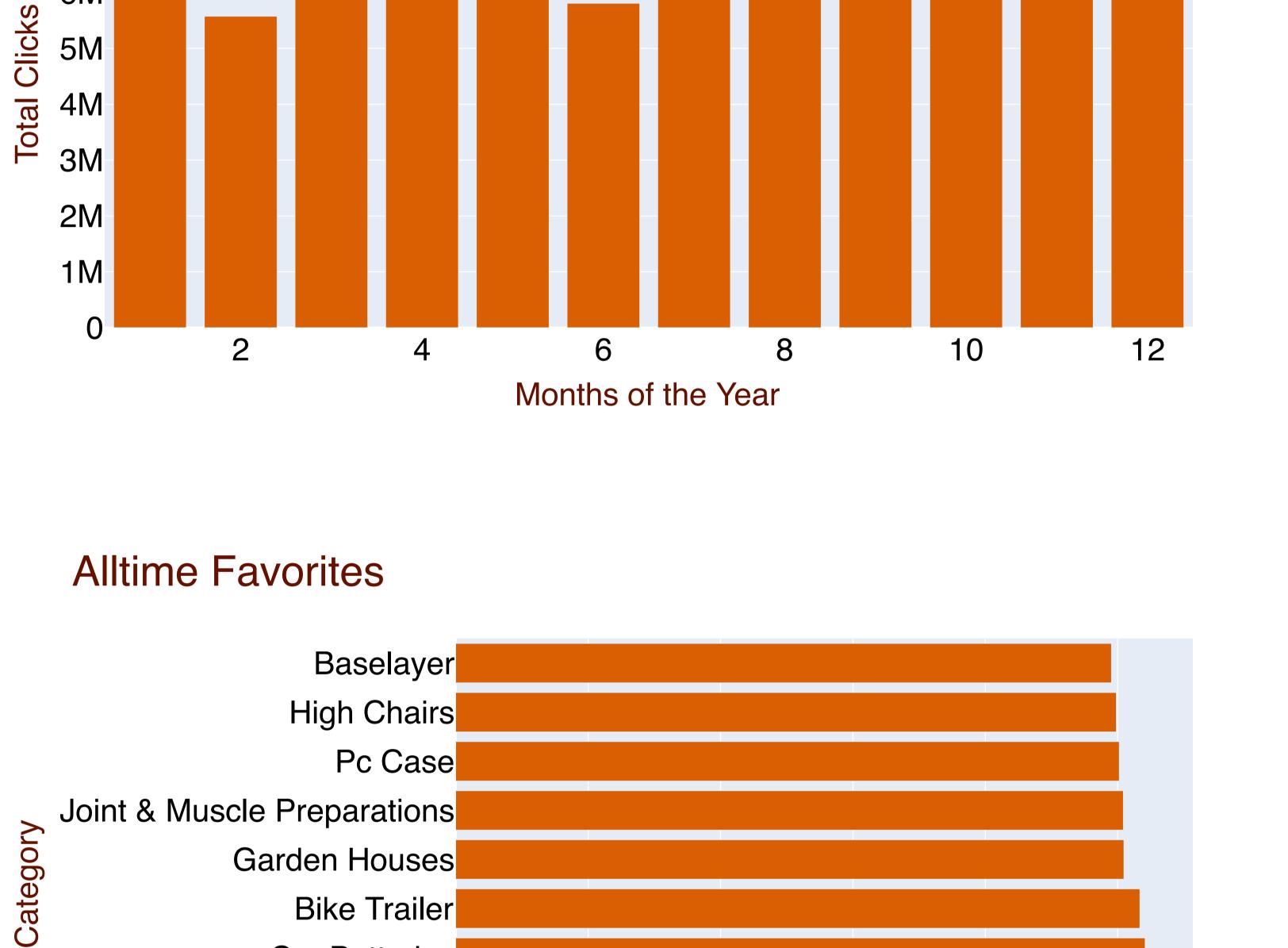
8.5M

8M

Overall Numbers

Total Clicks 2021





0.2M

Sports Glasses

Model Railways

Shoulder Bags

Nursing Gift Sets

Drinking Bottles

Smoke Detector

Camera Bags

Turntable

Painkiller

0.4M

0.6M

Total clicks 2021

M8.0

100k 200k 300k 400k 500k 600k

Total clicks 2021

Categories

1M

Seasonality of Categories

Most clicked category per month

Category

Flop Category

Car Batteries

Thermostats

Homeopathy

Champagne, Sparkling Wine & Prosecco

0

Capsule Machines

Ski Helmets & Snowboard Helmets 200k per month Garden Houses Garden Hoses 150k Brushcutters **Trekking Sandals** Total clicks 100k Fireplaces & Stoves **Thermostats** 50k Men'S Boots Toy Vehicles 0 6 8 10 4 Month of the Year Highest average clicks per season

Categories

Amplifier

Baselayer

Binoculars

Brushcutters

Bridge Cameras

All-In-One Pcs

Accessories For Kitchen Appliances

Categories

Bike Locks

—Bike Trailer

Sun Care

Umbrellas

12

Trekking Sandals

Brushcutters

sonal High of Category Bike Lights Bike Locks Fall Bike Trailer

100k

Avergage Clicks in Season

150k

Summer

Spring

Winter

200k

150k

0

150k

100k

50k

0

80k

70k

60k

50k

40k

2

2

8

6

Month of the Year

4

Volatile Categories

10

12

2

Fall Top Categories

6

Month of the Year

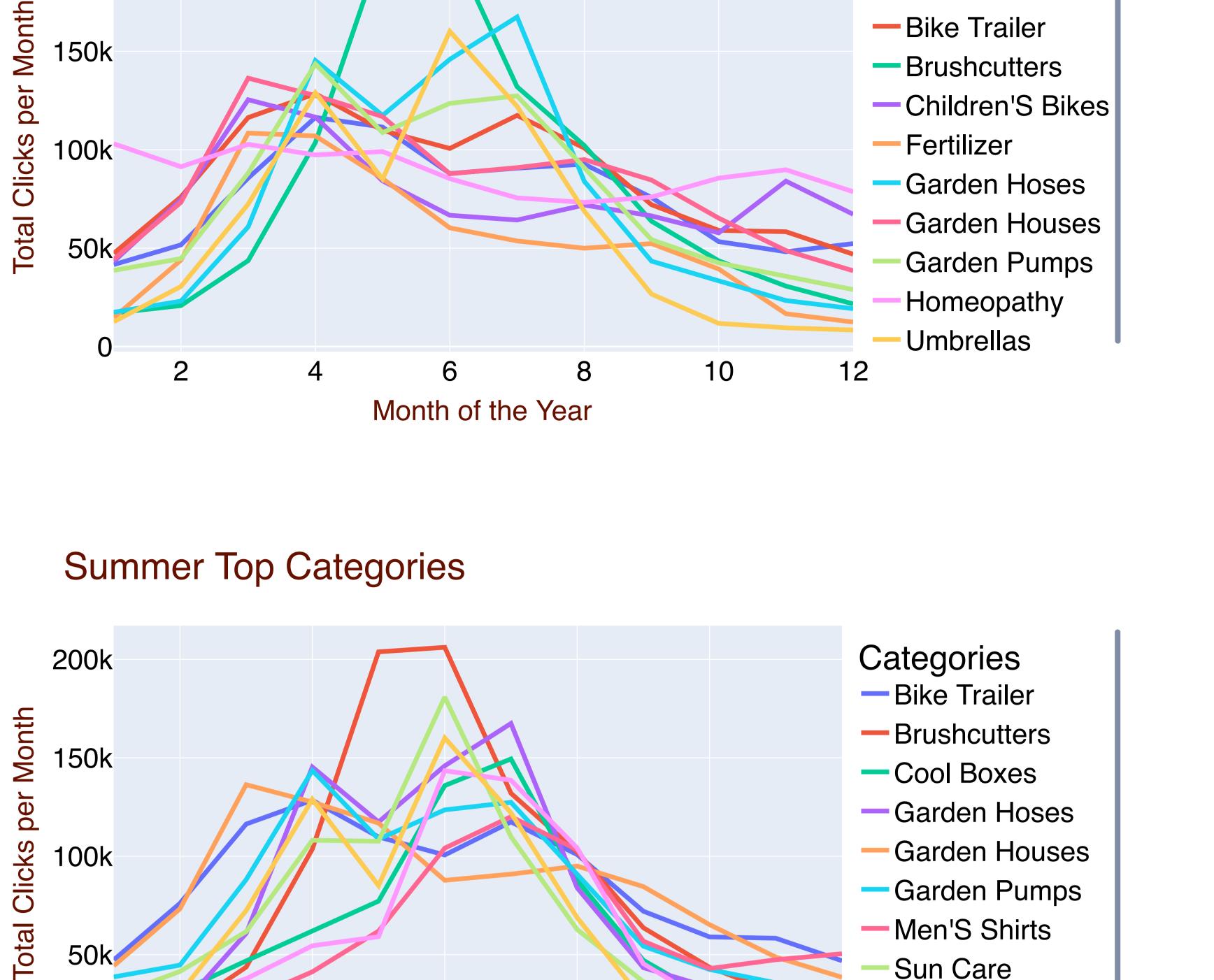
4

8

10

50k

Spring Top Categories



Categories 200k - All-In-One Pcs Total Clicks per Month Fireplaces & Stoves Capsule Machines 150k Car Batteries Fryers 100k High Chairs — Men'S Boots — Men'S Low Shoes 50k Thermostats Toy Vehicles 2 10 4 6 8 12 Month of the Year Winter Top Categories Categories —Pc Case 200k Total Clicks per Month — Ski Helmets & Snowboard Helmets

Baselayer

Cutlery

Fryers

Car Batteries

Men'S Boots

Thermostats

Capsule Machines

Control Software

Categories Ski Helmets & Snowboard Helmets 200k Total Clicks per Month Brushcutters -Garden Hoses 150k Men'S Boots Stuffed Animals 100k Sun Care Thermostats 50k Toy Vehicles Trekking Sandals Umbrellas 0 2 8 10 12 4 6 Month of the Year Stable Categories Categories 100k Coffee & Espresso Clicks per Month 90k — Eye, Ear & Nose Medicines

- smoothen out the lows in total clicks over the year

Recommendations:

4

- ensure stock of the most popular categories each season

Gastrointestinal Drugs

Cleaning Supplies

Sanitary Installation

Painkiller

• Clogs

12

— Camera Bags

Compressors

Hair Colors

- smoothen out the seasonality of the volatile categories with special

offers

8

10

6

Month of the Year

- boost our overall not so popular categories