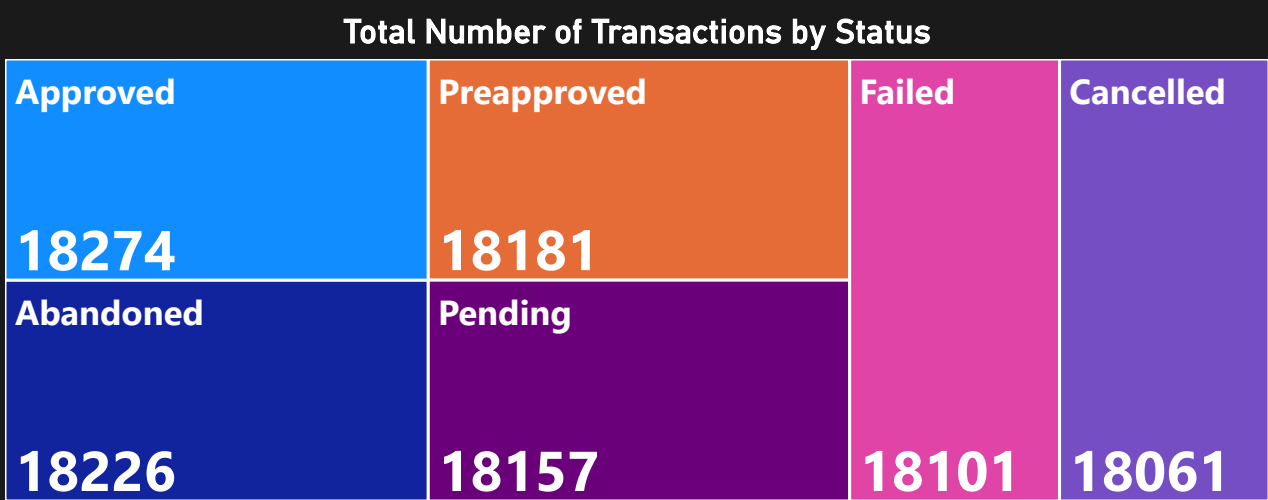
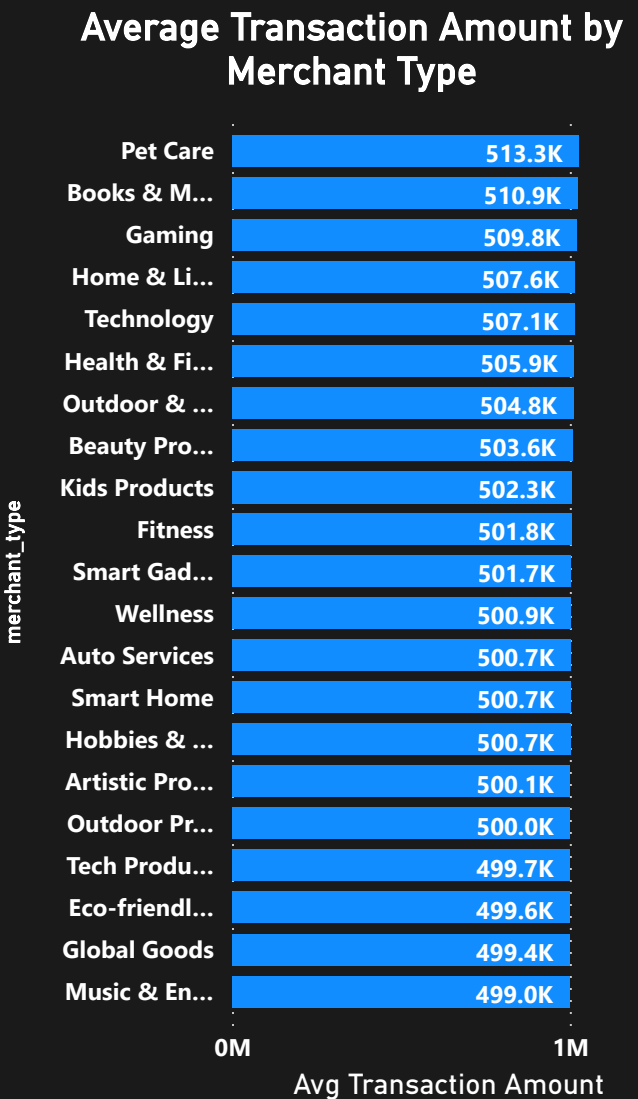
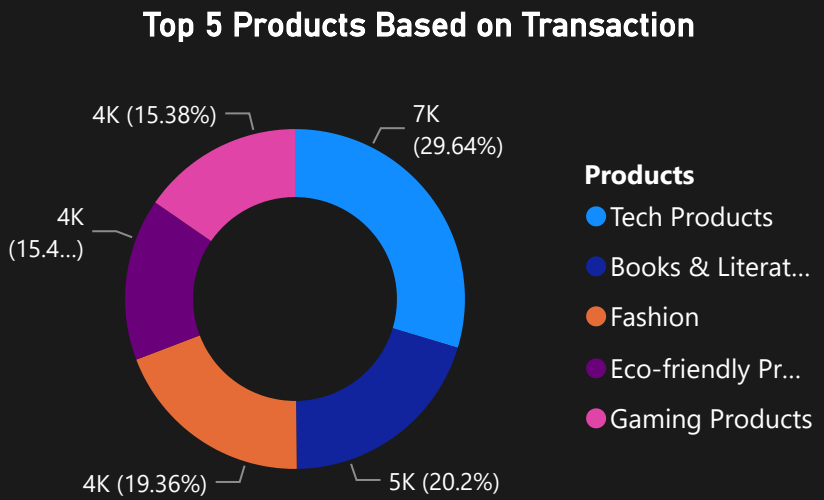
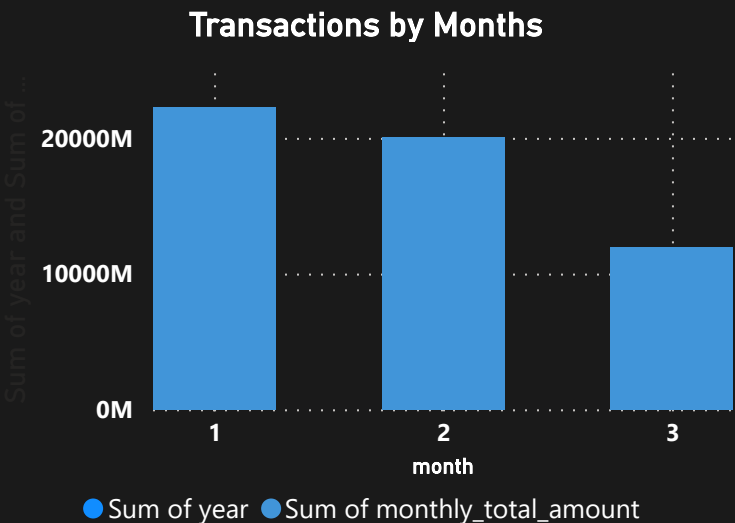
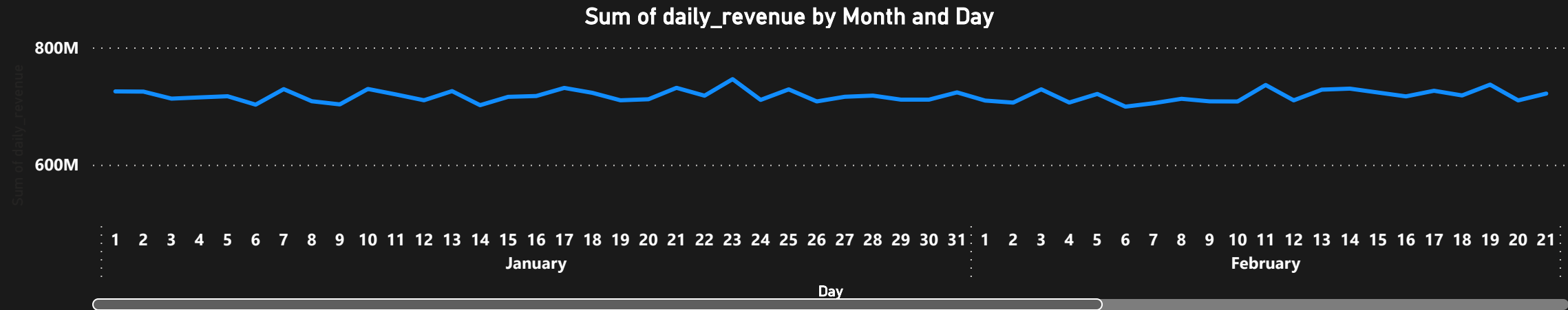


Business Metrics Overview: *Products, Revenue, Transactions, and Retention*





Business Metrics Overview: *Products, Revenue, Transactions, and Retention*



CONCLUSION

- 1) In the "Transactions by Month" section, January recorded the highest number of transactions. However, starting from the second month, there is a noticeable decline in transaction numbers.
- 2) Among the top five categories, "Tech & Product" accounts for the highest share of transactions at 29.64%, while gaming products have the lowest share at 15.38%.
- 3) The merchant category with the highest average transaction amount is "Pet Care." Conversely, "Electronics" has the lowest average transaction amount.
- 4) The daily revenue experienced a significant dip on March 17, 2023.

Note: I've replaced the numeric codes with descriptive statuses for clarity, such as "Approved," "Preapproved," etc.