



Overview

High Value Customers

Transaction Analysis

Inactive Accounts

CLV Estimation

Most Valuable Customer

Chima Ataman

1909df3eba2548cfa3b9c270112bd262

21.84M

transaction value

Total Deposits

3.99bn

High Value Customers

222

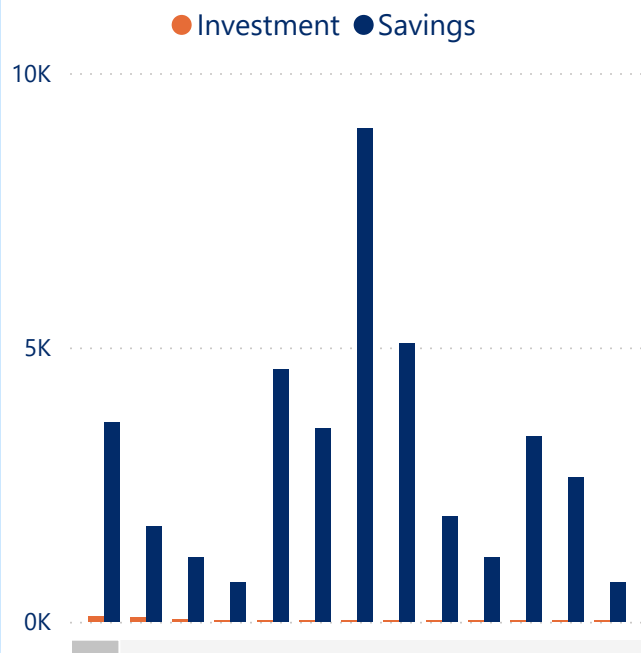
Inactive Accounts

4847

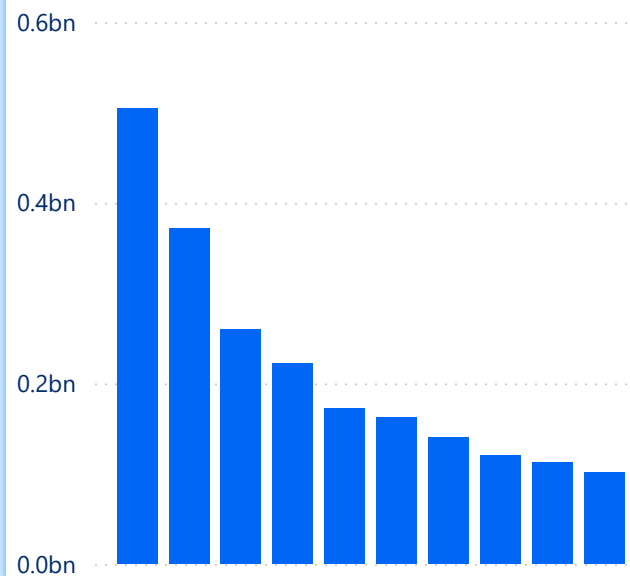
☐ Investment

☐ Savings

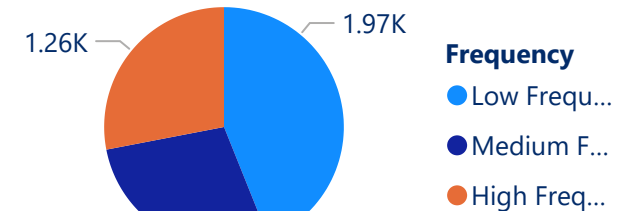
Customer Investment and Savings Count



Top 10 Customers by Deposits



Transaction Analysis





Overview

High Value Customers

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High Value Customers

222

Total Deposits

3.99bn

Products Held

91,846

Owner ID

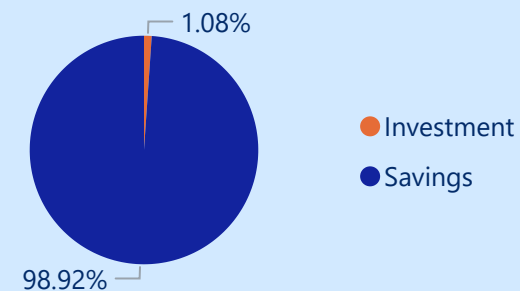
All

☐ Investment

☐ Savings

owner_id	name	products_held	total_deposit
0081f354fdc54a83abf66579629eba34	Timothy Olanrewaju	50	774,587.40
014e34f74f004e7aa0be573ade637f28	dara Fakoya	13	800,100.00
0257625a02344b239b41e1cbe60ef080	Opeoluwa Popoola	3285	161,973,459.87
028f736f750f4318aa71d62d3aa3d1bd	Uchechukwu Emmanuel	690	33,302,994.00
03083b5170134734876344bb9ca94675	ibrahim olubiyi	512	11,476,000.00
0433c9d629f4487aa010eff0f035ae93	Niall Horan	196	3,464,630.43
04c16501b8ea4f71adbcff578bc2cc28	Self Loub	10	207,535.00
066a474fe45b4024b2410d9e0b9aea86	Gambo Shehu	8	665,222.72
06d73a882815499ea6eaf4678ed279f5	Feyisayo Sonubi	53	2,103,688.00
090a94f62d7c401990d8b7ed5607b2c7	Enooooor CW	57	2,892,000.00
09a9107532594091ad2c94acfb515865	Esther Omikunle	142	4,798,100.00

Product Share





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Total Customer Transactions

4492

Owner ID

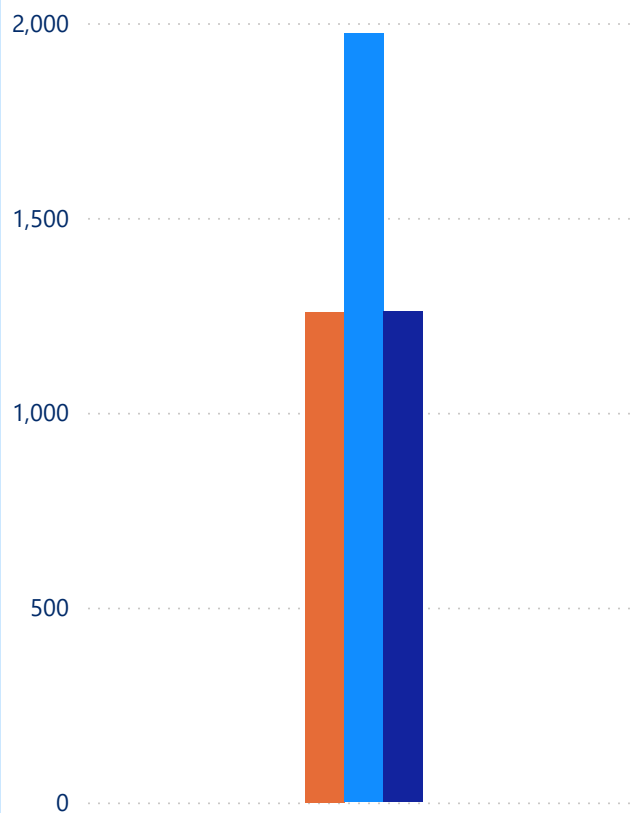
All

Total Deposits

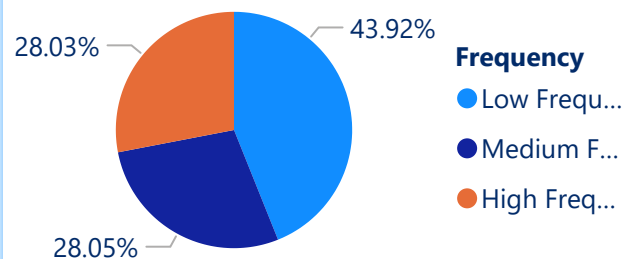
23.81bn

Customer Count by Transaction Frequency

Frequency ● High Fre... ● Low Fre... ● Medium ...

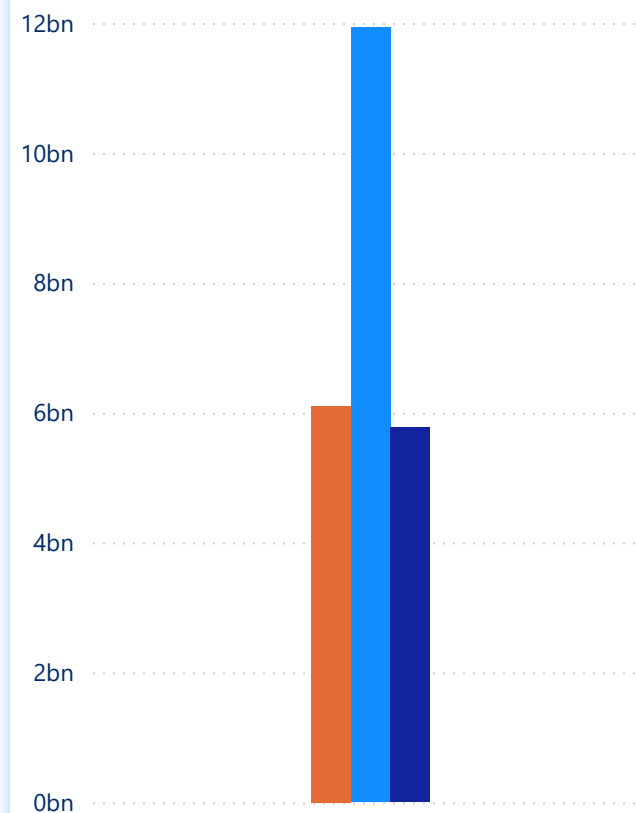


% of Customers by Frequency Category



Avg Transaction per Month by Transaction Category

Frequency ● High Fre... ● Low Fre... ● Medium ...





Overview

High Value Customers

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CLV Estimation



Owner ID

All

Inactive Days

3156

Inactive Accounts

4847

☐ Investment

☐ Savings

Last Transaction Date

8/28/2016



4/16/2024

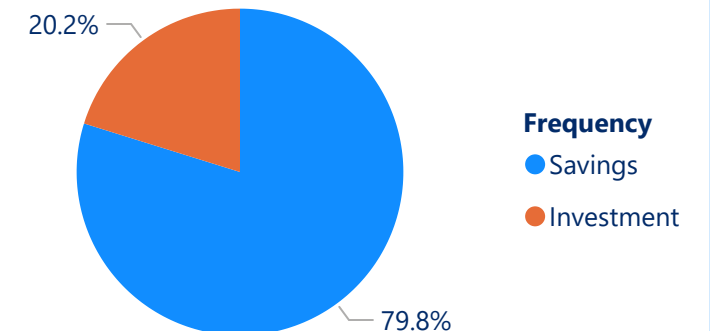


Has Transaction

No Charge

plan_id	last_transaction_date	type
0032b91dd582408ab5994607857532b1	01/03/2022	Savings
0032b91dd582408ab5994607857532b1	No charge	Investment
0074314e91e8494aae882d407250c035	24/08/2023	Savings
0074314e91e8494aae882d407250c035	No charge	Savings
0085b048534140789c69d66da3aed961	24/03/2021	Savings
0085b048534140789c69d66da3aed961	No charge	Savings
009c9822dcd64f16ab832b688b07bcba	09/10/2023	Savings
00cd9d33922e40ef8bb5669fa3469999	15/11/2023	Savings
010761f496e74814894403a41130f673	01/04/2021	Savings

Transaction Type





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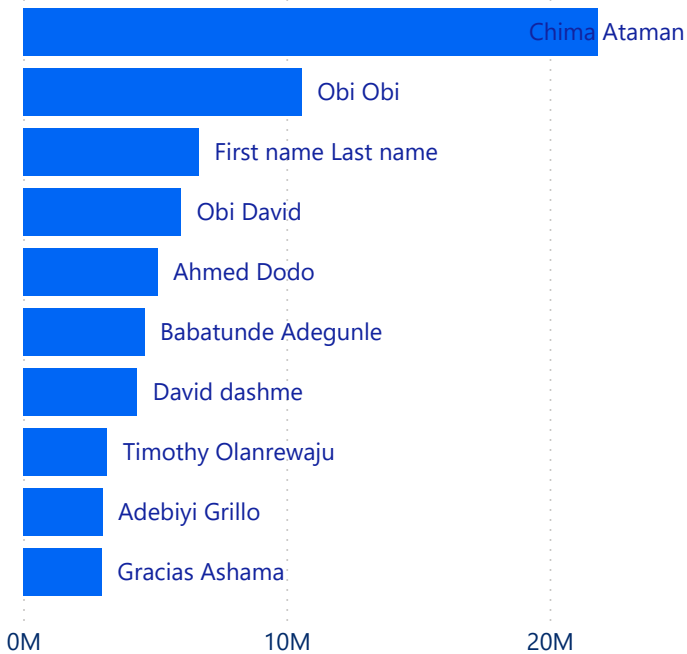
Customer ID

All

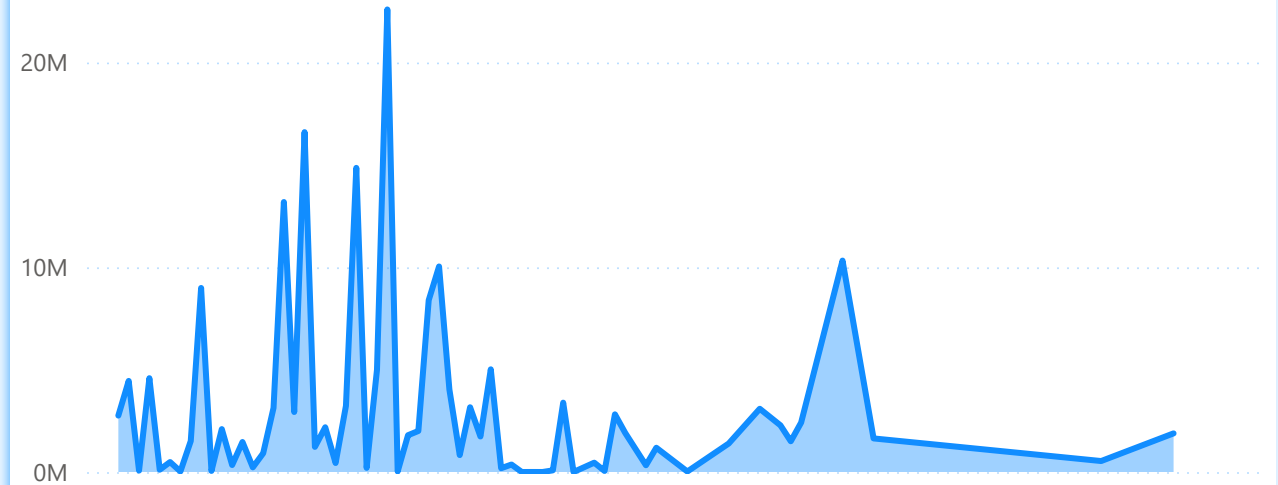
Total Estimated CLV

186.44M

Top 10 Customers



Total Estimated CLV by Tenure



customer_id	name	tenure	total_transactions	rank
1909df3eba2548cfa3b9c270112bd262	Chima Ataman	27	1244	1
3097d111f15b4c44ac1bf1f4cd5a12ad	Obi Obi	24	570	2
2b5a91e5b1564426b78c47cd2a8a22f4	First name Last name	9	5	3
5572810f38b543429ffb218ef15243fc	Obi David	71	8812	4
81294b17ab9b4fe98f76cf438cfe4cc6	Ahmed Dodo	19	327	5
b2884344d1254f89a4984f16cab50cff	Babatunde Adegunle	19	195	6
75cb72d217324ace976cb9104d1d2d9c	David dashme	71	3384	7
ddf57166b2d34e50b446057817e12ac3	Timothy Olanrewaju	32	240	8
435c77a75e8441259a2515064fa0b83b	Adebiyi Grillo	26	1643	9
ed78e6b53838467b9a4e34b8a4a37a3f	Gracias Ashama	32	869	10