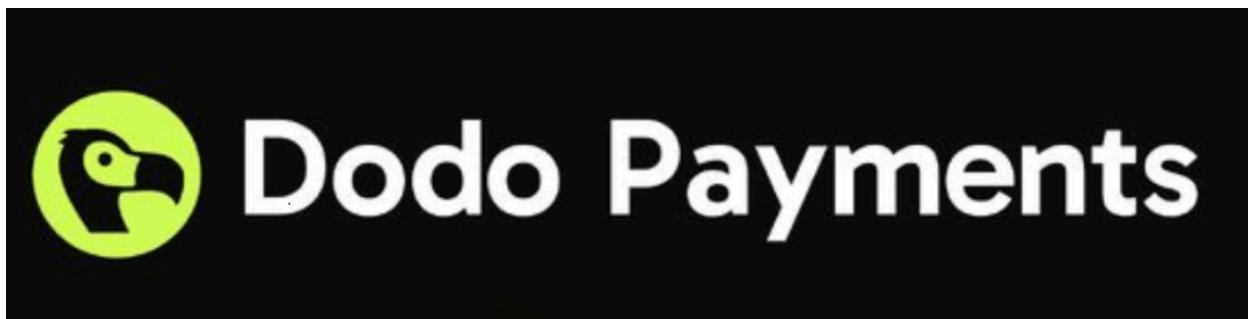


# Dodo Payments Insights Reports



## 1. Date Format:

The *Date* column is in **General** data type and follows two different patterns: **MM-DD-YYYY** and **DD/MM/YYYY**. It should be standardized into one single format for better understanding and consistency.

## 2. Discount Impact:

Try to limit the Discount to the customer because company is losing every single time when it's gives a discount to the customer or else think of the price increase of the product but that's debatable. Based on competitor and market trends else this will impact more badly to the company.

Example: A transaction with 50%, 60%, 70%, and **80% discounts** has resulted only in loss.

Higher the discount higher the loss.

## 3. Product Profitability:

Product Alchemy, under the SMB Segment, is the only product that is profitable in Mexico and France. Try to upsell this product in other countries, too.

#### **4. Customer Feedback:**

Frequently take feedback based on the industry, sector, and country.

This will help the company to make product modifications when required.

#### **5. Additional Data Insights:**

If I had more data to analyze, then I would track:

- Monthly Active Users (MAU) per product to measure adoption and retention rates
- Churn rate
- User activity
- Feature usage
- Repeat purchase rates
- Customer engagement with the product
- Most frequent support ticket
- After-sales feedback