

Transaction Performance Summary

20232024

Total Txn Value

₦71.0M

PY ₦35.9M
-2.27% Vs PY

Txn Volume

7.0K

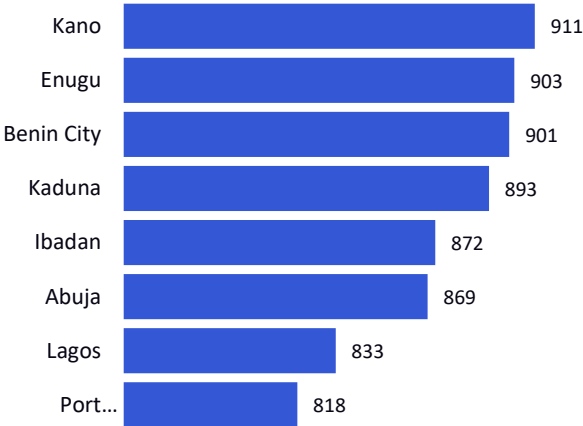
PY 3.52K
-1.08% Vs PY

Failed Txns

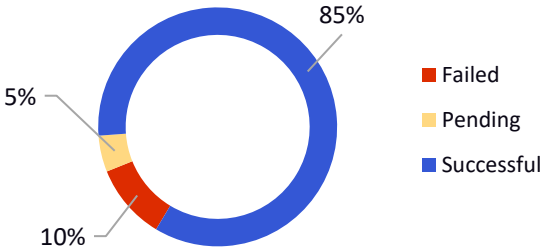
721

PY 384
-12.24% Vs PY

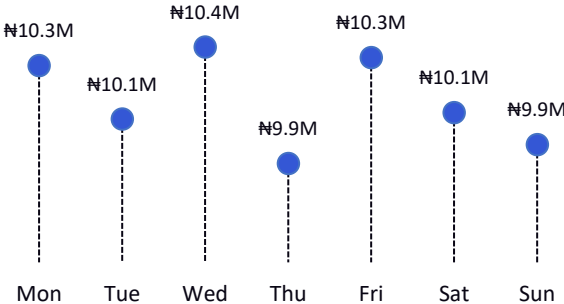
Transaction Volume by Location



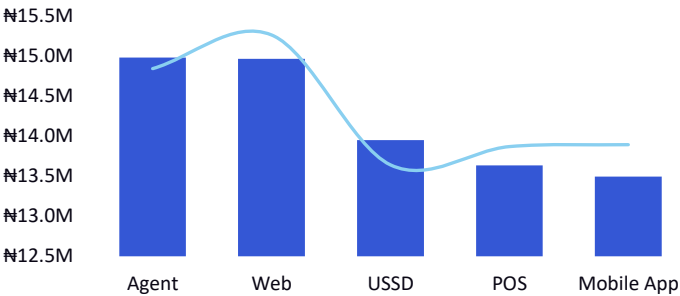
Transaction Status Breakdown



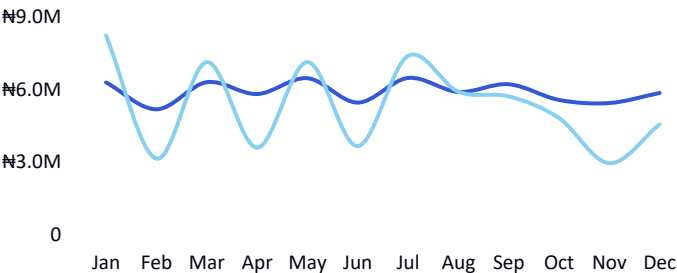
Transaction Value by Day



Transaction Volume and Value by Channel



Transaction Volume and Value by Month



Transaction Performance Summary

Total Txn Value

₦71.0M

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-2.27% Vs PY

Txn Volume

7.0K

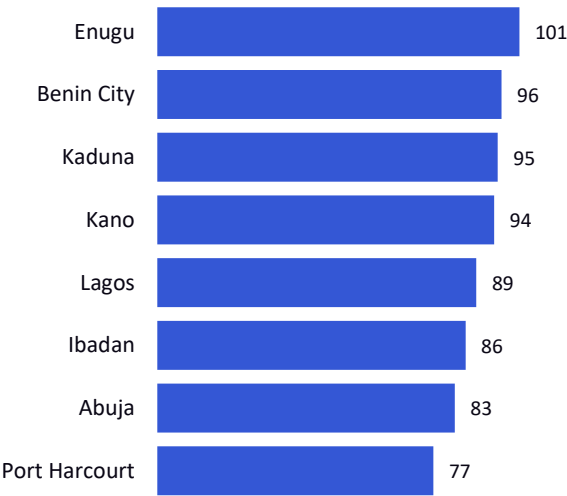
PY 3.52K
-1.08% Vs PY

Failed Txns

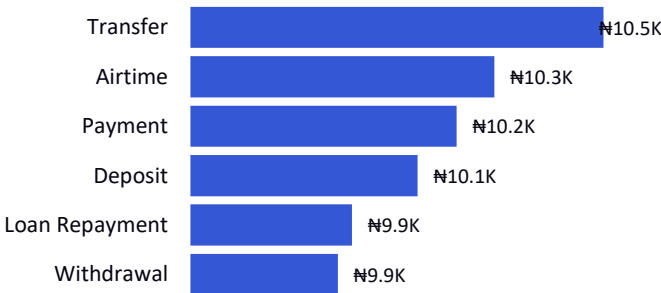
721

PY 384
-12.24% Vs PY

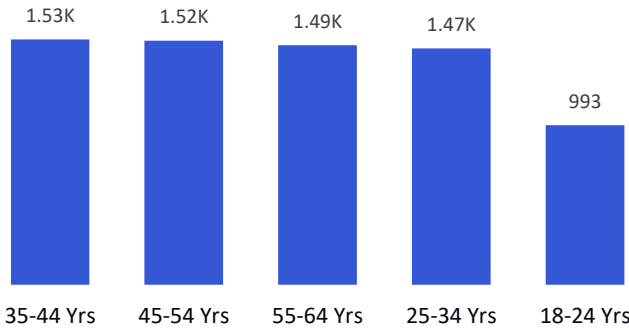
Failed transactions by location



Average Txn Amount by Transaction Type



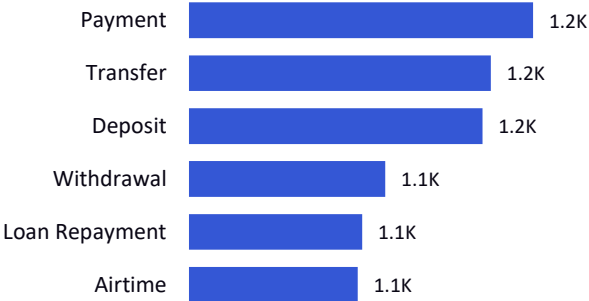
Transaction Volume by Age Group



2023

2024

Transaction Volume by Transaction Type



Recommendations

1. Wednesdays on an average have the most sales, plan promotions or campaigns on wednesdays to advertise the business.
2. Most failed transactions happen in Enugu while using the USSD channel, I recommend working with network providers to reduce network issues
3. Focus on customers aged 34-44 years by offering discounts on the web platform since they contribute the most value.
4. Grow the Agent channel since it drives the highest transaction value, even though Web has more users