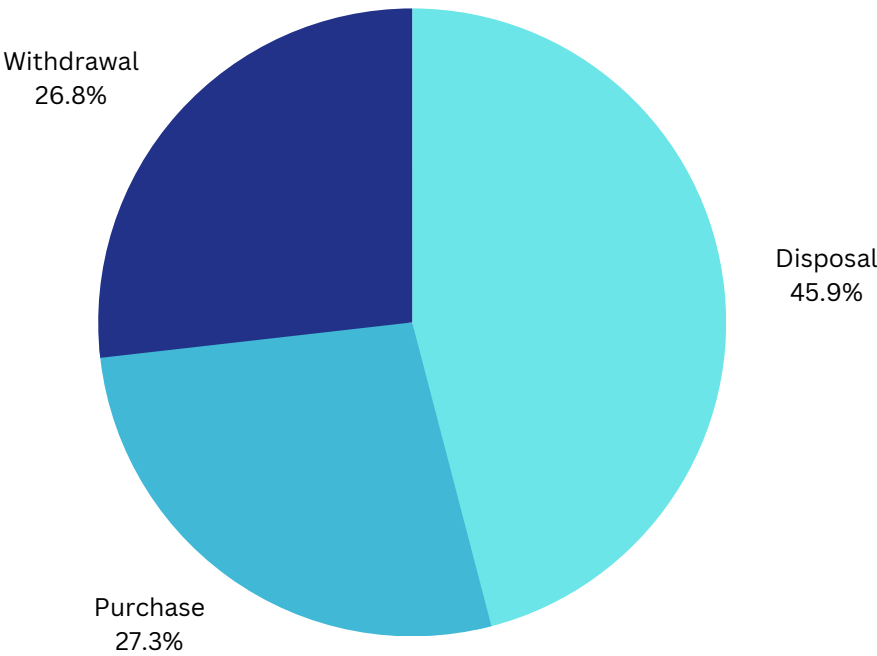# INSIGHTS FROM OUR DATA BANK ANALYSIS
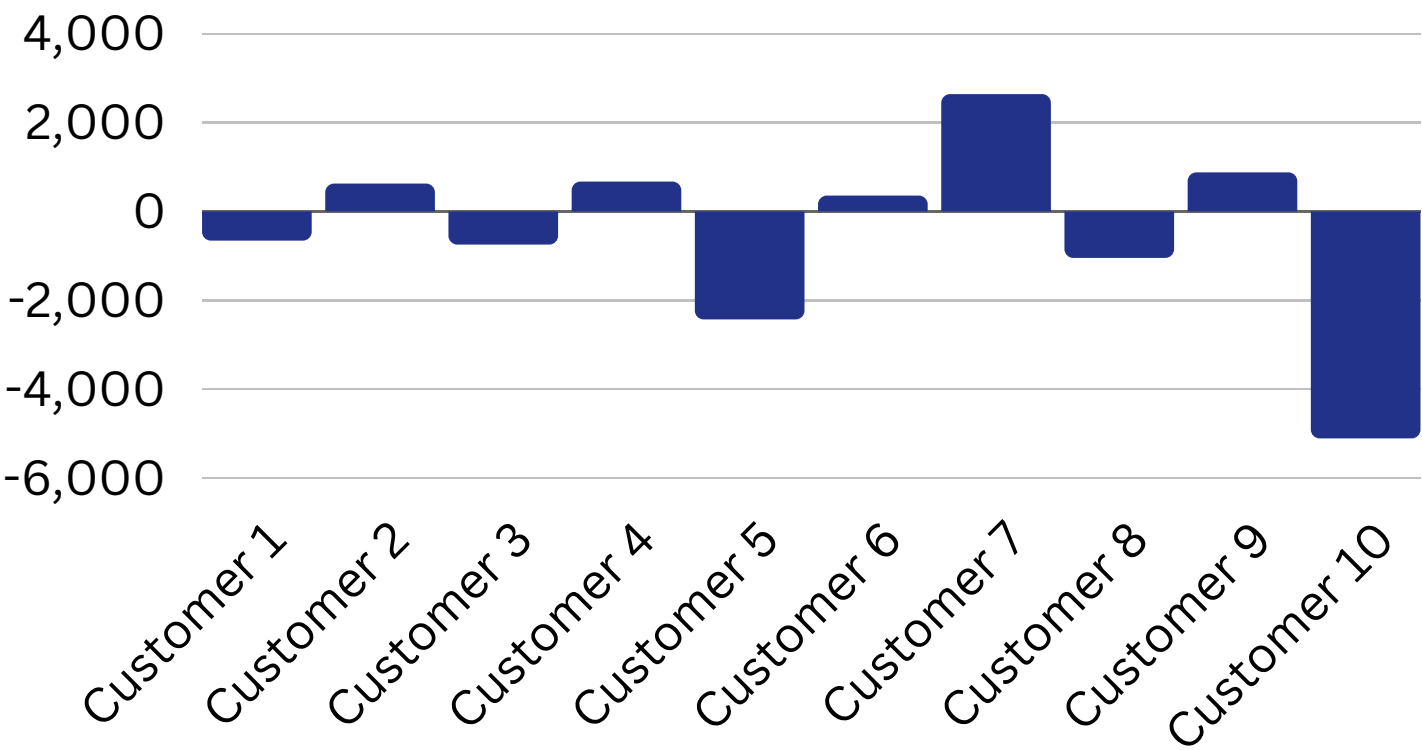
## WHAT IS THE TOTAL AMOUNT FOR EACH TRANSACTION TYPE?
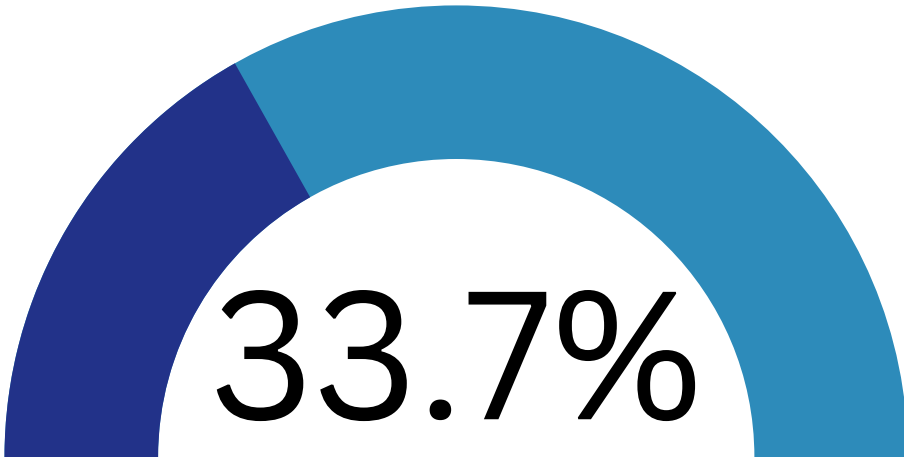


- Withdrawal 26.8%
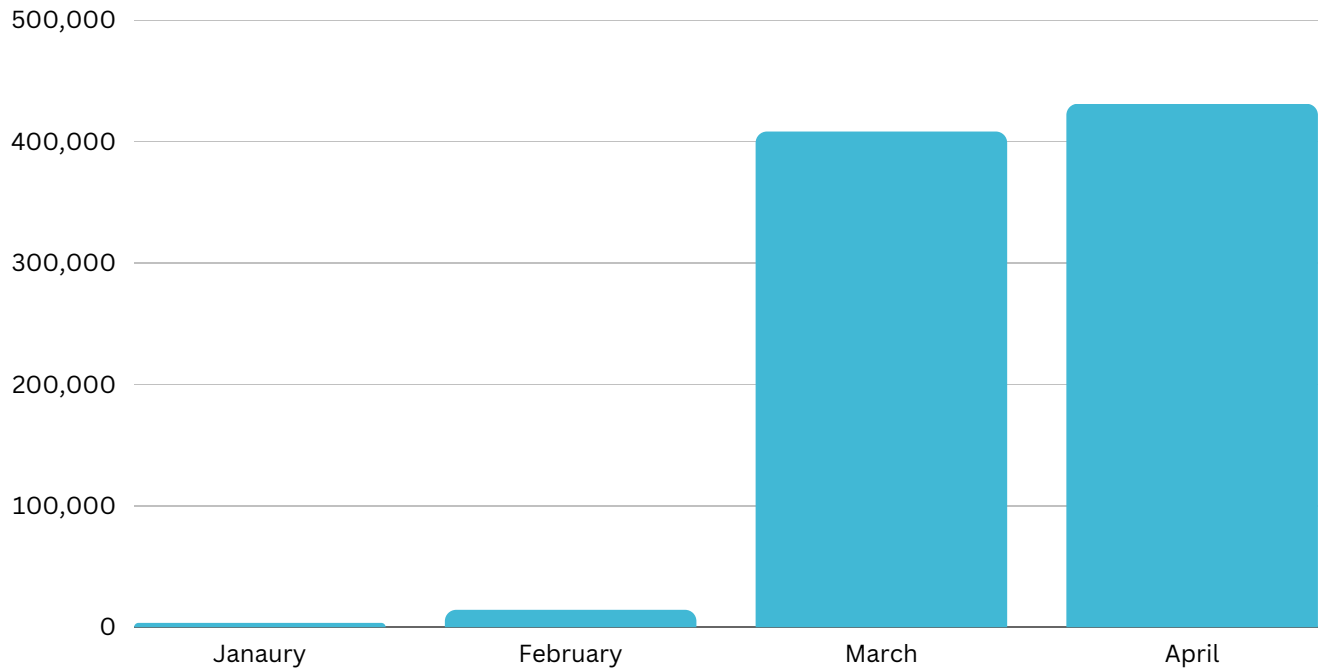- Disposal 45.9%
- Purchase 27.3%

## WHAT IS THE CLOSING BALANCE FOR EACH CUSTOMER AT THE END OF THE MONTH?



## WHAT IS THE PERCENTAGE OF CUSTOMERS WHO INCREASE THEIR CLOSING BALANCE BY MORE THAN 5%?



33.7%

## FOR EACH MONTH - HOW MANY DATA BANK CUSTOMERS MAKE MORE THAN 1 DEPOSIT AND EITHER 1 PURCHASE OR 1 WITHDRAWAL IN A SINGLE MONTH?



## DATA ALLOCATION BASED ON END-OF-MONTH BALANCE



## MONTHLY DATA ALLOCATION BASE ON DAILY INTEREST