

FINTECH TRANSACTIONS SUMMARY - AUGUST 2025

1. Key Metrics:

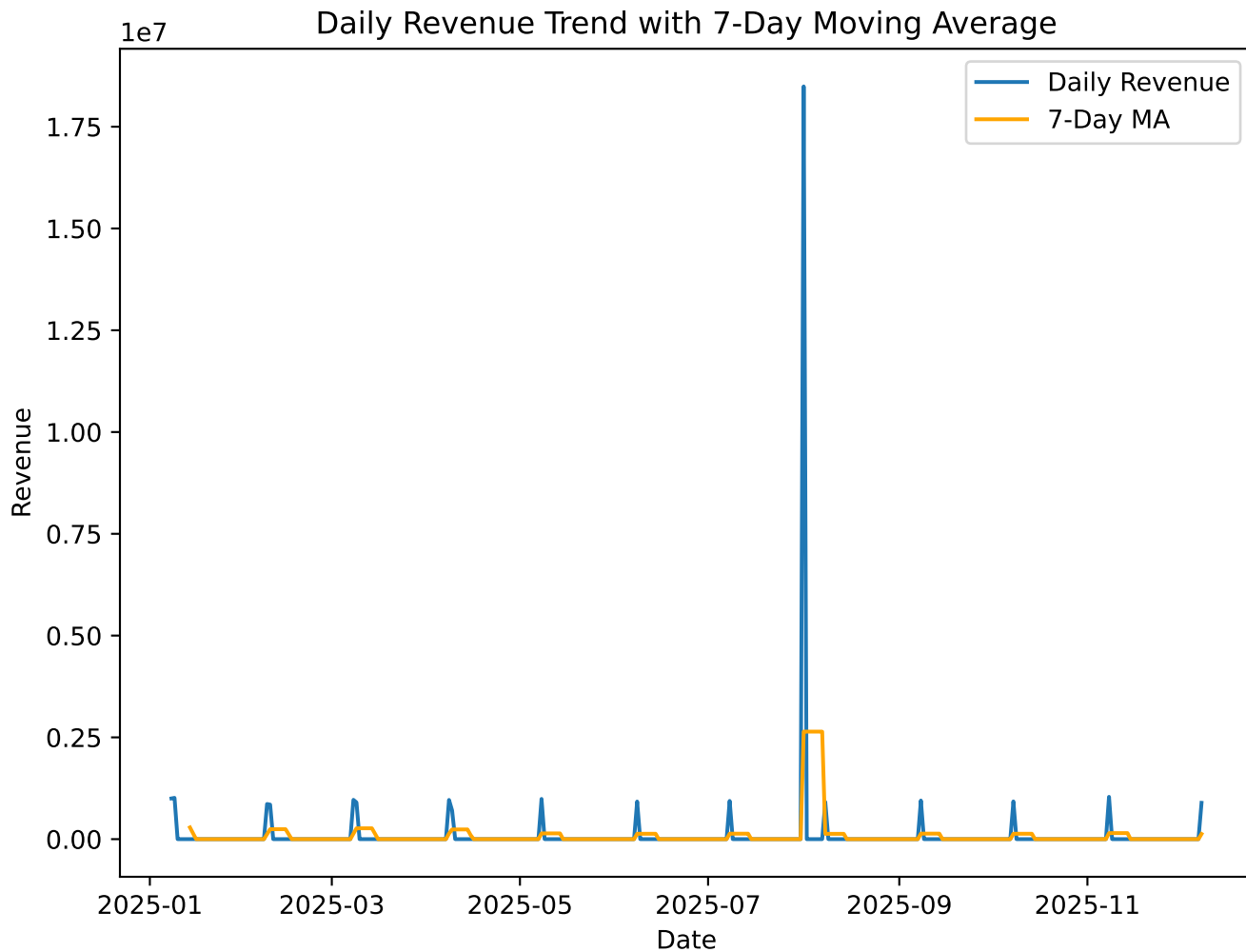
- Total Revenue: ₹33,325,575.82
- Number of Completed Transactions: 13317
- Top Category by Revenue: Entertainment (₹5,734,418.49)
- Top Payment Mode by Revenue: NetBanking (₹8,635,800.08)
- Top Customer by Revenue: C1110 (₹31,080.52)
- Refund Rate (Overall): 46.73%
- Failed Transaction Rate: 33.23%

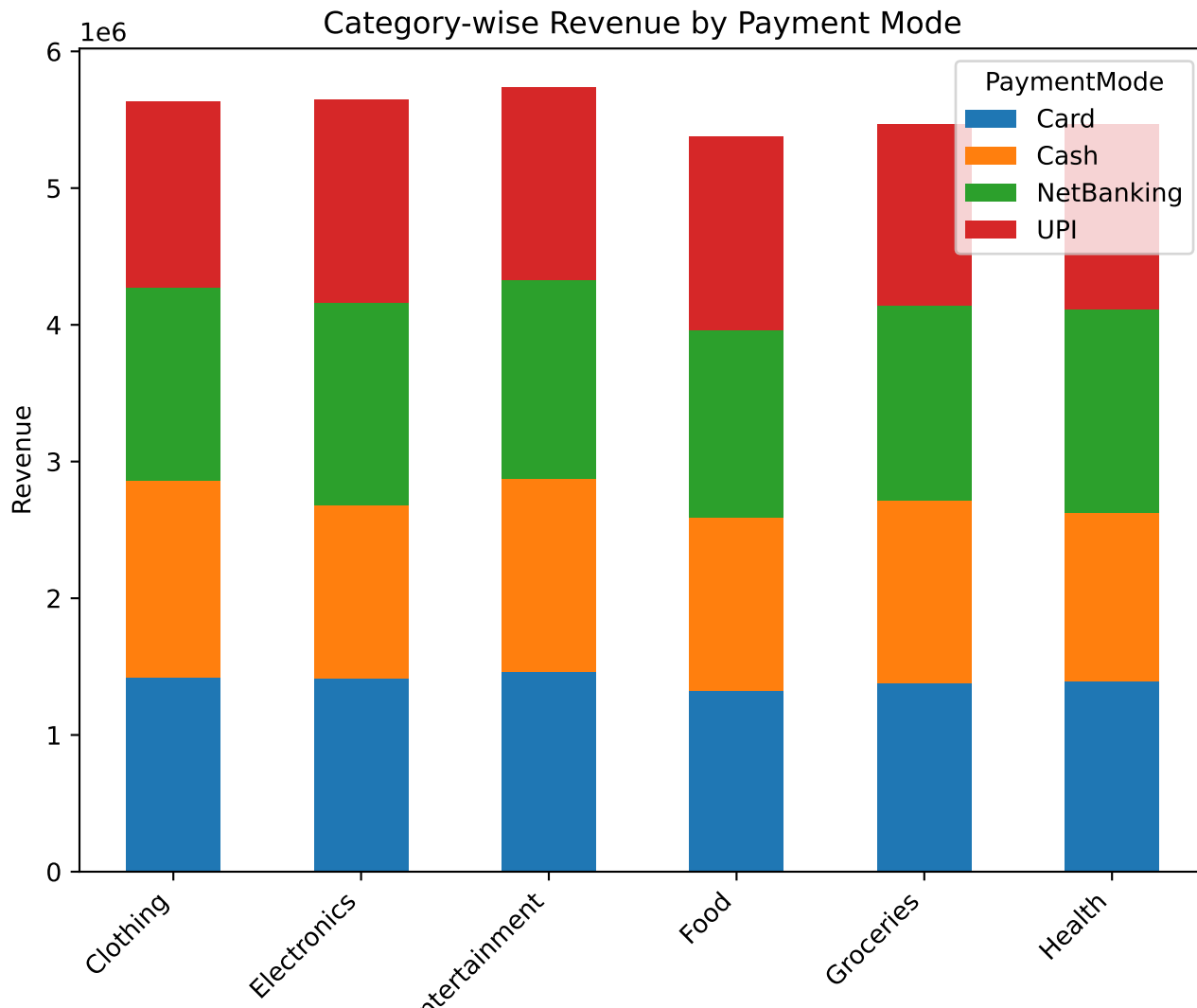
2. Insights:

- Clothing drives the highest revenue.
- Cash payment failures are significant in certain locations.
- Top 1% transactions contribute disproportionately to revenue.
- Campaigns like 'Festive Offer' and 'New Launch' are most effective.
- Daily revenue trend shows peaks on mid-August and weekends.

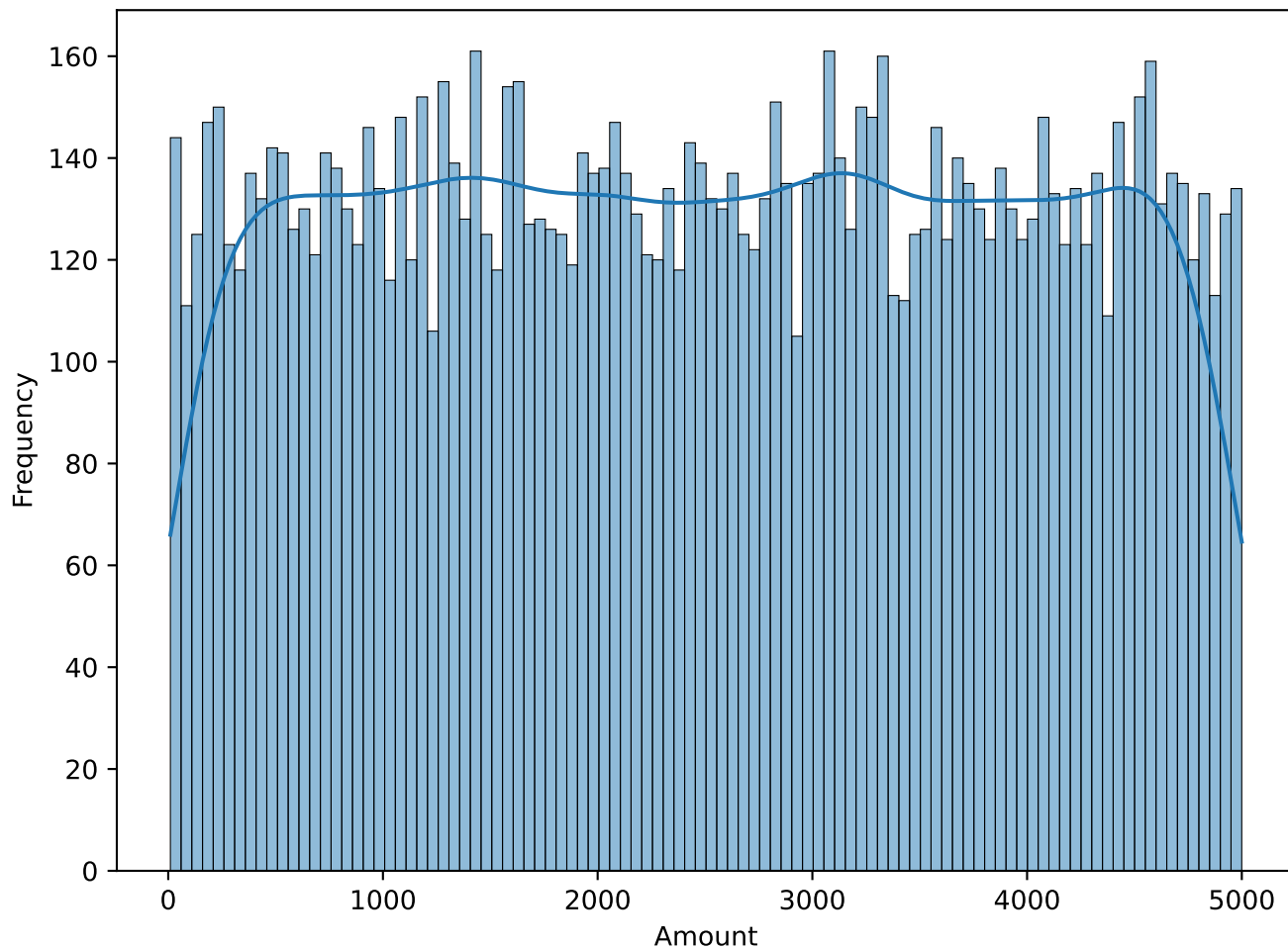
3. Recommendations:

- Focus marketing on high-value customers.
- Optimize failed transaction flows for Cash/NetBanking.
- Promote campaigns for top categories to maximize revenue.
- Investigate outliers and high refunds for fraud prevention.





Revenue Distribution



Correlation Heatmap

