



# FINTECH TRANSACTIONS SUMMARY

August 2025

Prepared by Your Chitransh Rahangdale

# Transaction Overview

\$33.3M

Total Revenue

Generated across all  
payment channels

13,317

Transactions

Completed during August  
2025

46.7%

Refund Rate

Overall percentage of  
refunded transactions

33.2%

Failed Rate

Percentage of transactions  
that failed to complete

# Top Performers

## Top Category

**Entertainment** with **\$5.73M** in revenue

Clothing drives the highest revenue overall

## Top Payment Mode

**NetBanking** with **\$8.64M** in revenue

Cash payment failures are significant in certain locations

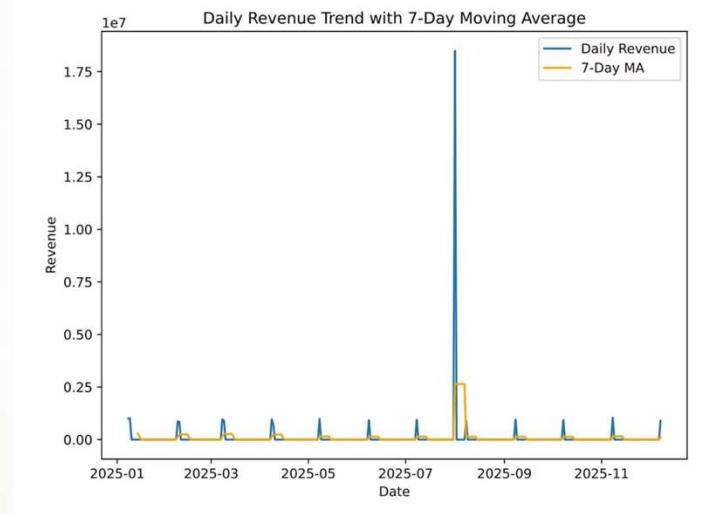
## Top Customer

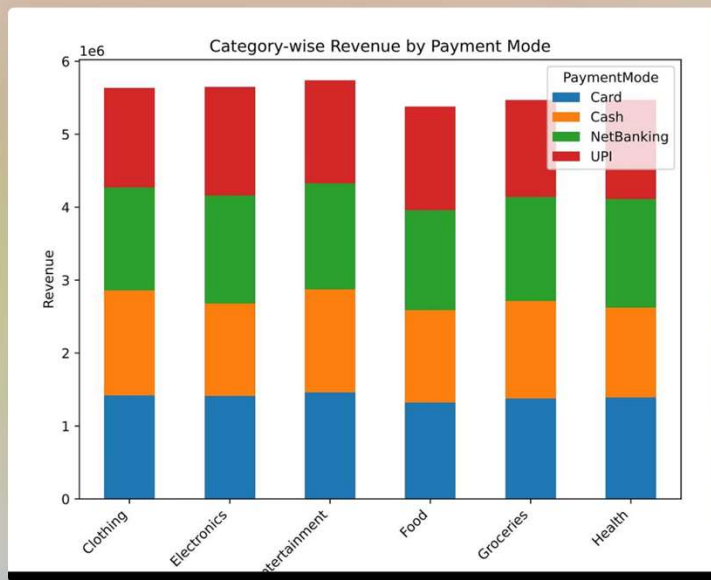
**C1110** with **\$31,080.52** in revenue

Top 1% of transactions contribute disproportionately to revenue

# Daily Revenue Trend

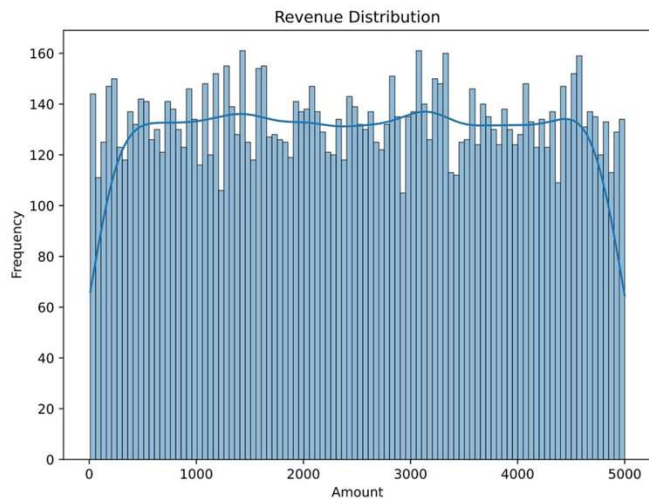
Revenue shows distinct peaks in mid-August and consistently higher performance on weekends. These patterns suggest opportunities for targeted promotions during high-volume periods.





# Category vs Payment Mode Revenue

The heatmap reveals that **NetBanking** is the preferred payment method across most categories, with particularly strong performance in Entertainment and Clothing segments.

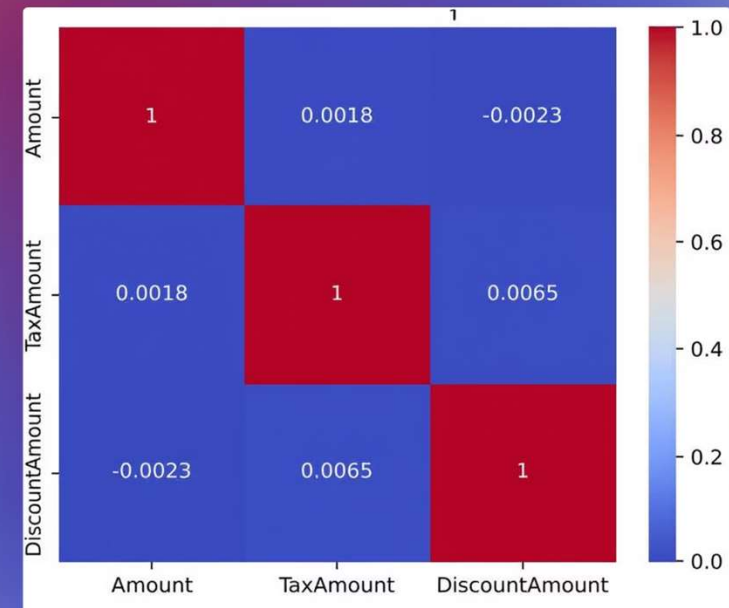


# Revenue Distribution

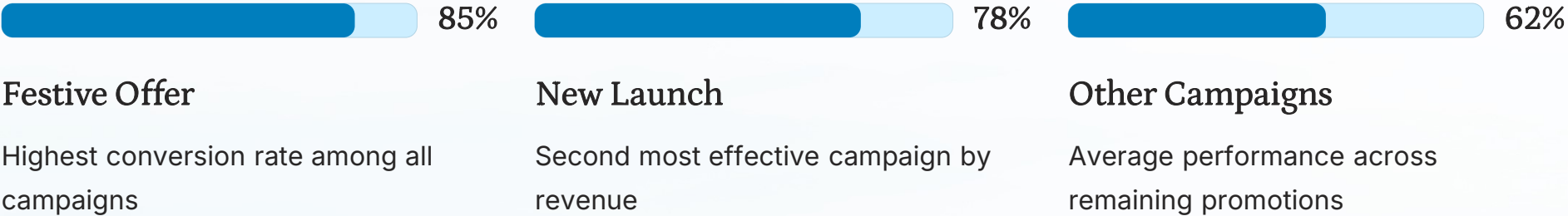
The distribution shows that a small percentage of high-value transactions generate a significant portion of our revenue, highlighting the importance of VIP customer retention strategies.

# Correlation Analysis

The correlation heatmap reveals important relationships between transaction variables, helping us identify patterns that can inform our optimization strategies and risk management approaches.



# Campaign Performance



Campaigns like 'Festive Offer' and 'New Launch' consistently outperform other promotions, suggesting we should allocate more resources to these high-performing initiatives.



# Recommendations



## Focus on High-Value Customers

Develop targeted marketing strategies for the top 1% of customers who contribute disproportionately to revenue.



## Optimize Payment Flows

Address failed transaction issues specifically for Cash and NetBanking payment methods to reduce the 33.2% failure rate.



## Fraud Prevention

Investigate outliers and high refund rates (46.7%) to identify and mitigate potential fraud patterns.