Cohort Analysis for Ironhack Payments

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Data Injection & Cleaning

- Missing values resolved in critical columns (`user_id`, `deleted_account_id`).

- Standardized inconsistent timestamps for uniformity.

- Improved data reliability and analysis readiness.

Frequency of Service Usage

- Early cohorts exhibit higher engagement rates.

- Indicates strong initial adoption and user activity.

- Valuable for replicating strategies across cohorts.

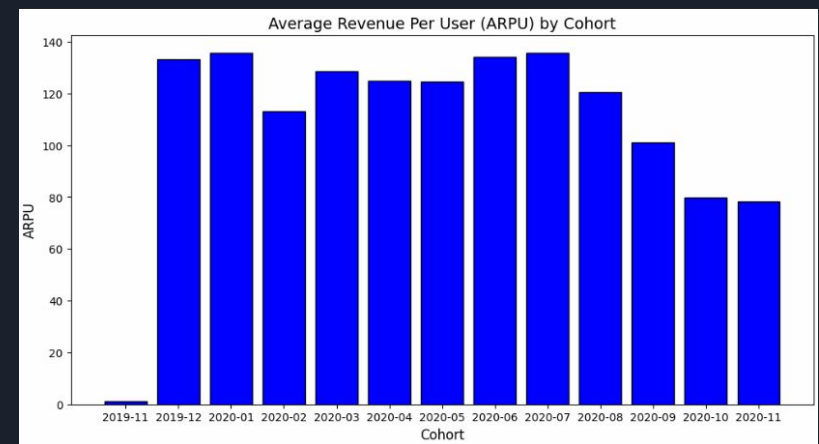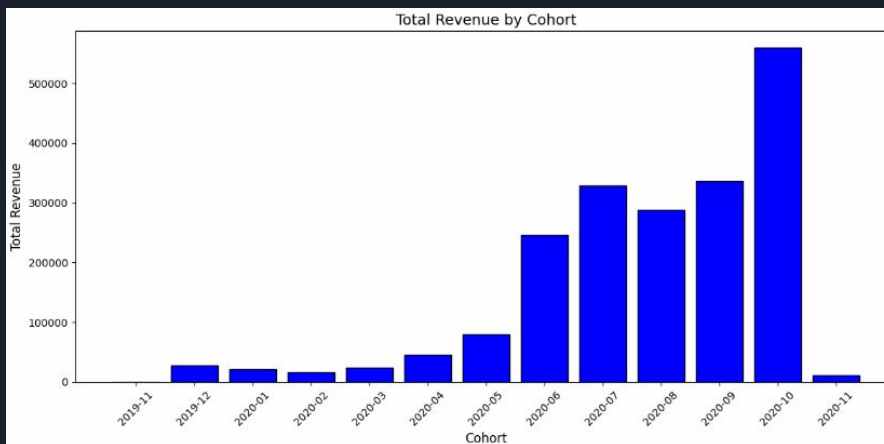Frequency of Service Usage by Cohort
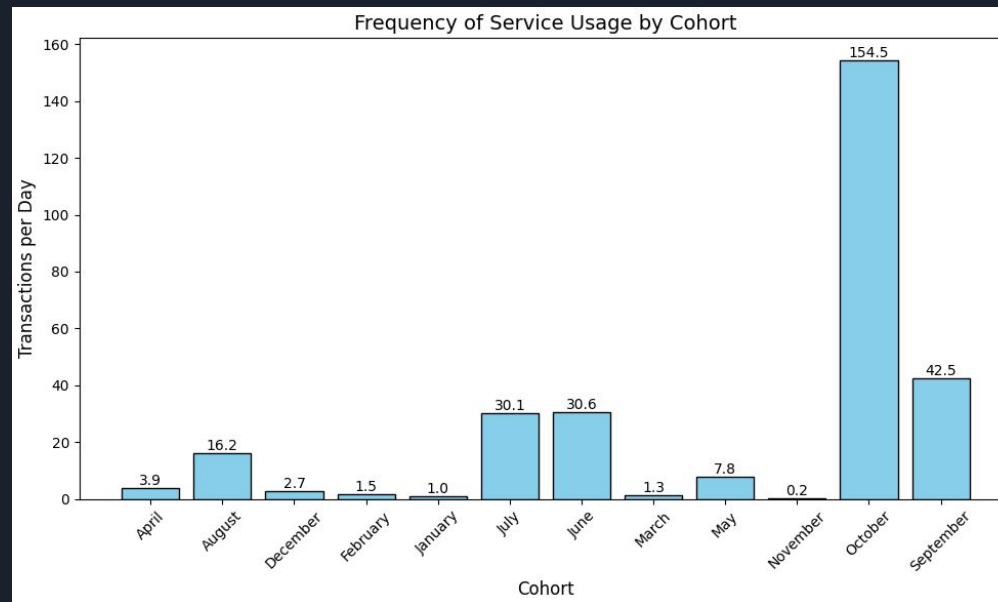
Incident Rate

- Tracks issues reported across cohorts.
- Later cohorts show a decline in incidents, reflecting improvements.
- Identifies areas for further service enhancement.

Incident Rates by Type per Cohort
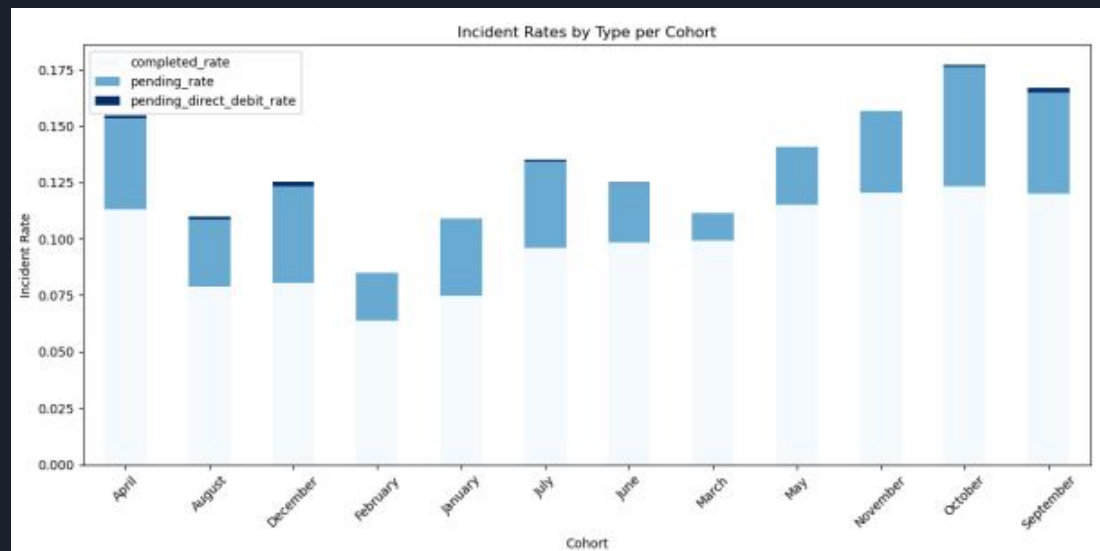
Revenue Analysis

- October 2020 observed the highest revenue.

- Revenue trends highlight key successful periods.
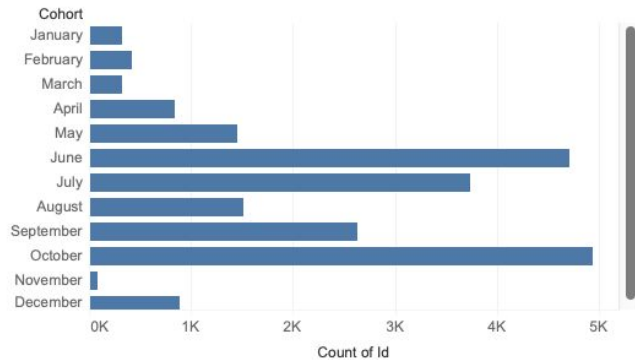
- Provides actionable insights for campaign timing.

New metric being proposed

Additional Data Visualization

Cash Request Data File

Recommendations & Next Steps

- Focus on improving retention strategies for newer cohorts.

- Expand data collection to include detailed engagement metrics.

- Address fee structure clarity for better financial insights.

- Monitor key metrics regularly to adapt to emerging challenges.

- Expand data collection efforts to include detailed user engagement metrics, transactions history, fees structures and external factors to accurately assess cohort performance.