

Cohort Analysis for Ironhack Payments

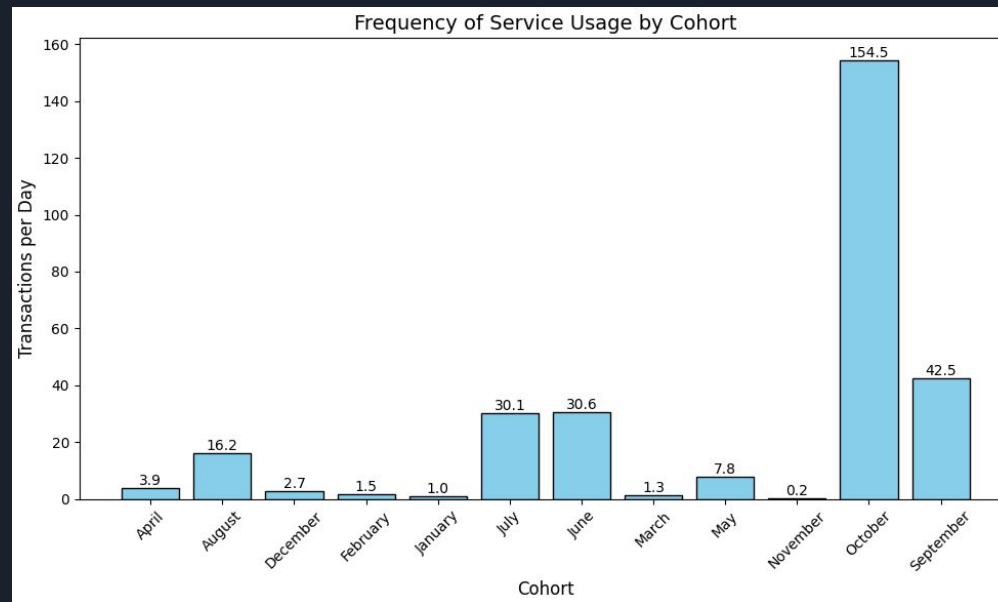
Sylvia Perez
Dara Guadalupe
Andres Perez
Harid Lopez

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.

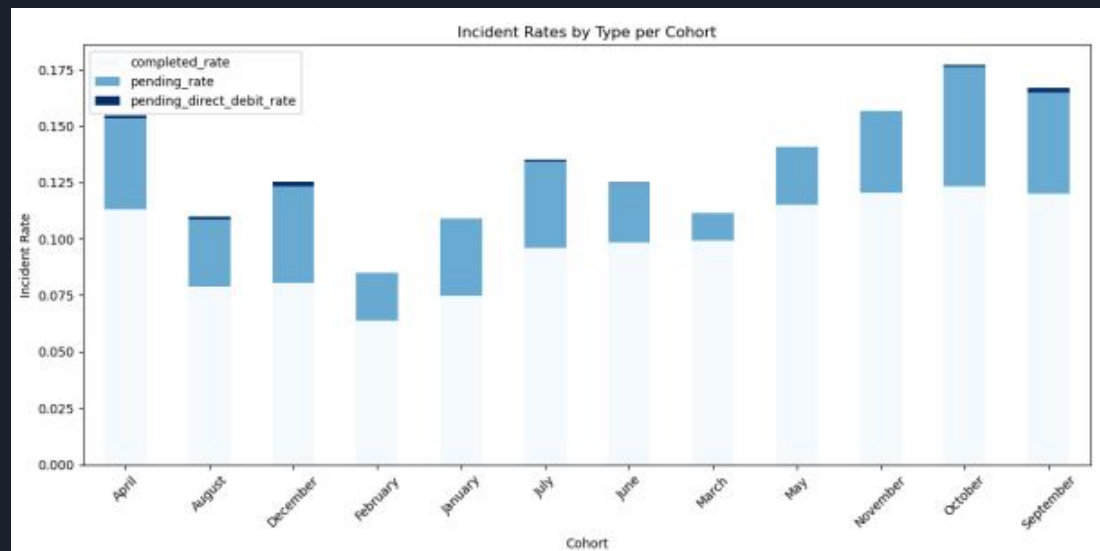
Frequency of Service Usage

- Early cohorts exhibit higher engagement rates.
- Indicates strong initial adoption and user activity.
- Valuable for replicating strategies across cohorts.



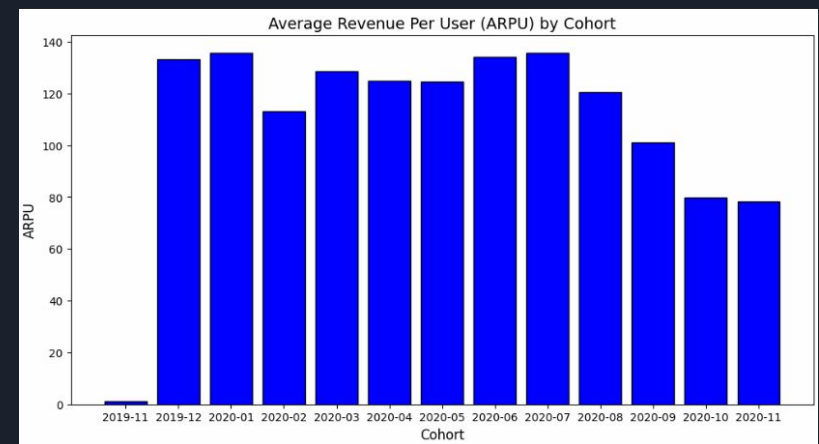
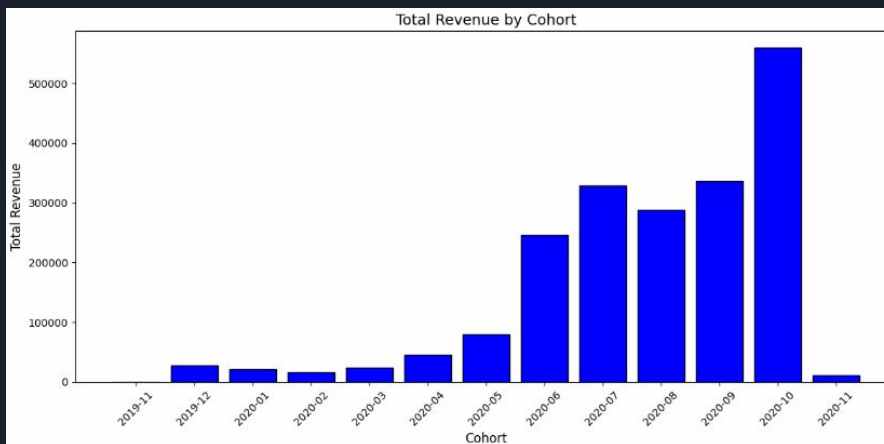
Incident Rate

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



Revenue Analysis

- October 2020 observed the highest revenue.
- Revenue trends highlight key successful periods.
- Provides actionable insights for campaign timing.

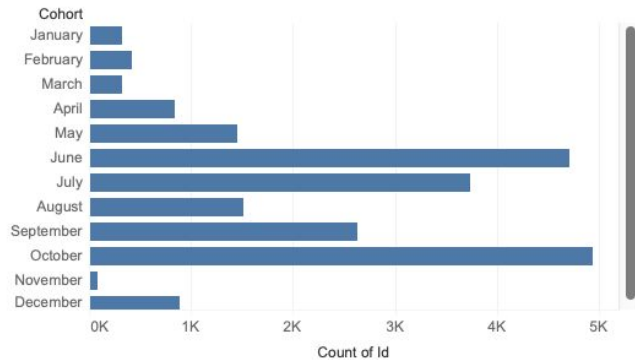


New metric being proposed

Additional Data Visualization

Cash Request Data File

Transactions per Cohort



Average Transaction Amount per Cohort

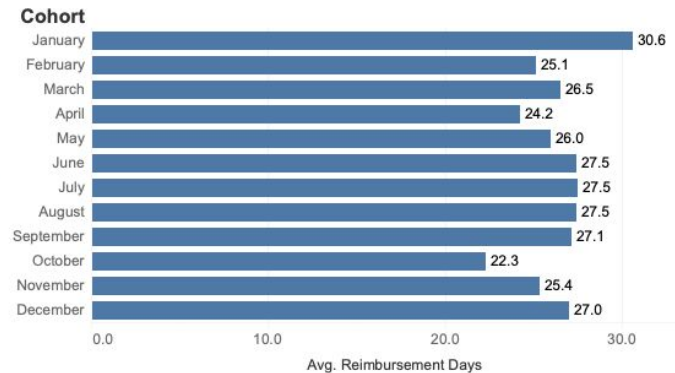
Cohort	Avg. Amount
October	\$68.79
June	\$90.33
July	\$85.91
September	\$74.65
August	\$77.32
May	\$92.93
April	\$94.34
December	\$94.94
February	\$94.04
March	\$97.69
January	\$96.90
November	\$72.80

Transfer Type by Status (% of Row)

Transfer Type	Status						
	Canceled	Direct Debit Rejected	Direct Debit Sent	Money Back	Rejected	Transaction Declined	
Instant	29%	0.08%	4.25%	0.22%	75.22%	19.61%	0.34%
Regular	19%	0.22%	2.39%	0.04%	59.03%	38.12%	0.01%



Average Number of Days for Reimbursement



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.