

Banking - Customers & Transaction Analysis

Overview - Key Performance & High-Level Trends

Month Year

All

Year

All

Customer Segment

All

Recommended Off...

All

Branch City

All

Transaction Type

All

Overview

Customers

Revenue & Cost

Total Customers

8025

▼ -1.0%

MoM% | Sep 23 vs Aug 23

Total Transactions

20.0K

▼ -1.8%

MoM% | Sep 23 vs Aug 23

Total Fees Incurred

\$637.2K

▼ -6.5%

MoM% | Sep 23 vs Aug 23

Avg. Monthly Income

\$5.5K

▼ -3.5%

MoM% | Sep 23 vs Aug 23

Avg. Customer Score

575.3

▲ 0.2%

MoM% | Sep 23 vs Aug 23

Customer Segment Distribution by Transaction Volume

● Checking Account ● Credit Card ● Loan ● Mortgage ● Savings Account

Low Income Seg...

Middle Income S...

High Income Seg...

0%

50%

100%

Transaction Channel Distribution

Online 24.32%

Mobile 26.10%

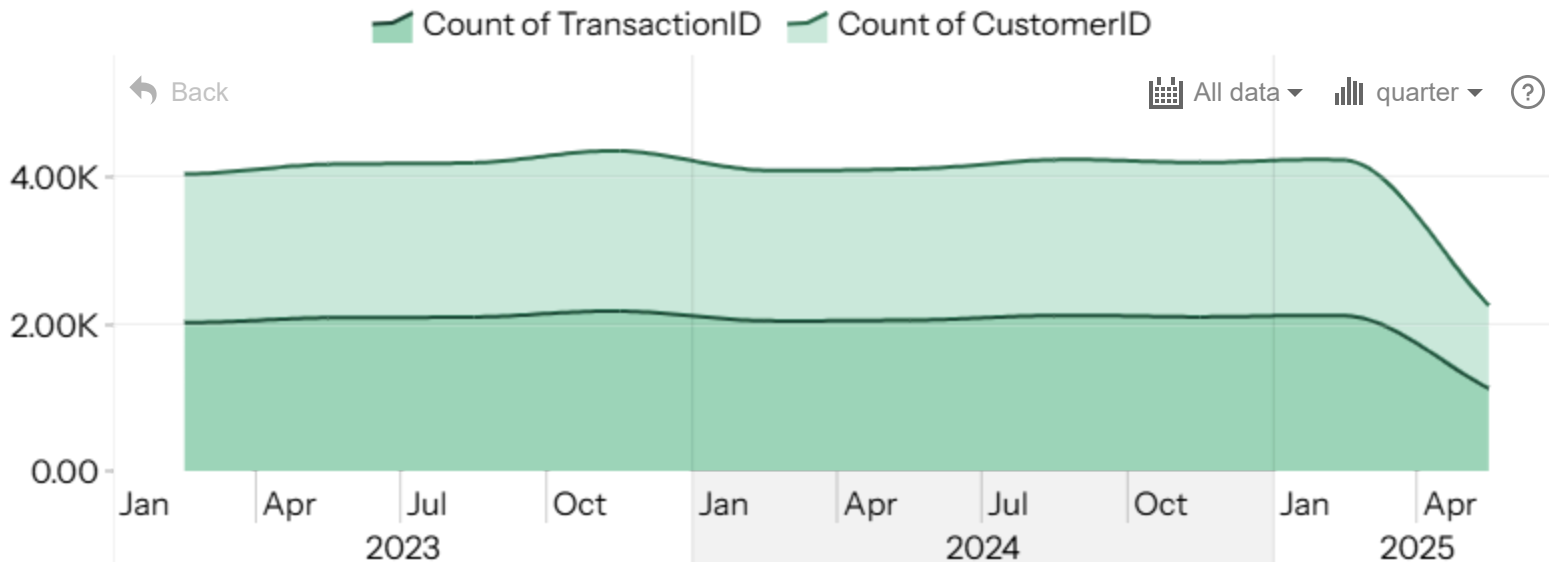
ATM 24.41%

Branch 25.16%

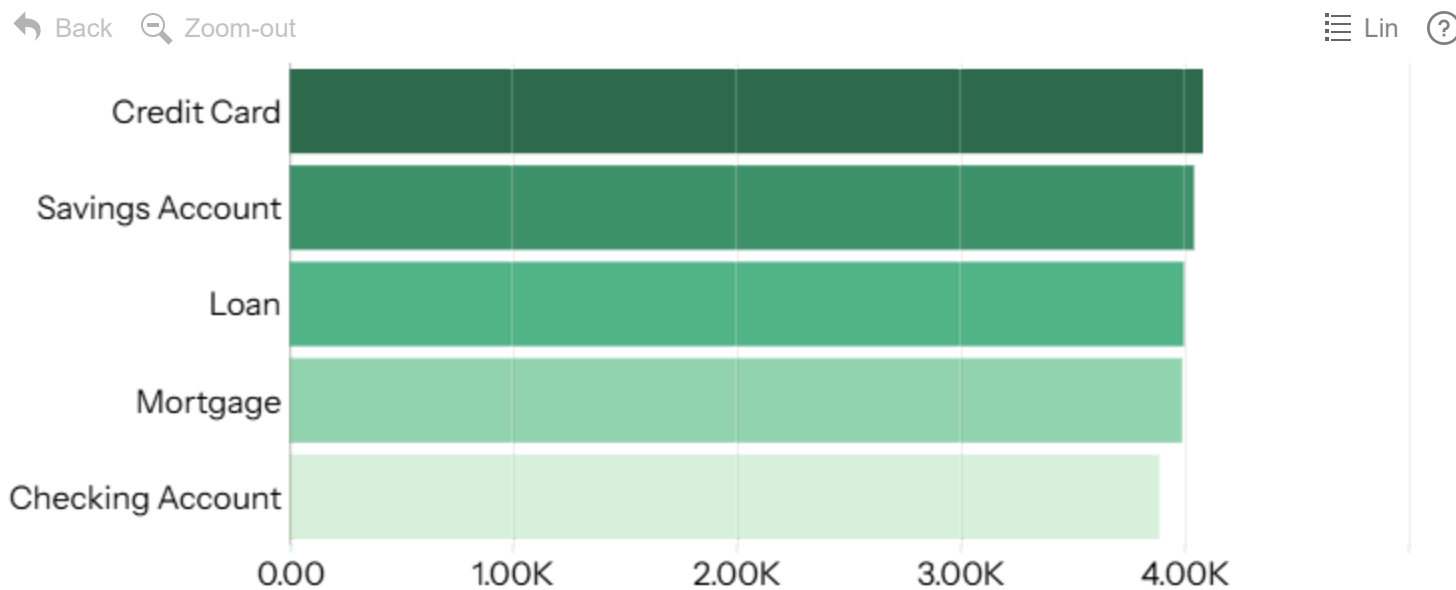
Top Cities by Transaction Volume



Total Transactions Over Time



Transaction Volume by Product Category



Banking - Customers & Transaction Analysis

Customer & Transaction Deep Dive

Month Year

All

Year

All

Customer Segment

All

Recommended Off...

All

Branch City

All

Transaction Type

All

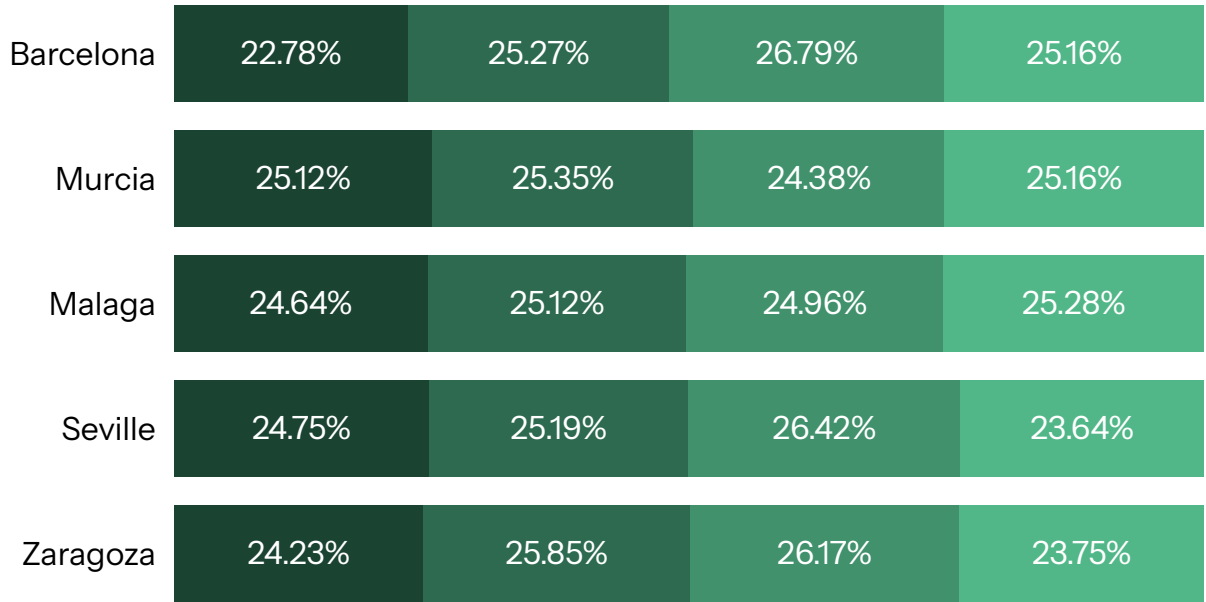
Overview

Customers

Revenue & Cost

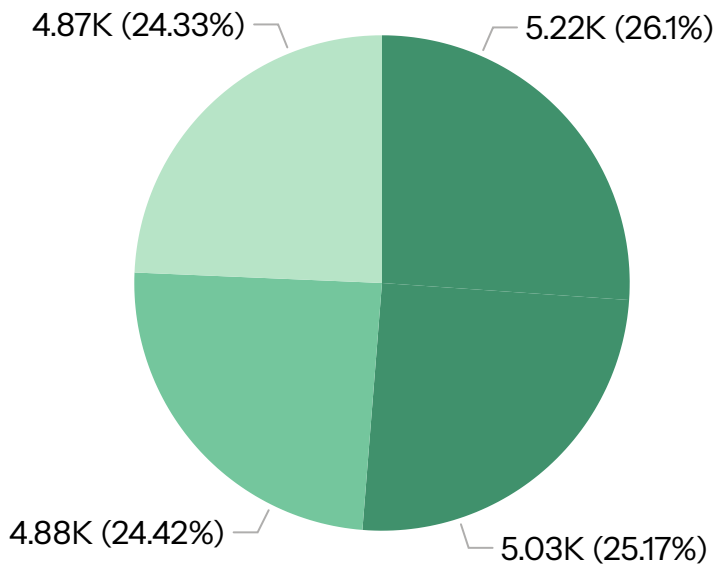
Transaction Volume by Branch City & Channel

ATM Branch Mobile Online



Transaction Volume by Channel

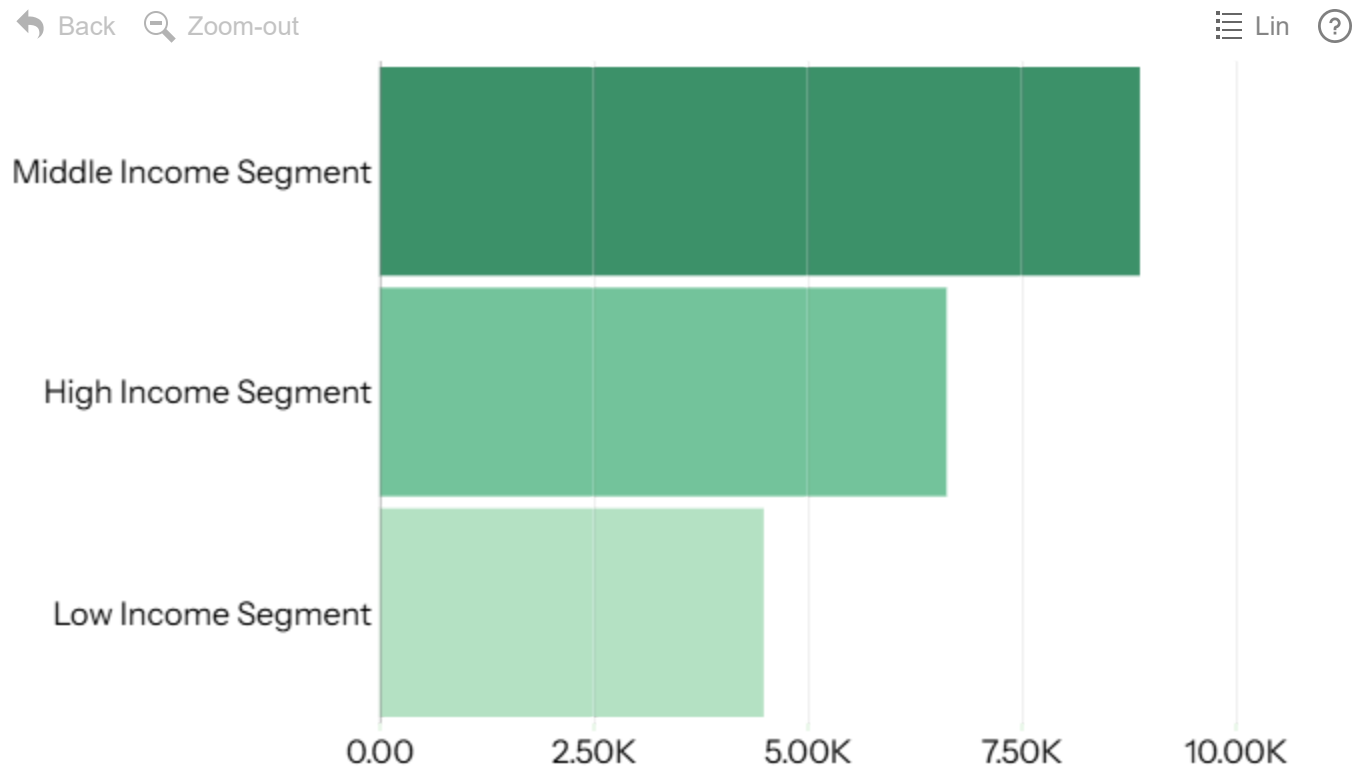
Mobile Branch ATM Online



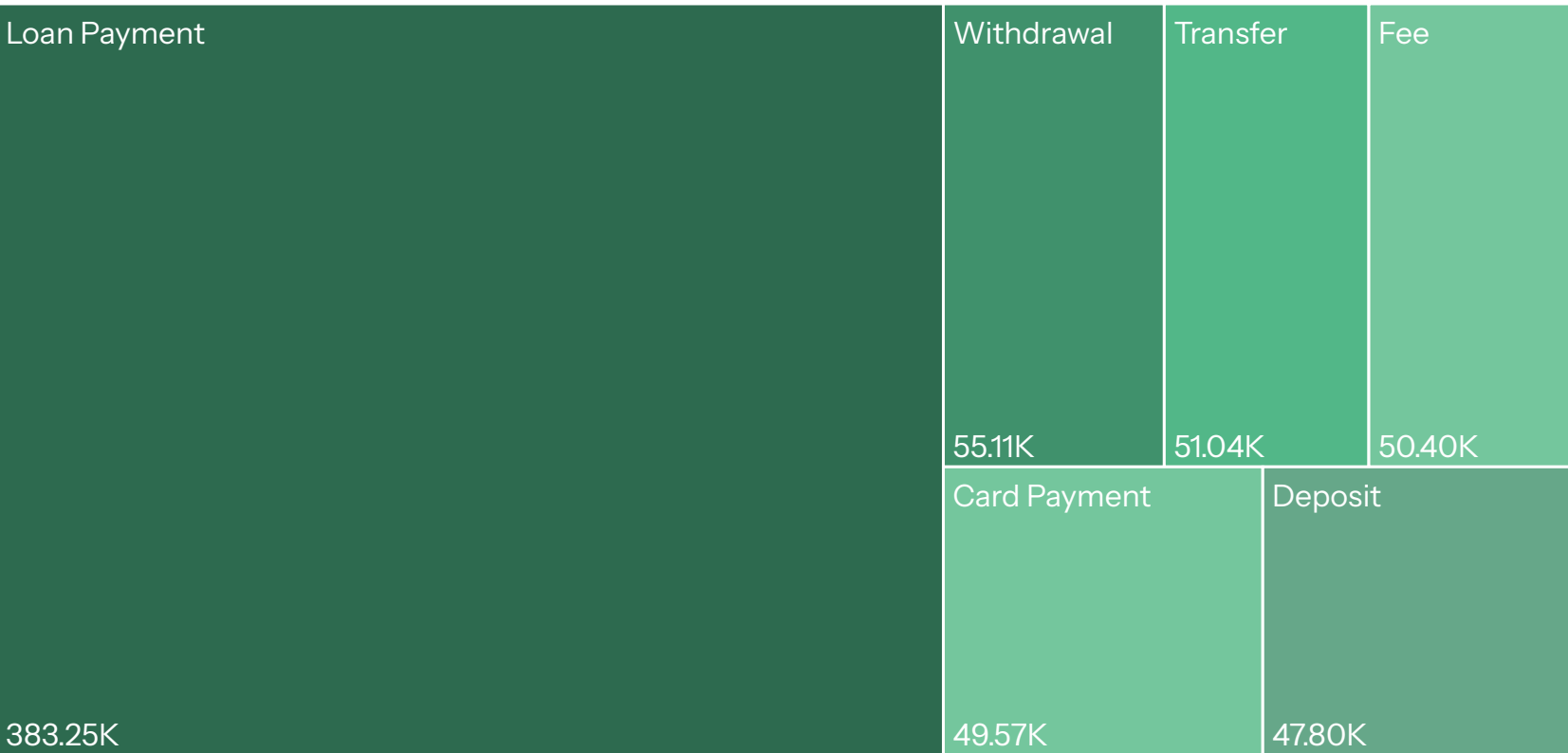
Transactions & Incurred Fees by Credit Score

Credit Score	Transactions	Total Fees
300–399	3676	\$113,585
400–499	3581	\$113,396
500–599	3612	\$114,699
600–699	3588	\$116,154
700–799	3683	\$117,389
800–899	1860	\$61,938
Total	20000	\$637,160

Transaction Activity by Income Segment & Product Category



Dominant Transaction Types by Value & Volume



Banking - Customers & Transaction Analysis

Revenue, Cost & Strategic Insights

Month Year

All

Year

All

Customer Segment

All

Recommended Off...

All

Branch City

All

Transaction Type

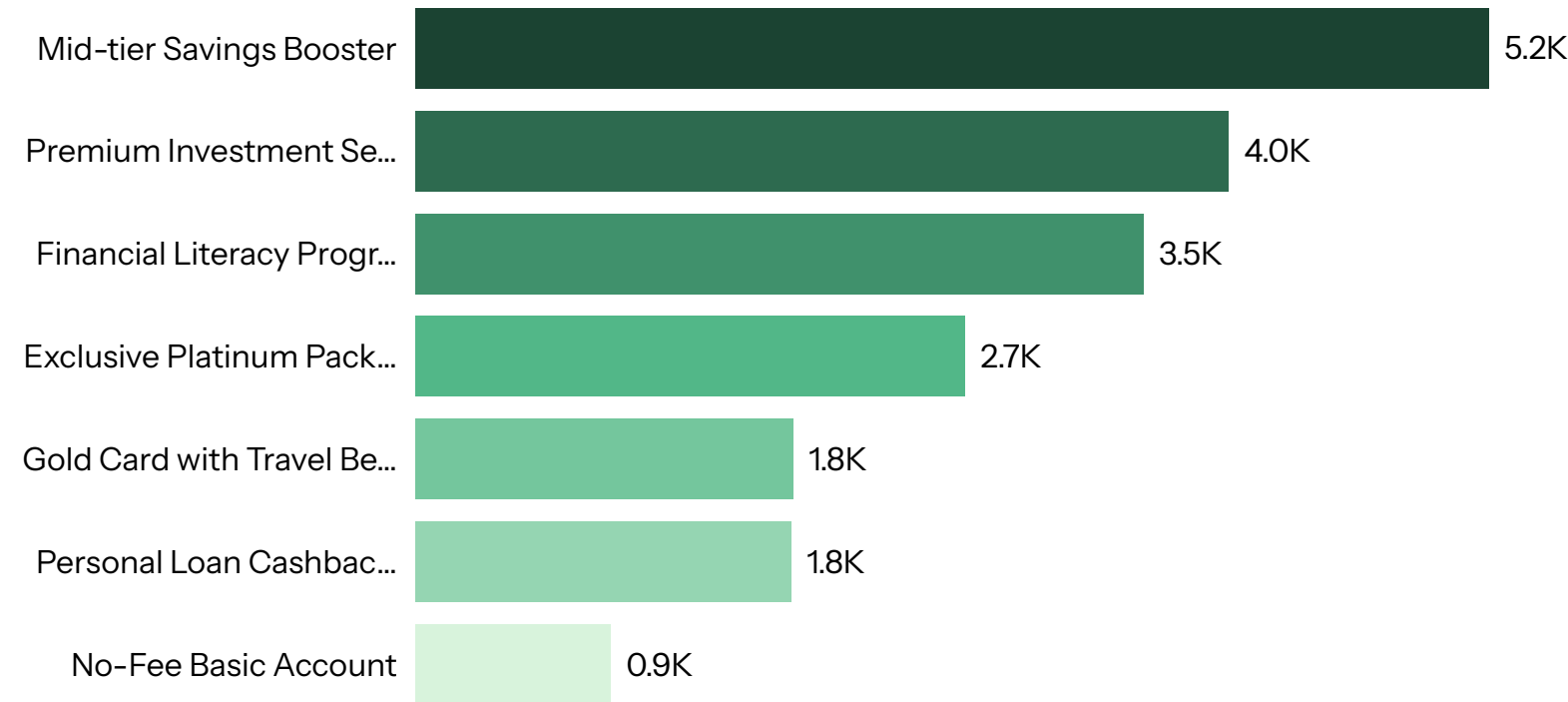
All

Overview

Customers

Revenue & Cost

Most Recommended Offers to Customers



Top Sources of Revenue-Generating Friction

TransactionType	Credit Card Fees	Insurance Fees	Late Payment Amount
Withdrawal	18,261.57	36,845.94	0.00
Fee	17,913.58	32,481.65	0.00
Loan Payment	17,850.56	32,309.97	333,088.05
Deposit	17,003.91	30,796.79	0.00
Card Payment	16,993.46	32,577.85	0.00
Transfer	16,374.84	34,662.02	0.00
Total	104,397.92	199,674.22	333,088.05

Transactional Peaks & Slowdowns by Segment Over Time

