



GROWTH-FOCUS ANALYTICAL DASHBOARD

Total Users
21.67K

Total Revenue
\$60.49M

Total transaction
165K

AVG volume per user
366.85

Total KYC Passed
4316

Date

12/1/2023

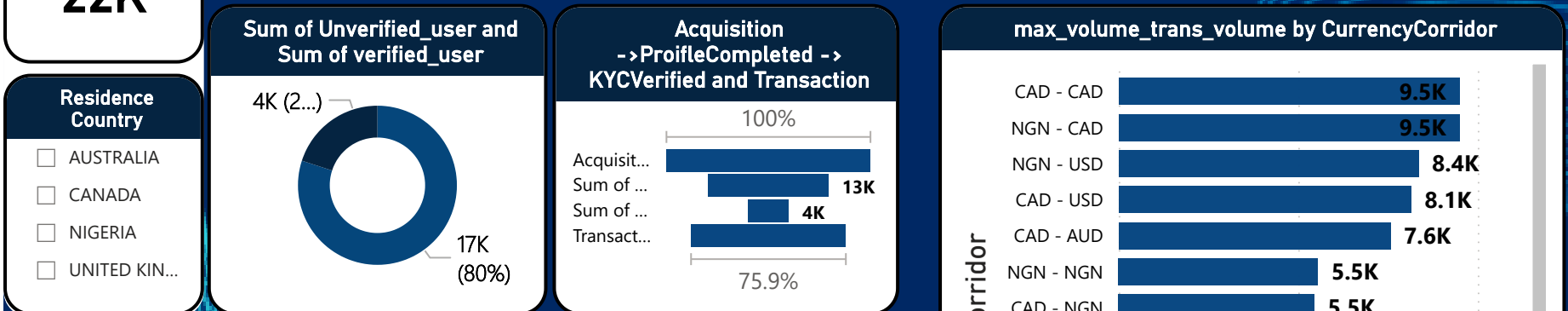
3/29/2024

Acquisition
22K

User Analysis

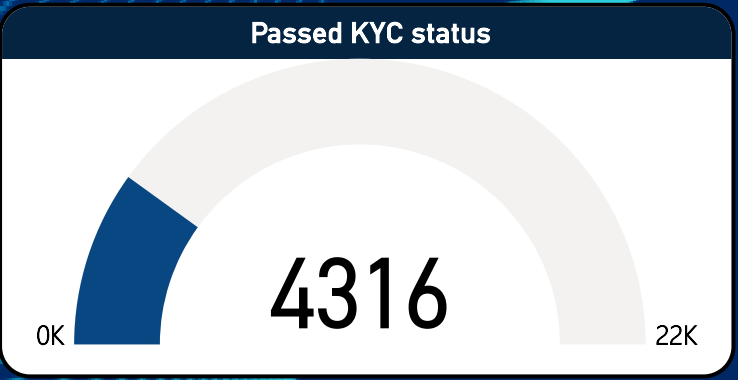
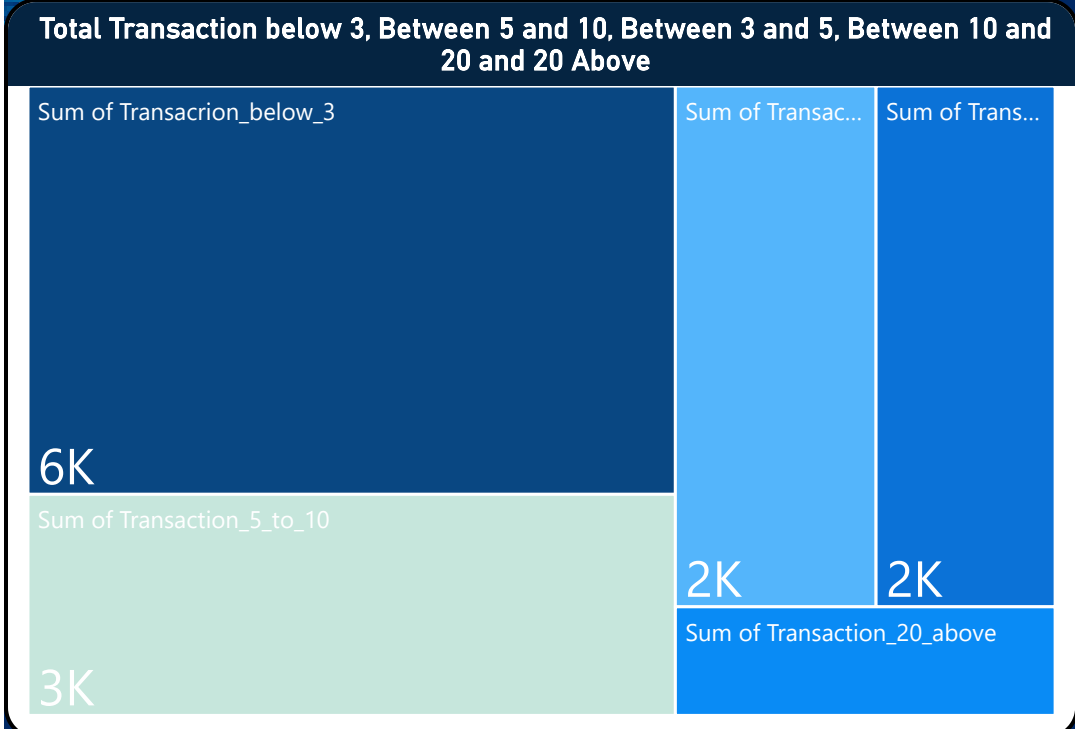
Funnel Stages

Transaction Analysis



KYC Status

Retention



ResidenceCountry	CAD	GBP	NGN	Total
NIGERIA			\$762,225.00	\$762,225.00
CANADA	\$1,133,224.00		\$1,603,698.00	\$2,736,922.00
	\$29,794,852.00	\$616.00	\$27,191,225.00	\$56,986,693.00
Total	\$30,928,076.00	\$616.00	\$29,557,148.00	\$60,485,840.00



User Analysis

The charts below is showing details about
1.Number of users

Date

12/1/2023

3/29/2024

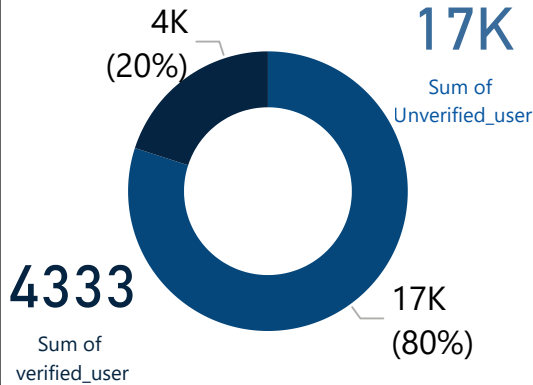
Total Users

21.67K

AVG volume per user

366.85

Sum of Unverified_user and Sum of verified_user



KYC Not verified (0)
- verified (1)

0
1

Max trans volume

9500

Min trans volume

0

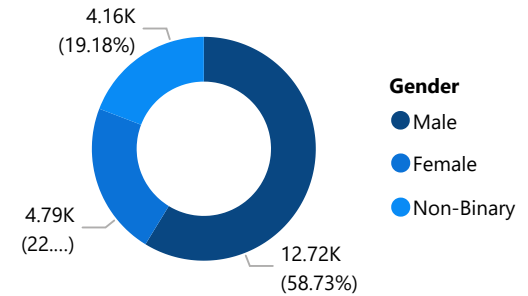
Max Age

116

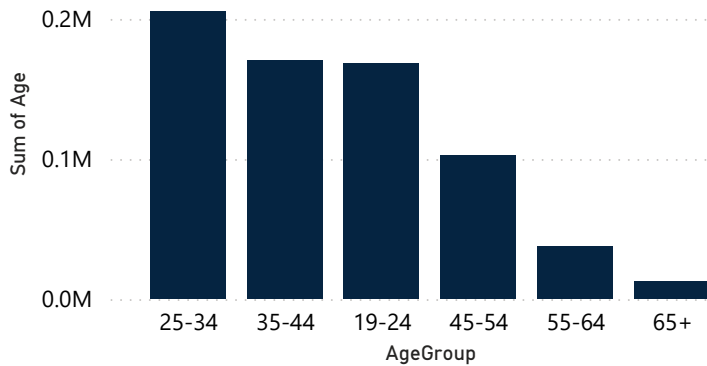
Min Age

19

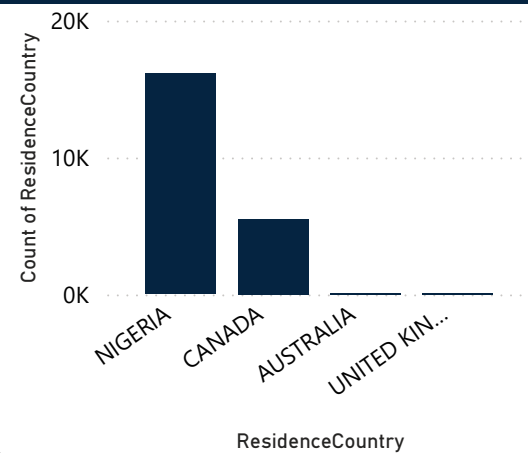
Gender



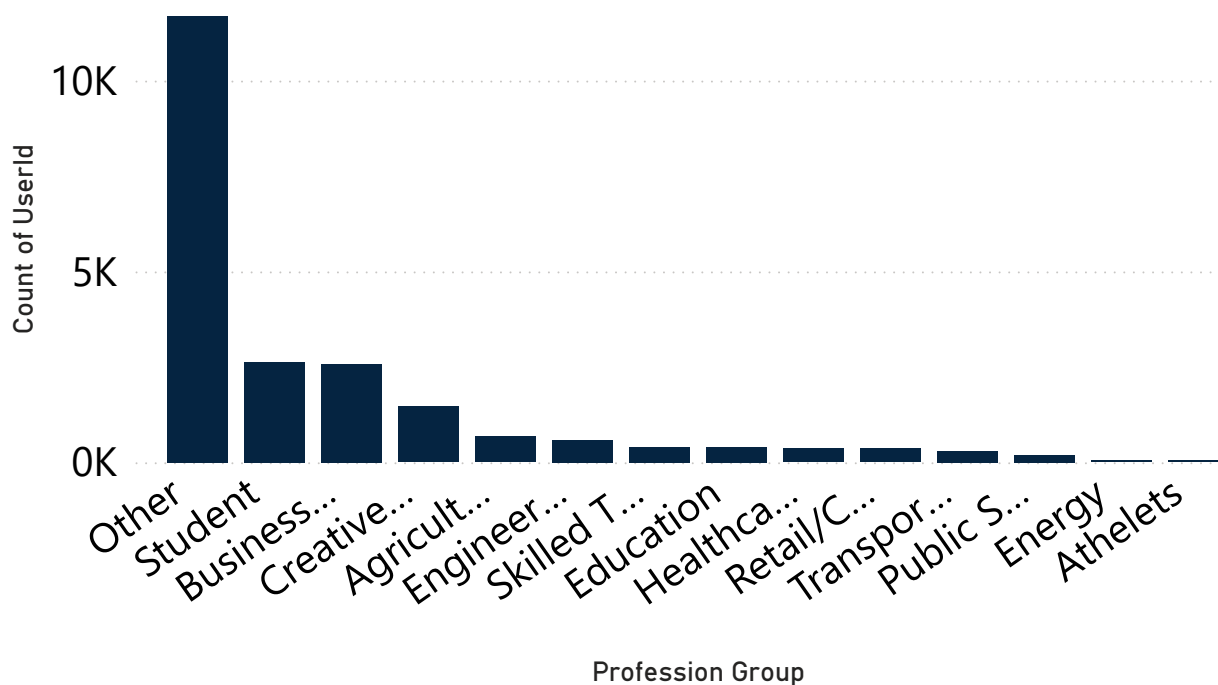
Sum of Age by AgeGroup



Count of ResidenceCountry by ResidenceCountry



Count of UserId by Profession Group



Residence Country

- ☐ AUSTRALIA
- ☐ CANADA
- ☐ NIGERIA
- ☐ UNITED KINGDOM

Professions

- ☐ Agriculture/Natural.
- ☐ Athelets
- ☐ Business/Finance
- ☐ Creative/Media
- ☐ Education
- ☐ Energy
- ☐ Engineering/IT
- ☐ Healthcare
- ☐ Other
- ☐ Public Service
- ☐ Retail/Customer Ser...

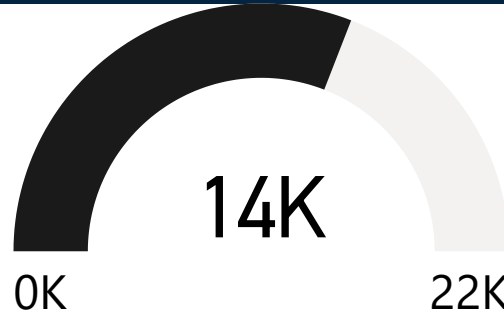


KYC status

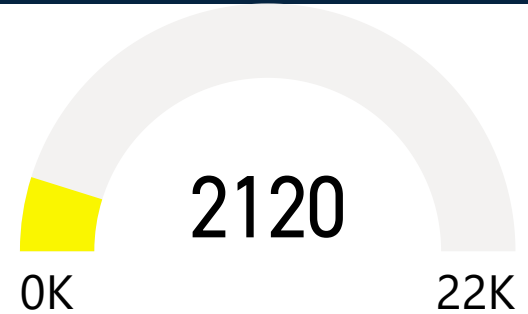
Total of KYC verified

21.91K

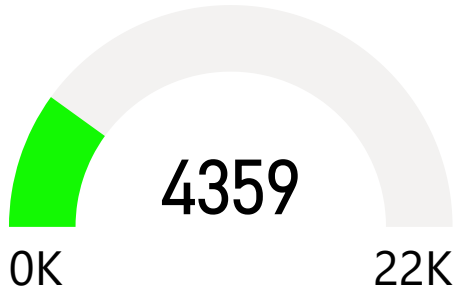
Not started KYC status



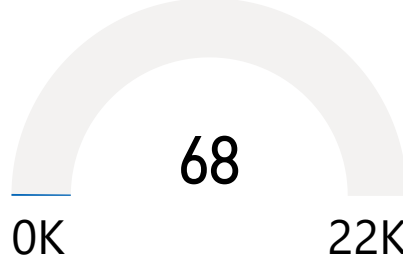
Pending KYC status



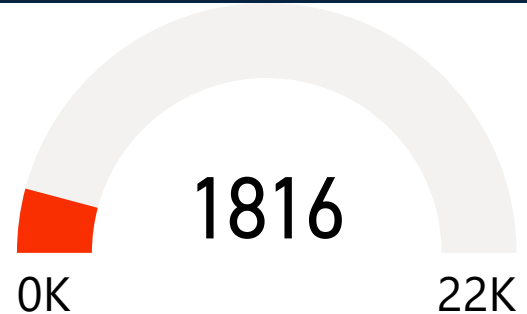
Passed KYC status



KYC status in review



Failed KYC status





Transaction Analysis

Total transaction

165K

Total Revenue

\$60.49M

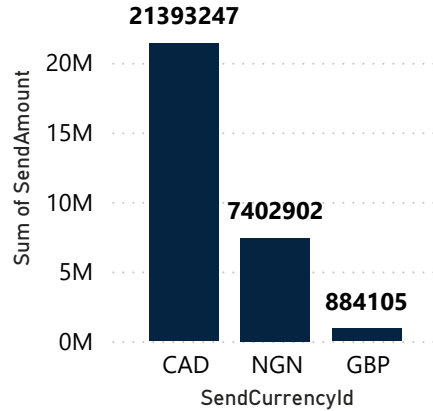
Total amount sent

32bn

Total amount recieved

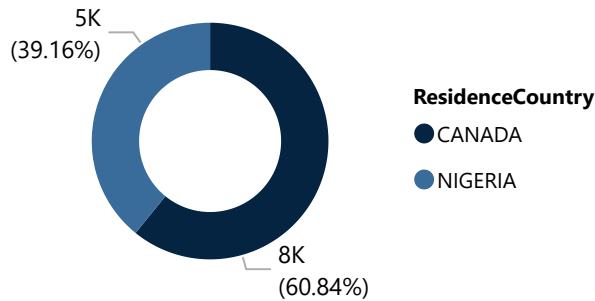
33bn

Sum of SendAmount by SendCurrencyId



SendCurrencyId	ReceiveCurrencyId	Sum of BaseAmount
CAD	INR	\$10.00
NGN	INR	\$10.00
NGN	EUR	\$27.00
GBP	NGN	\$616.00
NGN	AUD	\$1,503.00
CAD	EUR	\$3,357.00
NGN	KES	\$5,853.00
NGN	GHS	\$35,972.00
CAD	AUD	\$40,005.00
Total		\$60,487,865.00

max_volume_trans_volume by ResidenceCountry



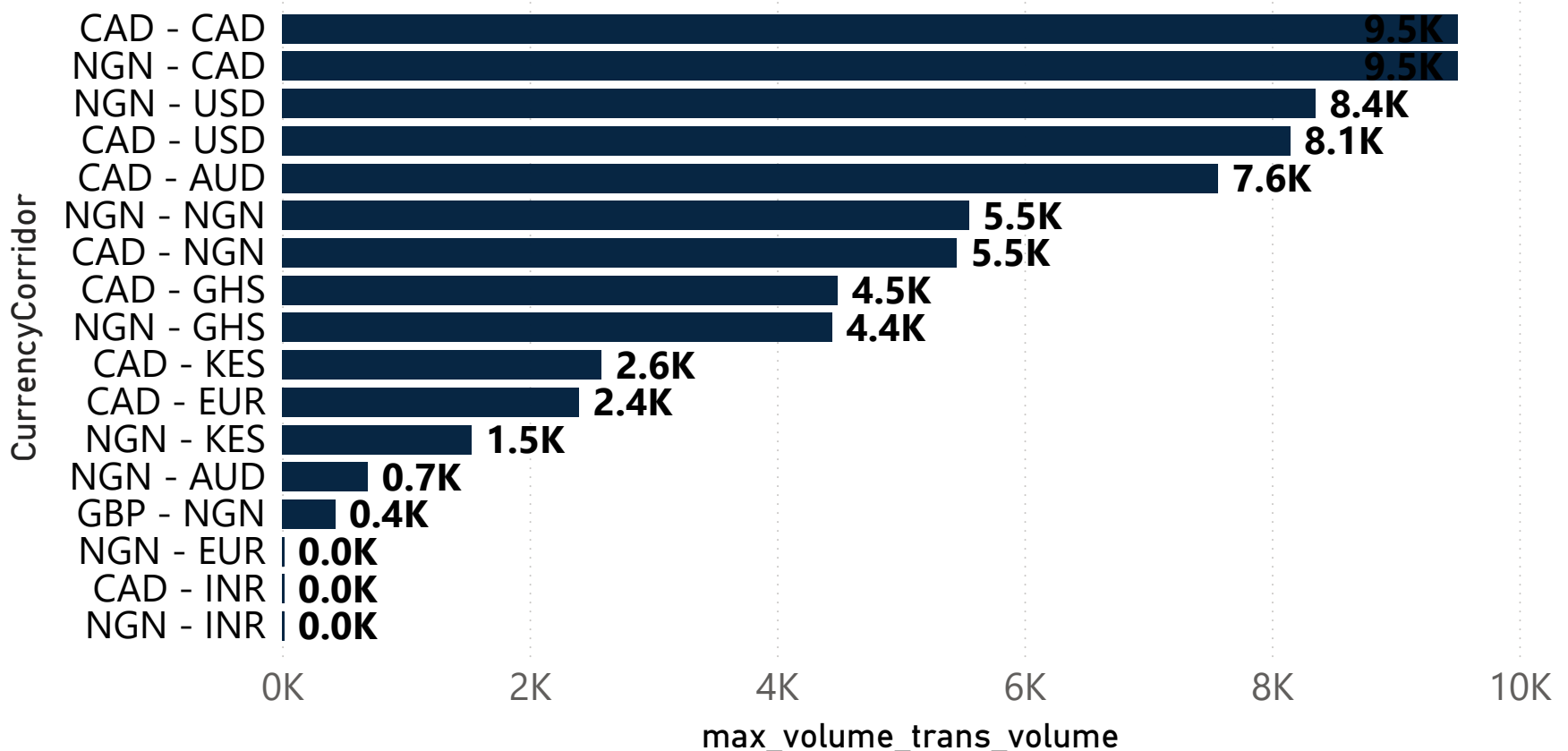
ResidenceCountry	CAD	GBP	NGN	Total
NIGERIA			\$762,225.00	\$762,225.00
CANADA	\$1,134,080.00		\$1,604,867.00	\$2,738,947.00
	\$29,794,852.00	\$616.00	\$27,191,225.00	\$56,986,693.00
Total	\$30,928,932.00	\$616.00	\$29,558,317.00	\$60,487,865.00

Residence country

- ☐ AUSTRALIA
- ☐ CANADA
- ☐ NIGERIA
- ☐ UNITED KI...

ResidenceCountry	AUD	CAD	EUR	GHS	INR	KES	NGN	USD	Total
NIGERIA		\$706,817.00		\$7,782.00		\$8.00	\$47,618.00		\$762,225.00
CANADA	\$10.00	\$1,581,459.00	\$10.00	\$50,004.00		\$16,455.00	\$1,056,170.00	\$34,839.00	\$2,738,947.00
	\$41,588.00	\$26,651,583.00	\$3,374.00	\$151,589.00	\$20.00	\$44,649.00	\$29,910,919.00	\$182,971.00	\$56,986,693.00
Total	\$41,598.00	\$28,939,859.00	\$3,384.00	\$209,375.00	\$20.00	\$61,112.00	\$31,014,707.00	\$217,810.00	\$60,487,865.00

max_volume_trans_volume by CurrencyCorridor





RETENTION ANALYSIS

Date

12/1/2023



3/31/2024



Total daily users

2M

Total Monthly users

122M

Total users below 3

6140

Total users between 3 and 5

2428

Total users between 5 and 10

3325

Total users between 10 and 20

2166

Total users from 20 above

958

Total Transaction below 3, Between 5 and 10, Between 3 and 5, Between 10 and 20 and 20 Above

Sum of Transacriion_below_3

6K

Sum of Transaction_5_to_10

3K

Sum of Transa...

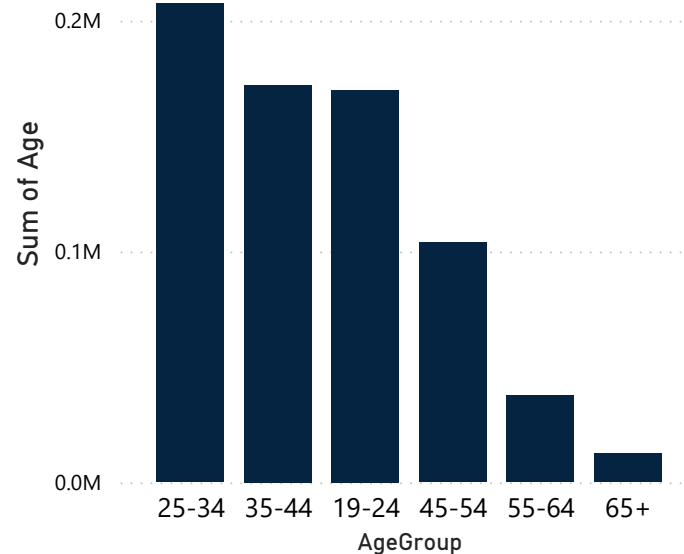
2K

Sum of Transaction_20_above

Sum of Tran...

2K

Sum of Age by AgeGroup





Funnel Analysis

The funnel stages are: **Acquisition** --> **Complete Profile** --> **KYC verified** --> **Transaction**

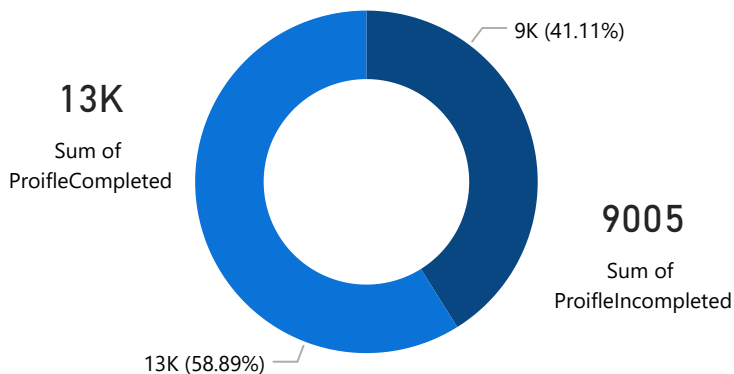
Acquisition

22K

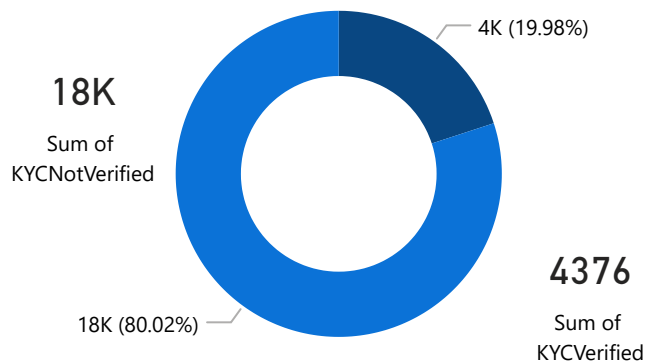
Transaction
count

16K

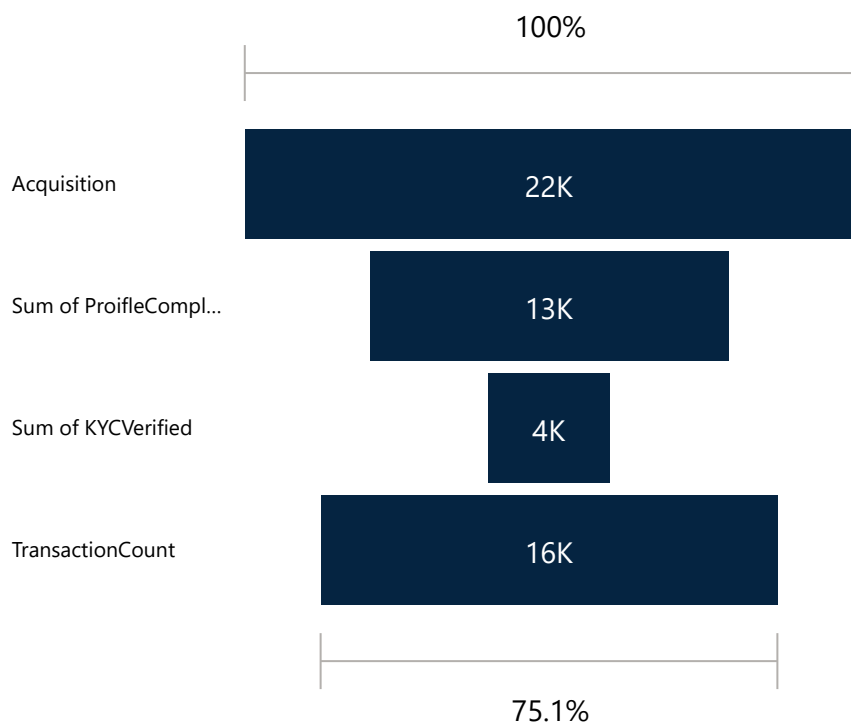
Sum of ProfileIncompleted and Sum of ProfileCompleted



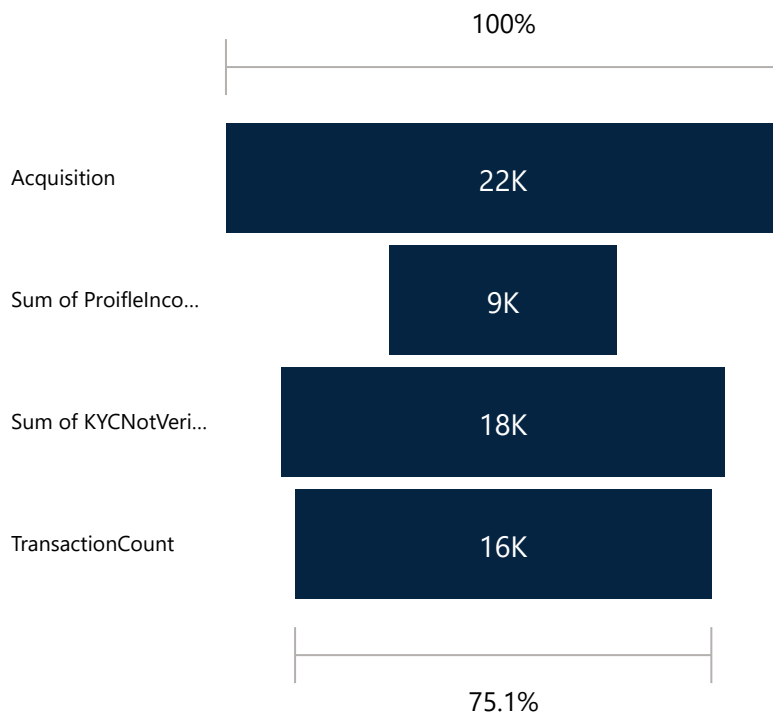
Sum of KYCVerified and Sum of KYCNotVerified



Acquisition, Sum of ProfileCompleted, Sum of KYCVerified and TransactionCount



Acquisition, Sum of ProfileIncompleted, Sum of KYCNotVerified and TransactionCount



Conversion rate from profile
Completed and Acquisition
by Month

4134!

Goal: 7417
(-44.26%)

Conversion rate KYC
Verified and of Profile
Completed by Month

1430!

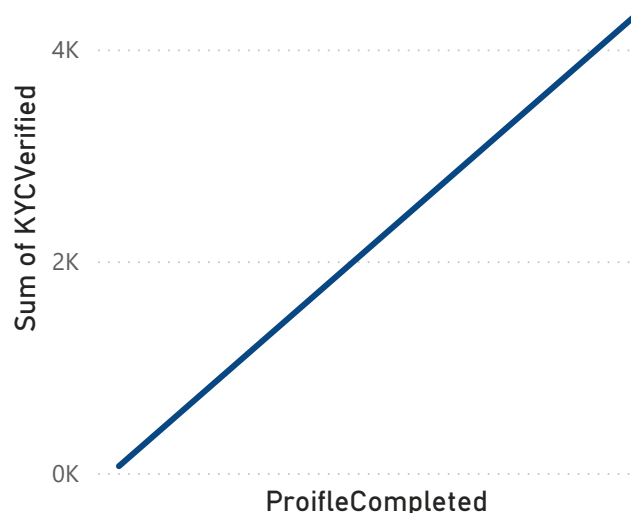
Goal: 4134
(-65.41%)

conversion rate KYC
Verified and Transaction
Count by Month

1430✓

Goal: 413
(+246.25%)

KYC Verified by Profile
Completed



Drop off Acquisition

9005

Drop off profile

8525

Drop off KYC

12K