Stakeholder Questions for "Saving Box Campaign Performance" Dashboard

◆ 1. Overview Page

1. How many users are actively participating in campaigns and saving regularly?

2. What's our total savings volume, and how has it changed over time?

3. Which regions have the highest user engagement and savings contributions?

4. Are we seeing steady month-over-month growth in savings and user activity?

5. What are the top KPIs that show our overall performance and user health?

◆ 2. Campaign Page

1. Which campaigns are attracting the most users?

2. What is the participation rate for each campaign?

3. How does campaign engagement vary by gender, age group, and region?

4. Are we running campaigns at the right times to drive maximum participation?

5. Which campaigns should we scale or discontinue based on performance data?

▲ 3. Savings Page

1. What's the average savings per user across different user segments?

2. Who are our top savers, and what behaviors do they share?

3. How often are users saving—weekly, monthly, or irregularly?

4. Are loyal users contributing more savings over time?

5. Which regions contribute the most to our savings volume?

▼ 4. Loan Page

1. How much in total loans have we disbursed?

2. What's our loan repayment rate, and are there early signs of risk?

3. Which user segments or regions show the highest default risk?

4. What's the average loan size, and is it sustainable?

5. Should we adjust loan offerings based on user repayment behavior?