

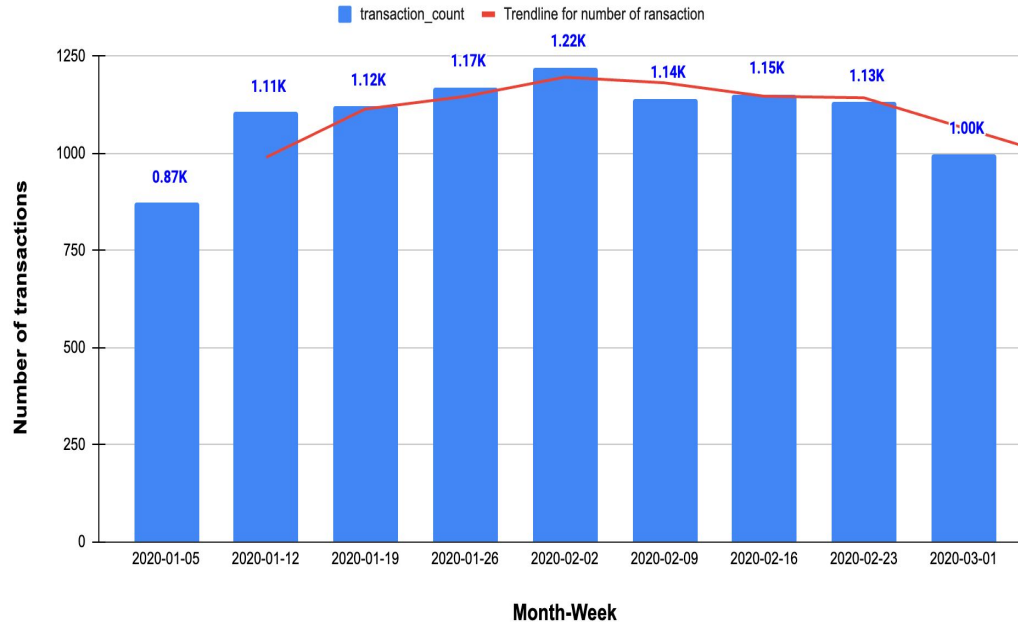
2020 Quarter 1 Transaction Analysis

Prepared By:

Henry Biko

2020 Q1 Weekly Transaction count

Total weekly transactions from January to March 2020

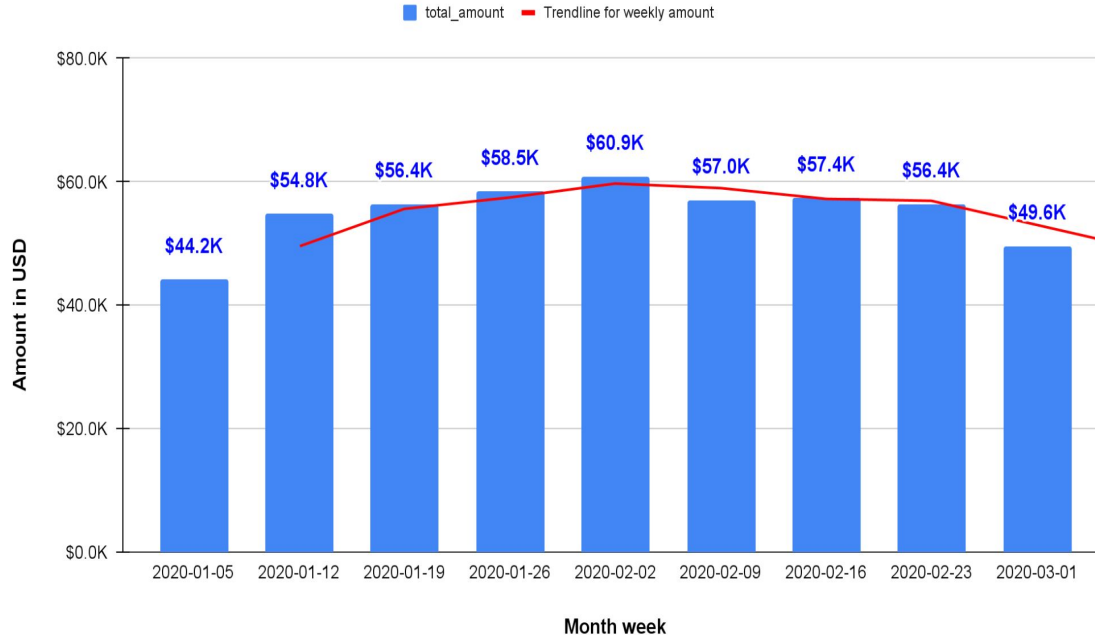


Notes

- **Positive growth** trend from the **beginning of 2020** until the **first week of February**
- **Subsequent decline** in transactions after **second week of February**
- Highest growth was between **first and second week of February** at **233 transactions**
- Highest decline was between **first week of February** and the **second week** at **136 transactions**

2020 Q1 weekly transaction amount

Total amount transacted per week from January to March 2020

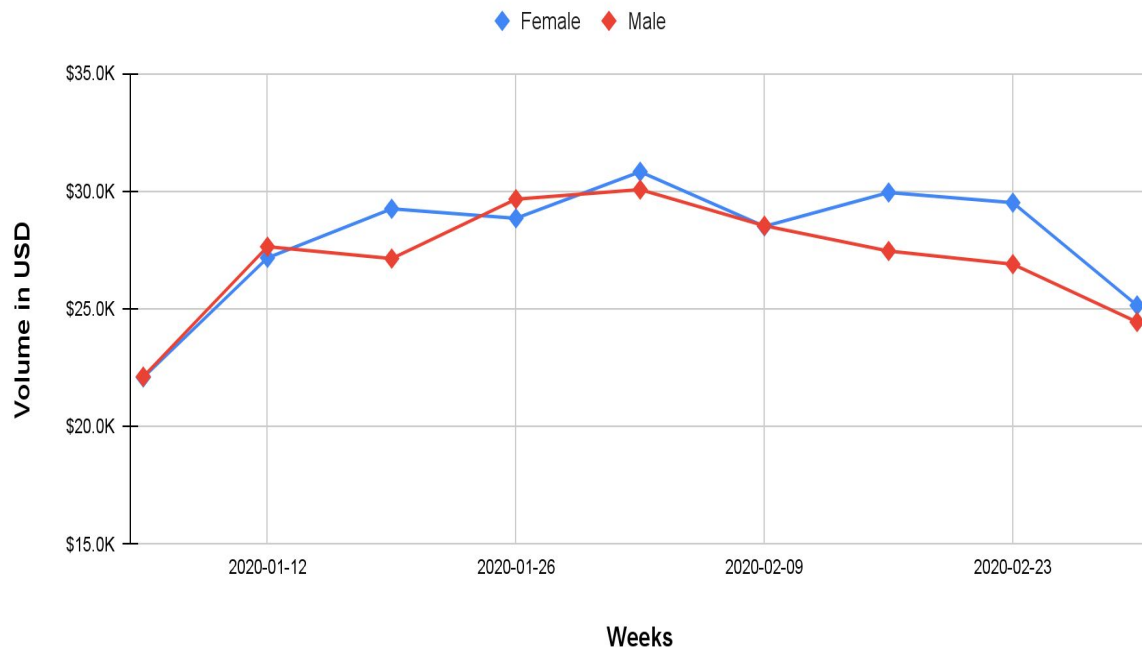


Notes

- **Positive growth** trend from the **beginning of 2020** until the **first week of February**
- **Subsequent decline** in transaction amounts after **second week of February**
- Highest growth was between **first and second week of February** at **10K USD**
- Highest decline was between **first week of February** and the **second week** at **4K USD**

Weekly Transaction Volume Trend by gender

2020 Q1 Weekly Transaction volume Trend Analysis by Gender:

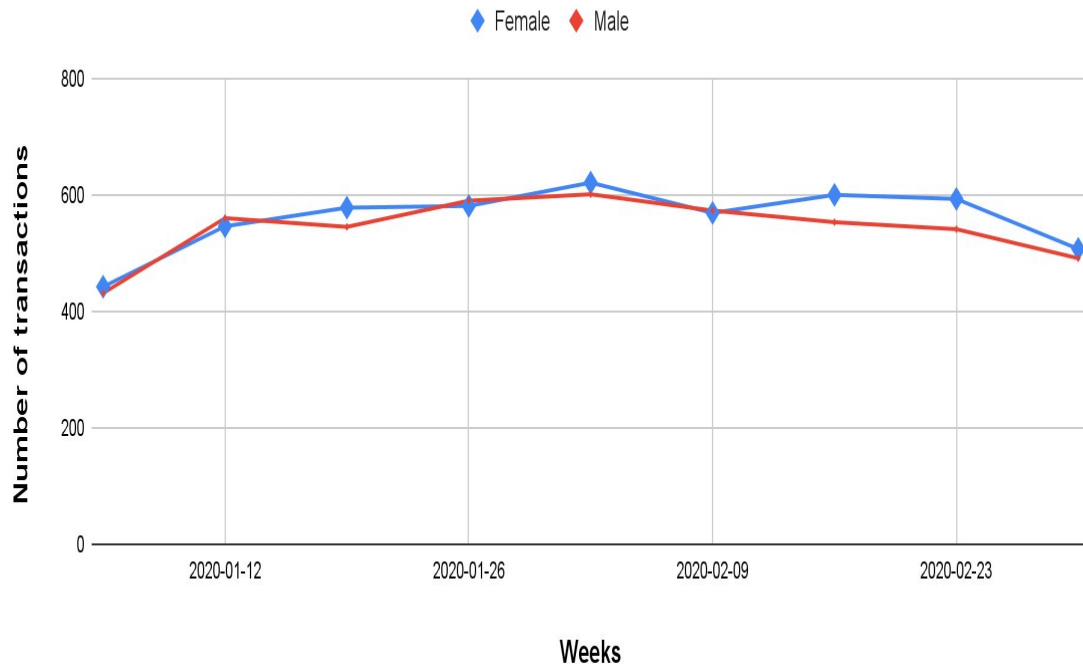


Notes

- Women surpassed men in the **monetary amount** transacted in most weeks of the first quarter.
- **Subsequent average growth** in transaction amounts **beginning of 2020** until the **first week of February**
- **Subsequent decline** in transaction amounts after **second week of February** for all gender

Weekly Number of Transaction Trend by gender

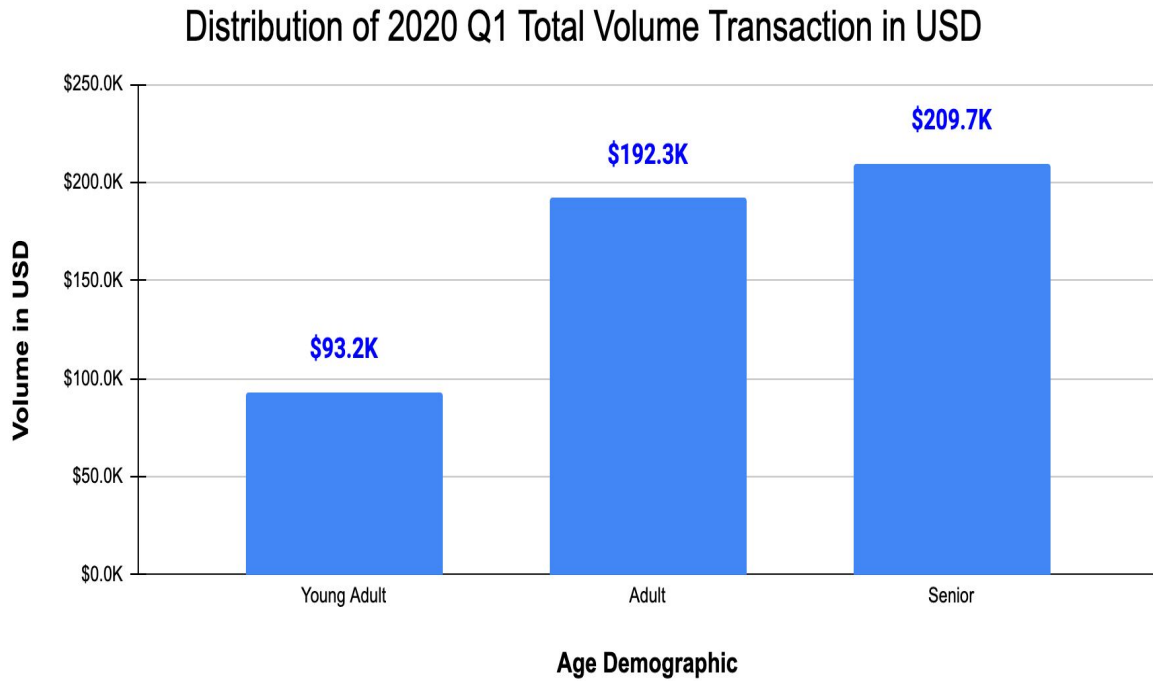
2020 Q1 Weekly Number of Transaction Trend Analysis by Gender:



Notes

- Women surpassed men in the **number of transactions** in most weeks of the first quarter.
- **Subsequent average growth** in number of transaction **beginning of 2020** until the **first week of February** for all gender
- **Subsequent decline** in number of transaction after **second week of February** for all gender

Distribution of total volume by Age Demographic



Notes

- The age groups are divided as follows: young adults (**18-30 years**), adults (**30-50 years**), and seniors (**above 50 years**)
- Seniors recorded the highest total volume of transactions at **\$209.7K**
- Young adults recorded the lowest total volume of transactions at **\$93.2K**