

Client Insights

This dashboard provides insights of client communications with end users over different channels (SMS, WhatsApp, USSD), as well as transaction details through USSD codes

Male end users

56

Female end users

44

Average user
engagement
score

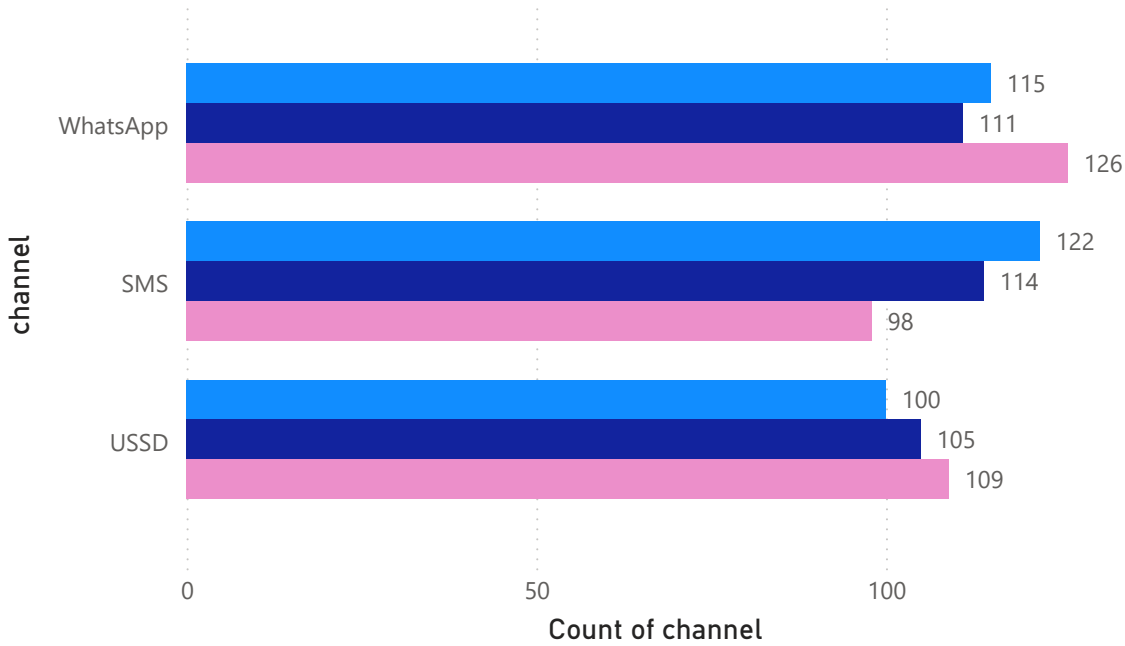
5.48

Number of end
users

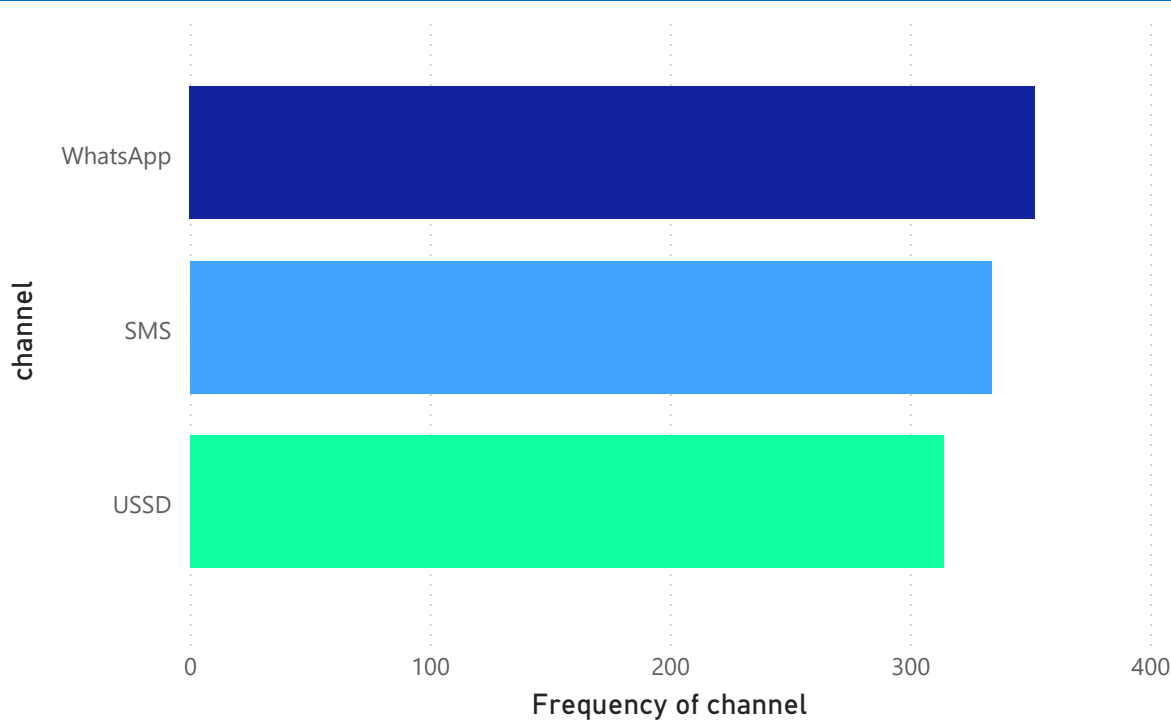
100

Count of channel by channel and status

status ● Delivered ● Failed ● Sent

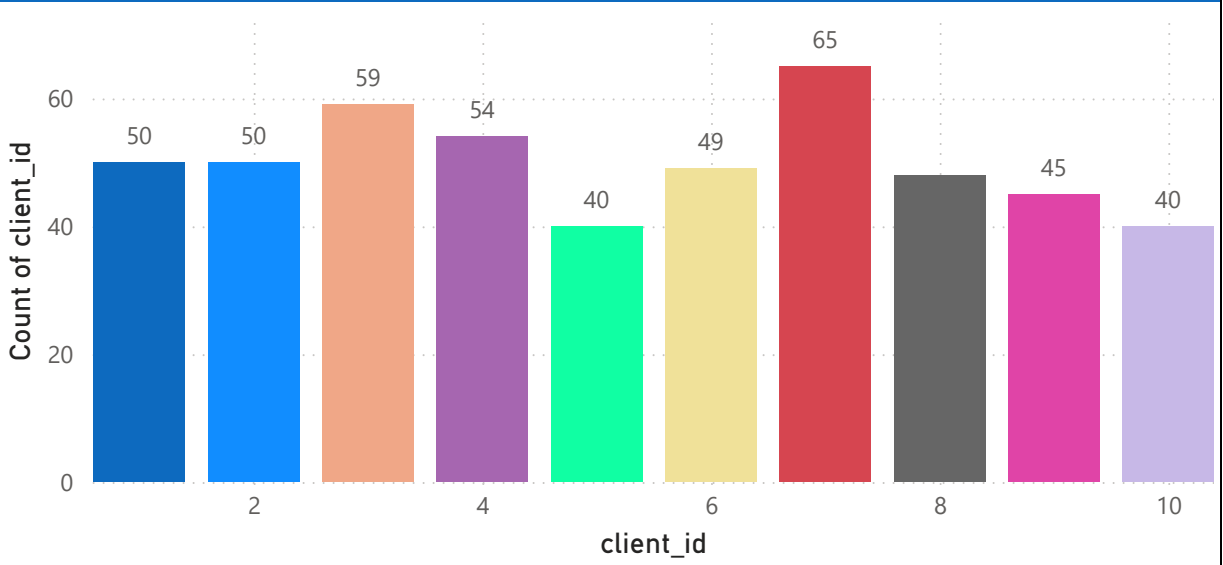


Frequency of channel by channel

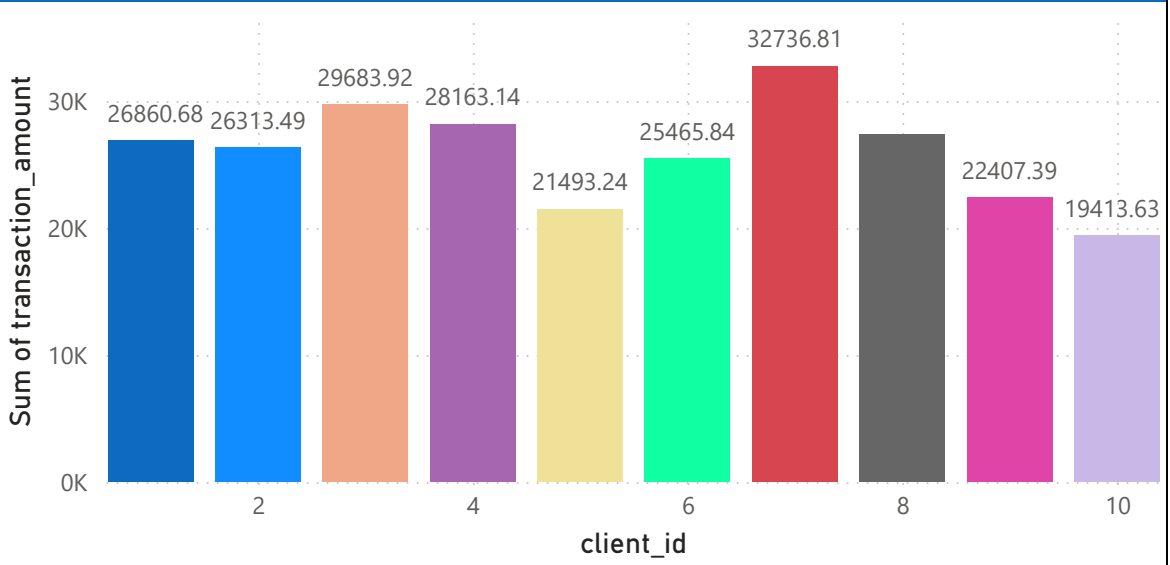


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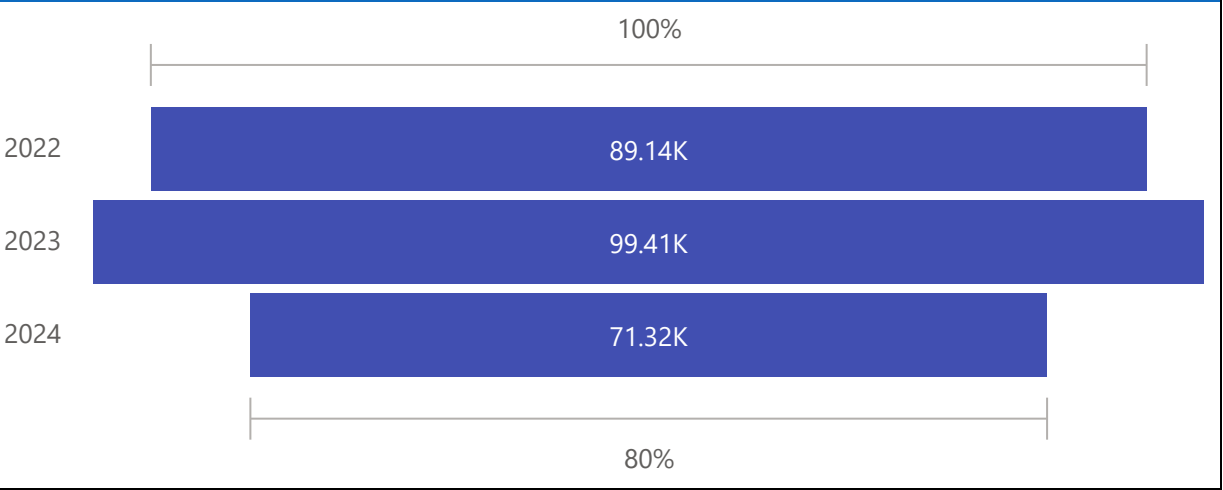
Number of transactions by client_id



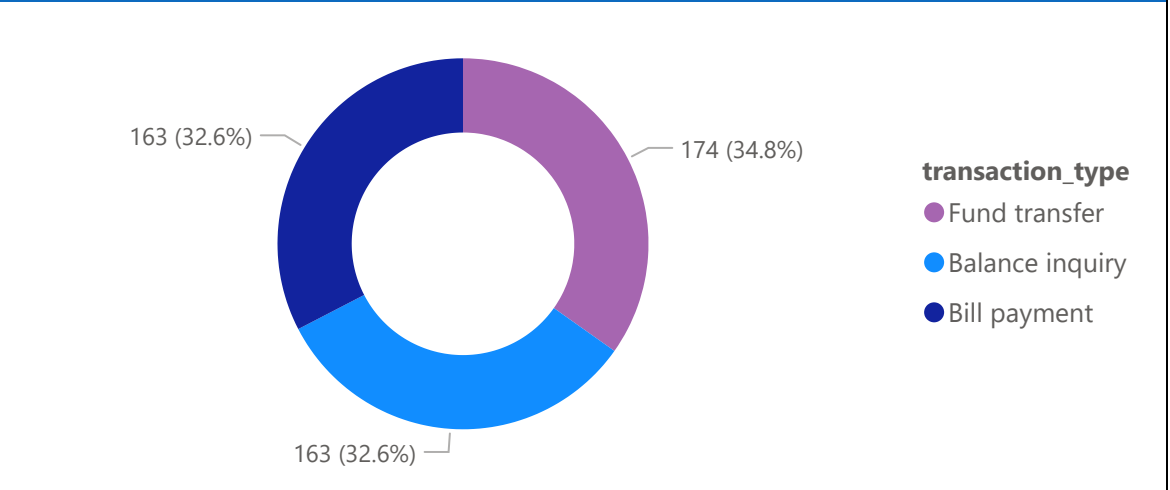
Sum of transaction_amount by client_id



Sum of transaction_amount by Year

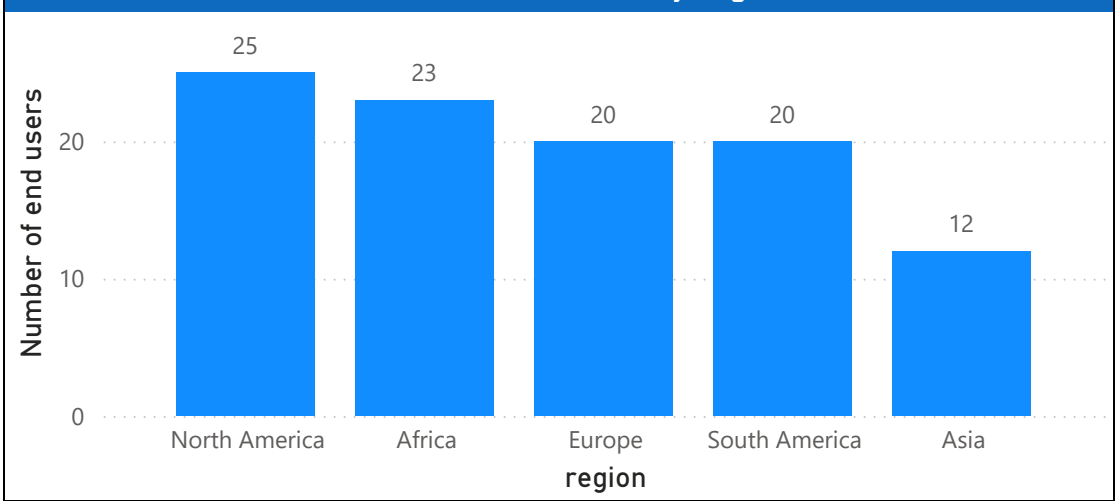


Sum of transaction per transaction_type

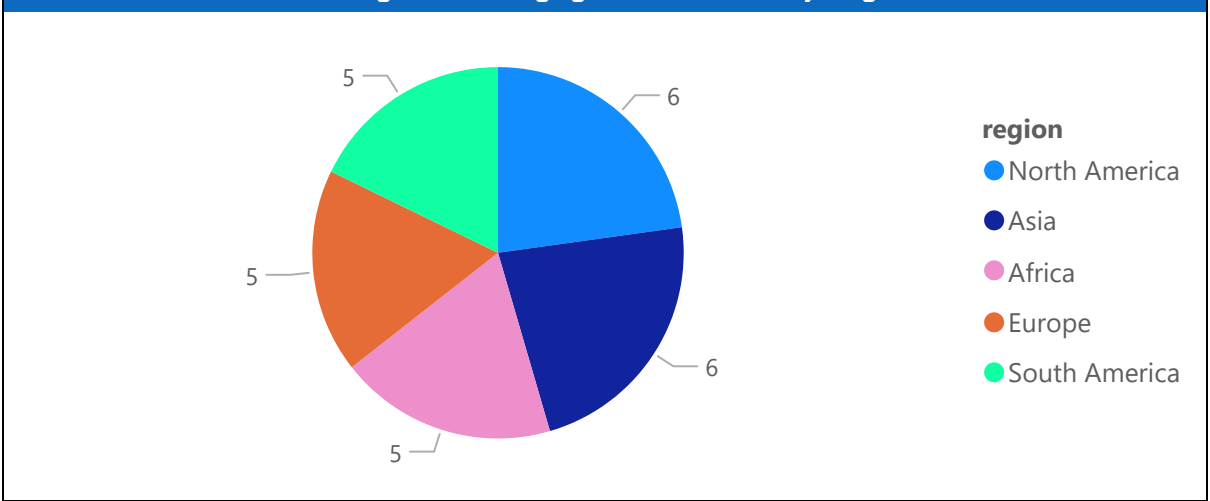


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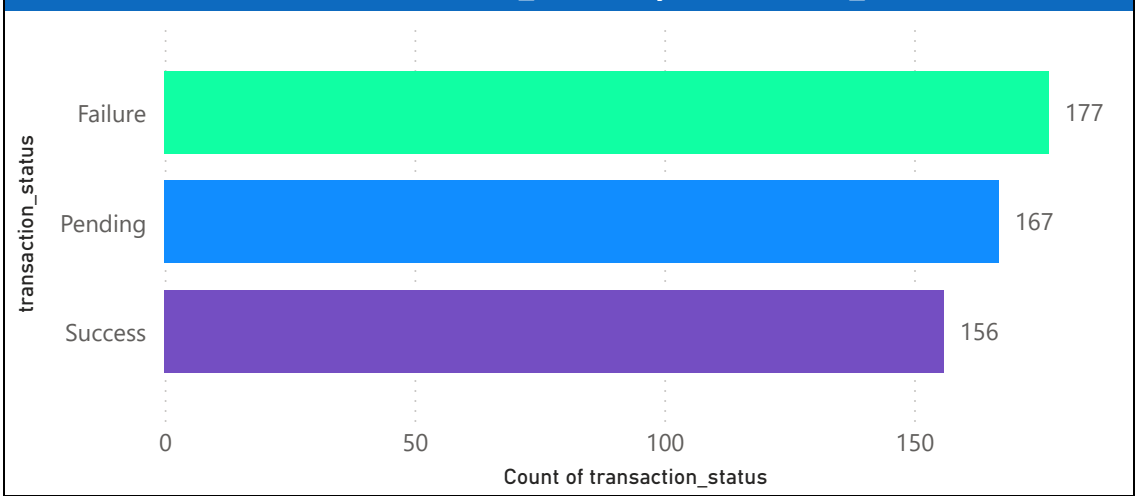
Number of end users by region



Average user engagement score by region



Number of transaction_status by transaction_status



Number of message_type

