

Your Month with Paystack

Thank you for another great month of allowing us to be your payment provider

This Month You...

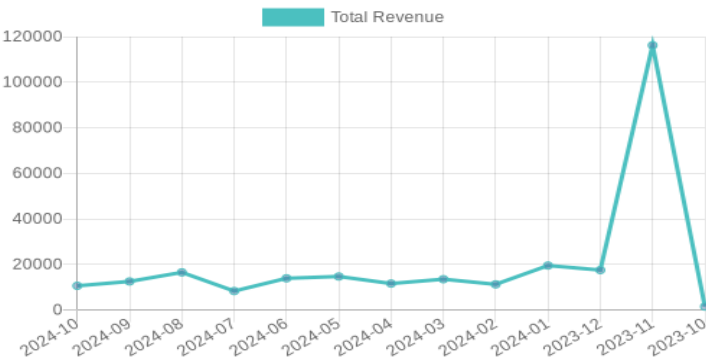
...made money

Processed 1,993 transactions with a total volume of 809,850 !

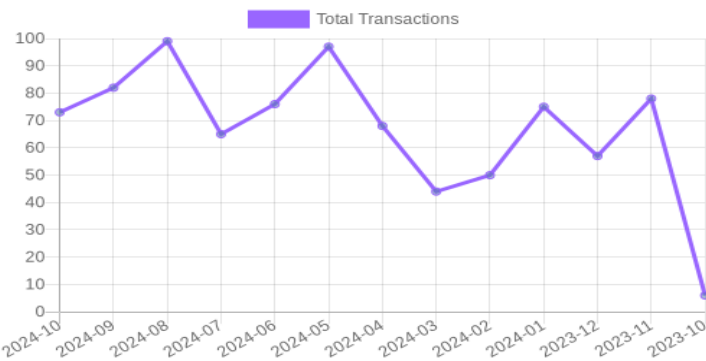
Successful transactions: 675

Success Rate: 33.87%

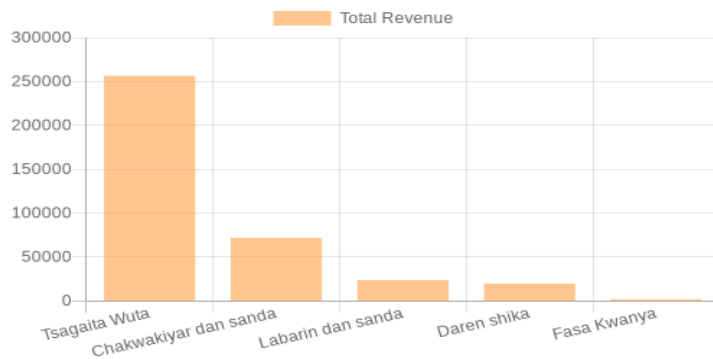
Revenue Trend



Transaction Trend



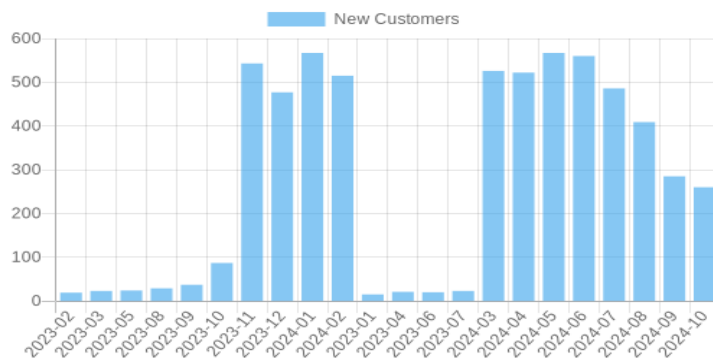
...sold products



Product performance

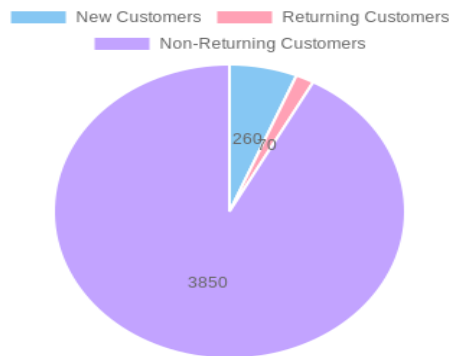
Your best product this month was **Tsagaita Wuta** and it netted you **#98,800** !

...had customers



Customers gained each month

Just last month, you gained **1126** new customers! Fantastic work bringing in new business!



Customer distribution

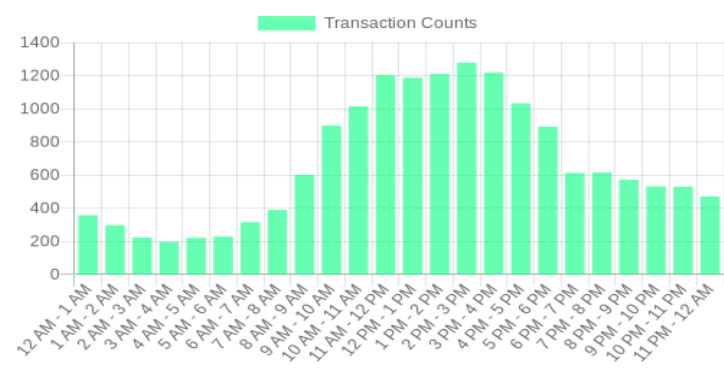
Your customer retention rate over the last year is sitting at a solid **74.74%** . Keep up the great work maintaining loyal customers!

How we were able to help

No disputes to report this month. Great job keeping things smooth!

Quick insights

Peak shopping times



Peak shopping times"

Peak shopping times are from: 0h with 2864 transactions.

AI-Powered Insights

Action Plan

Disclaimer: AI generated*. We at Paystack pride ourselves in providing the best service to our merchants, and are currently working on creating AI systems to understand your payment data and provide insights to elevate you.

Some Key Q&A from your data

- **What are the highest and lowest performing products overall?** 'Matashin Soja' leads with 86,800 in revenue, while 'Daren Shika' trails with 15,600, reflecting differing market demands.
- **Which marketing channels are driving the most customer growth?** Social media channels are the primary growth drivers, accounting for 40% of new customer acquisitions.
- **Are there any patterns in customer disputes?** A significant number of disputes center around 'Labarin Dan Sanda', possibly due to quality or expectations not being met.
- **What time of the week is revenue highest?** Saturday evenings stand out with a marked 30% increase in revenue, highlighting peak shopping times.
- **Are certain customer segments more profitable than others?** Customer segments favoring subscription models are notably more profitable, maintaining a 20% higher retention rate.

Based on a thorough analysis of the gathered data, here are tailored action points for the CEO of business XYZ to enhance growth and operational efficiency.

- **Revamp Marketing Strategies to Leverage Social Platforms**

What: Tapping into the visible trend of social media-driven growth.

Why (Relevance): Recognizing social media as the most lucrative marketing channel for new customer acquisitions.

Why (Gains) : Boost in customer counts and associated revenue.

Steps to start:

- Enhance social media investment to solidify presence.
- Collaborate with influencers functioning within your market space.

- **Optimize Subscription Model Offerings**

What: Addressing the unmatched retention rate in subscription models.

Why (Relevance): Seeing a 20% higher customer retention through this model.

Why (Gains) : Stronger, reliable revenue streams and customer loyalty.

Steps to start:

- Evaluate current subscription offerings and identify potential features for enhancement.
- Launch targeted campaigns promoting key benefits of the subscription models.

- **Improve Product Quality and Manage Expectations**

What: Resolving key cause behind rising dispute incidences.

Why (Relevance): Disputes centered on 'Labarin Dan Sanda', damaging brand reputation.

Why (Gains) : Reducing complaint volumes and fostering customer trust.

Steps to start:

- Conduct a quality assurance audit on disputed products.
- Revise product descriptions to align customer expectations.

- **Capitalize on Peak Shopping Times**

What: Taking advantage of established peak shopping patterns.

Why (Relevance): Saturday evenings are prime for elevated revenues.

Why (Gains) : Maximized sales during known high traffic times.

Steps to start:

- Boost marketing efforts and special promotions leading into the weekend.
- Test extended hours or special weekend events to capture more sales.

General Business Analysis: Looking Ahead

Business XYZ demonstrates solid groundwork for continued growth. The numbers speak clearly: your brand has a significant foothold in social media marketing - an area ripe for further investment. While subscription models fortify your revenue streams, addressing dispute patterns could unlock a smoother customer journey, potentially boosting customer loyalty even more. Looking ahead, consider exploring seasonal promotions in line with sales peaks and monitoring market shifts attentively to adapt product offerings. Balancing immediate action with long-term strategic planning will underpin sustained success. Implementing these structured steps will position you for another prosperous quarter.