

# Your Month with Paystack

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

## This Month You...

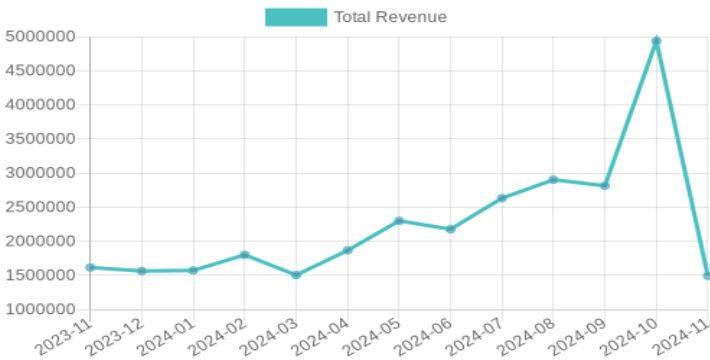
### ...made money

Processed 68 transactions with a total volume of 1,495,000 !

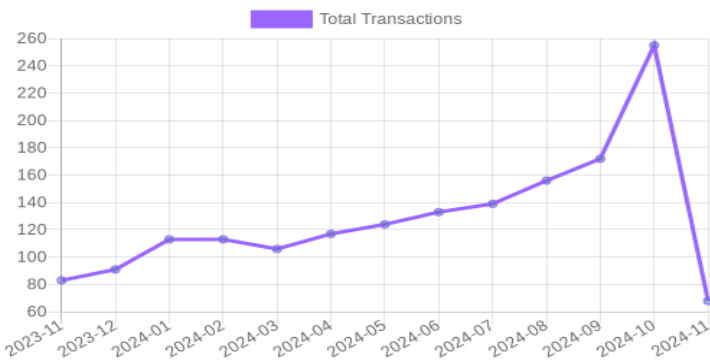
Successful transactions: 12

Success Rate: 17.65%

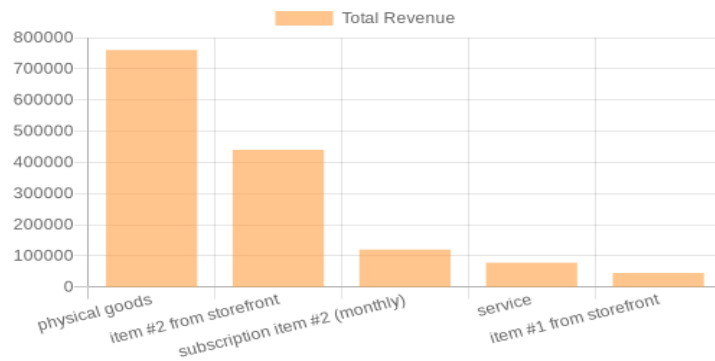
### Revenue Trend



### Transaction Trend

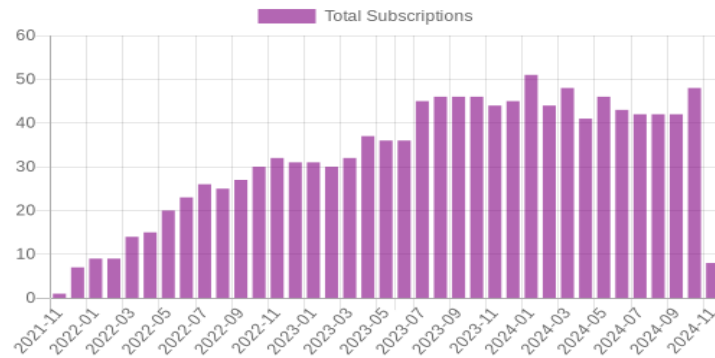


### ...sold products



## Product performance

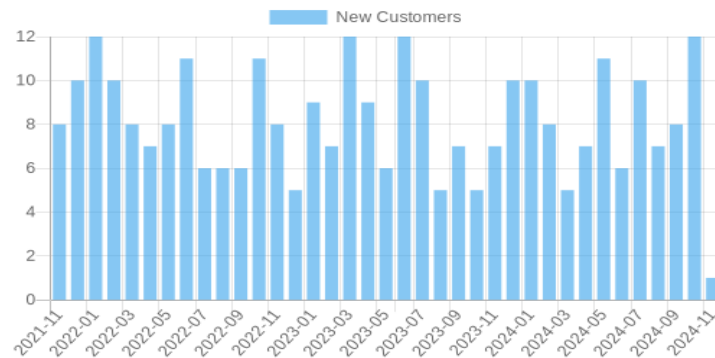
Your best product this month was **physical goods** and it netted you **#760,000** !



## Subscription performance

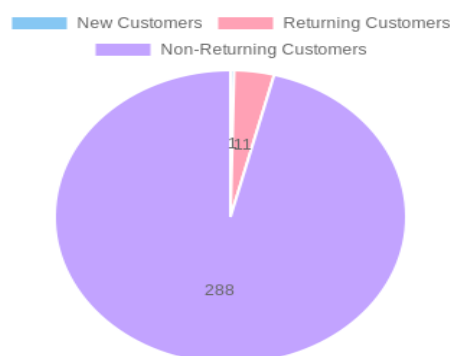
You had **8** subscription payments this month, which netted you **#148,000**

## ...had customers



## Customers gained each month

Just last month, you gained **1** new customers!



## Customer distribution

Your customer retention rate over last year is currently sitting at **22.11%** . You might have to work on that.

# How we were able to help

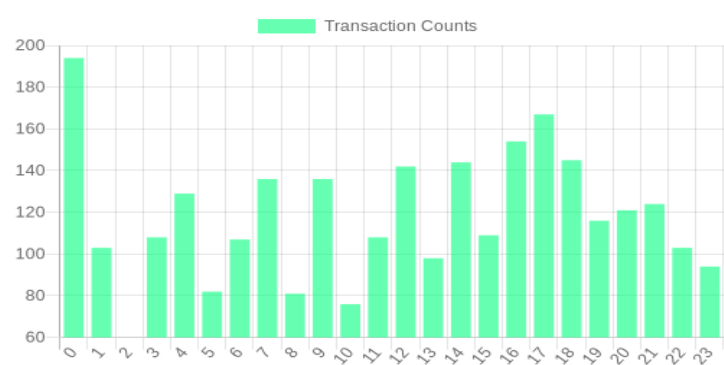
## Disputes

You had a total of 3 open disputes.

1 were settled in less than 15.39 days.

## 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 most profitable products?** Physical goods and subscription services, particularly item #2 with a sales contribution of 760,000 and 120,000, respectively, are currently the most profitable.
- **Should XYZ focus on subscriptions?** Yes, the stable income from subscriptions, especially item #2 contributing 120,000, suggests a steady revenue stream worth expanding.
- **Are there specific peak periods for shopping?** Yes, analyzing previous sales data can offer insights into peak periods, enabling better planning for inventory and marketing.

- **Is the current modality optimal?** The current payment modality seems successful, but benchmarking against industry standards could highlight areas for optimization.
- **What is the current transaction success rate?** The data provided doesn't specify, but a high rate is crucial for minimizing lost sales. Reviewing this regularly guides transaction process improvements.

**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.**

- **Expand Subscription Offerings**

**What:** Existing subscription items provide a reliable revenue stream.

**Why (Relevance):** Stable and predictable income from subscriptions such as Item #2 (120,000) fortifies financial planning and growth.

**Why (Gains) :** Increased focus can boost customer lifetime value and consistent cash flow.

**Steps to start:**

- Assess the potential market need for additional subscriptions.
- Enhance current offerings with more features or discount structures.
- Utilize email marketing to retain current subscribers and attract new ones.

- **Optimize Inventory for Peak Shopping Periods**

**What:** Leveraging peak periods for enhanced sales performance.

**Why (Relevance):** Maximizing inventory availability during peak times ensures customer demand is met without stock-outs.

**Why (Gains) :** Increases sales and customer satisfaction by aligning stock levels with demand.

**Steps to start:**

- Review historical sales data to identify peak periods.
- Increase marketing efforts during identified peak shopping times.
- Collaborate with suppliers to ensure stock availability aligns with sales forecasts.

- **Dispute Analysis and Resolution**

**What:** Addressing and resolving disputes to improve customer satisfaction.

**Why (Relevance):** Disputes often highlight service bottlenecks that, if resolved, can enhance customer experience and retention.

**Why (Gains) :** Reduced disputes can lead to higher customer satisfaction and fewer returns/refunds.

**Steps to start:**

- Analyze disputes to categorize the most common issues.
- Set up a task force to resolve these issues efficiently.
- Implement a feedback system to capture real-time customer insights.

## **General Outlook and Strategic Thought**

Business XYZ exhibits strong profitability, especially with physical goods and subscriptions contributing significantly to revenue. By optimizing inventory during peak shopping periods, XYZ can fully leverage market opportunities, enhancing both sales and customer satisfaction. Resolving disputes can further augment

the brand's reputation, resulting in stronger customer loyalty. Long term, consider expanding subscription services and harnessing high transaction success rates to amplify operational efficiency and minimize revenue leakage. Anticipating and responding to consumer behavior trends will be pivotal in staying competitive and relevant in the evolving marketplace.