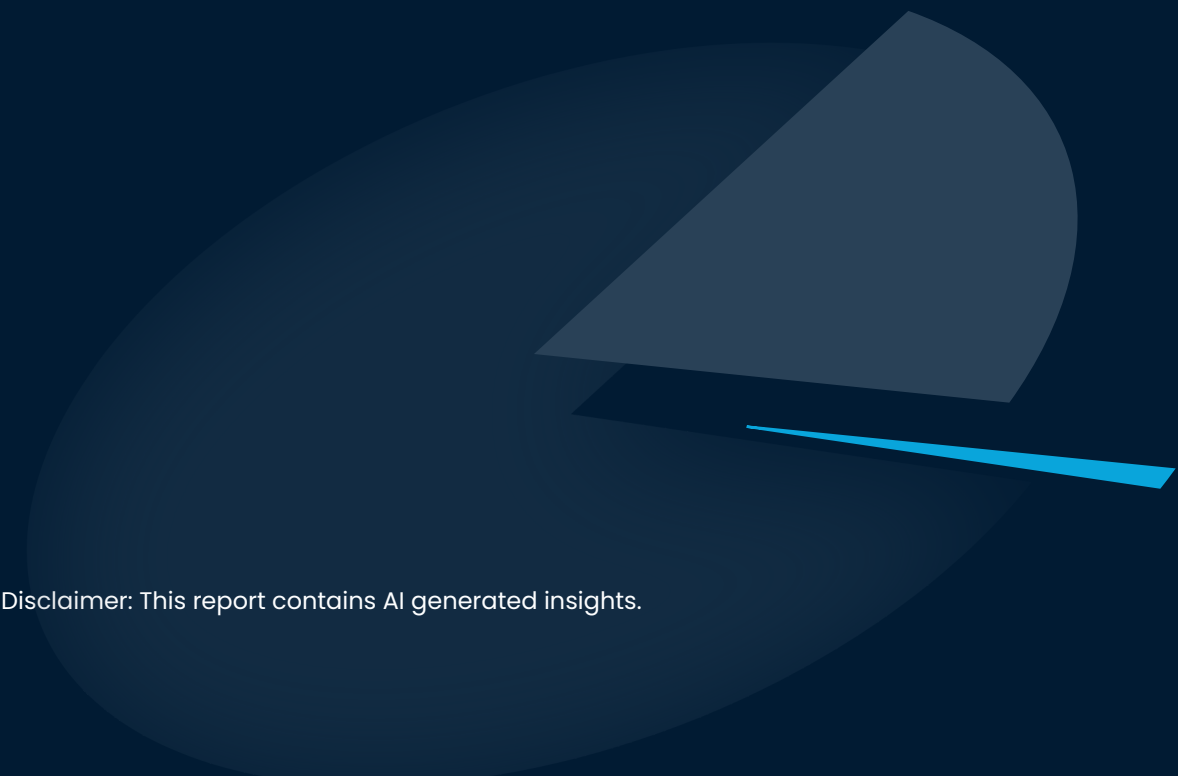


October

Your Month With Paystack

Business Report for Business XYZ(960265)



Disclaimer: This report contains AI generated insights.

Thank You For Another Great Month Of Being
Your Payment Provider

687

Total Transactions

₦4,190,761

Transaction Volume

340

Successful Transactions

49.49%

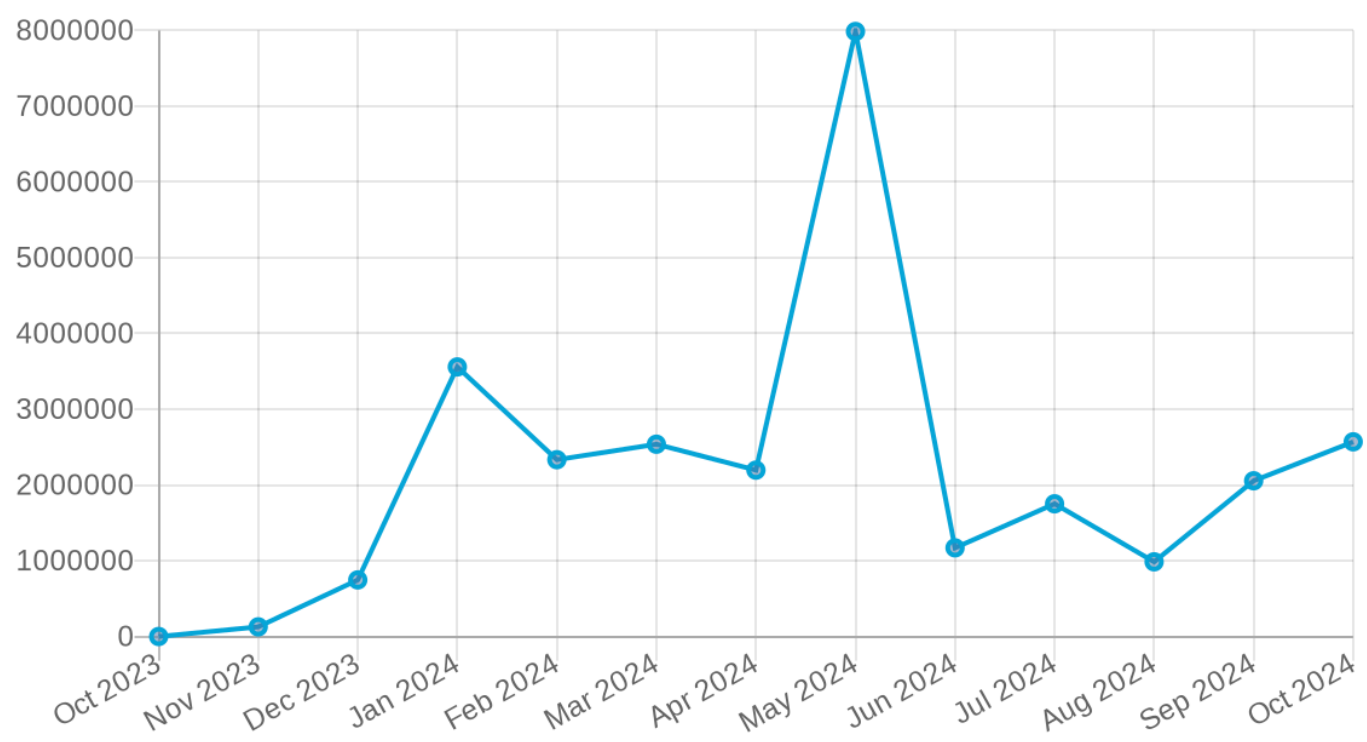
Success Rate



PRODUCTS & REVENUE

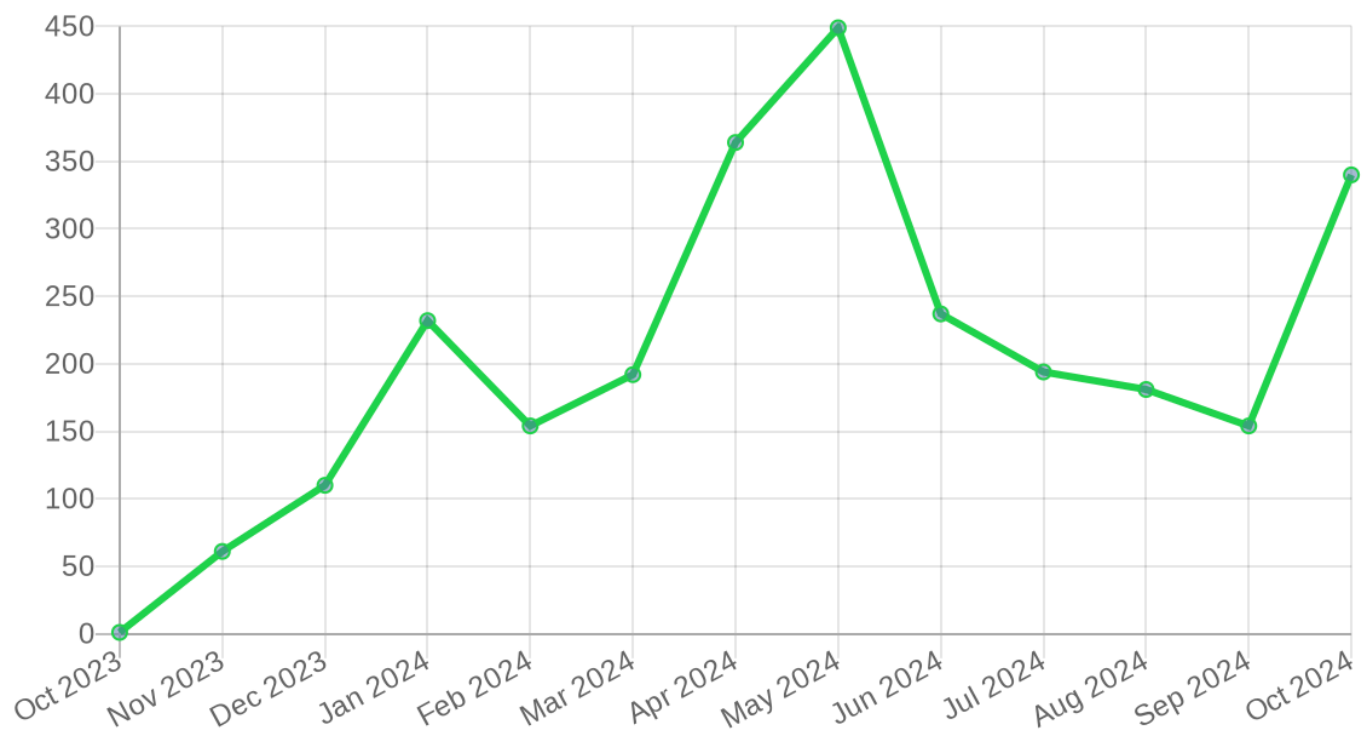
Revenue Trend

This is a summary of your revenue performance over time. You made ₦620,573 more compared to last month.



Transaction Trend

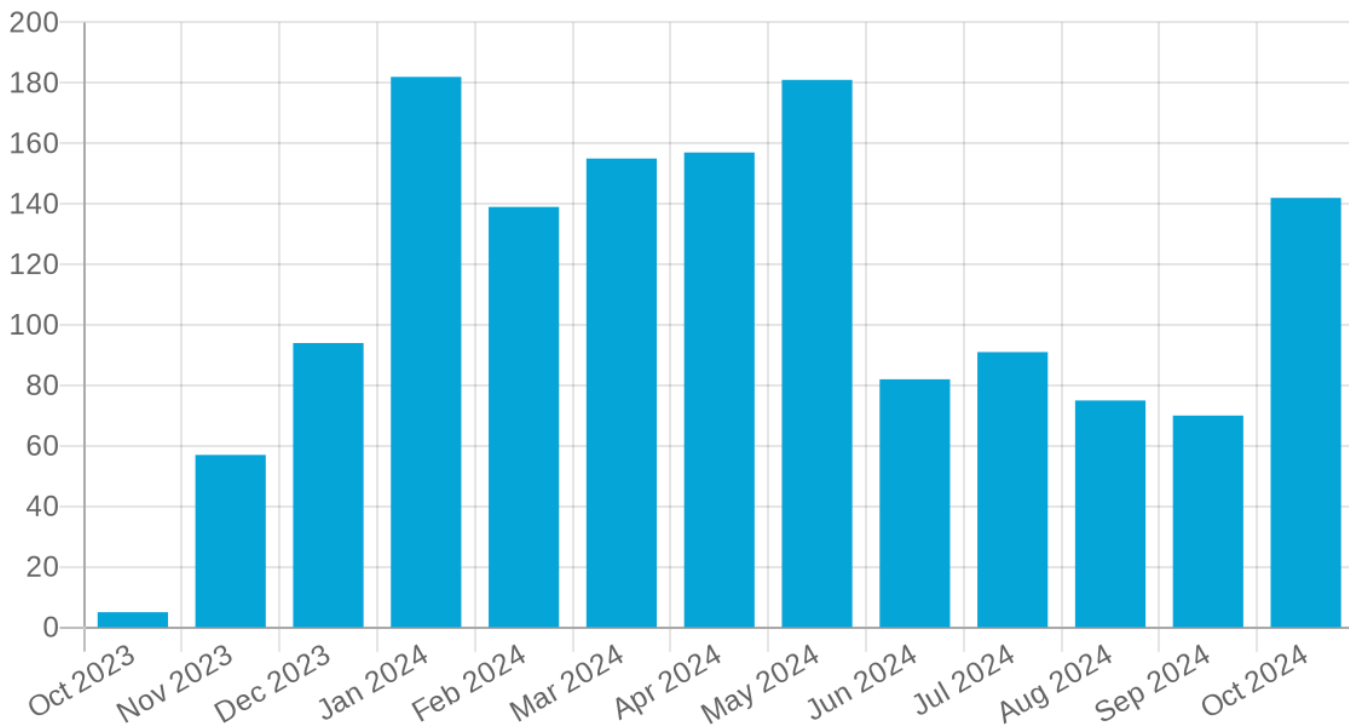
This is a summary of your transaction performance over time.



CUSTOMERS

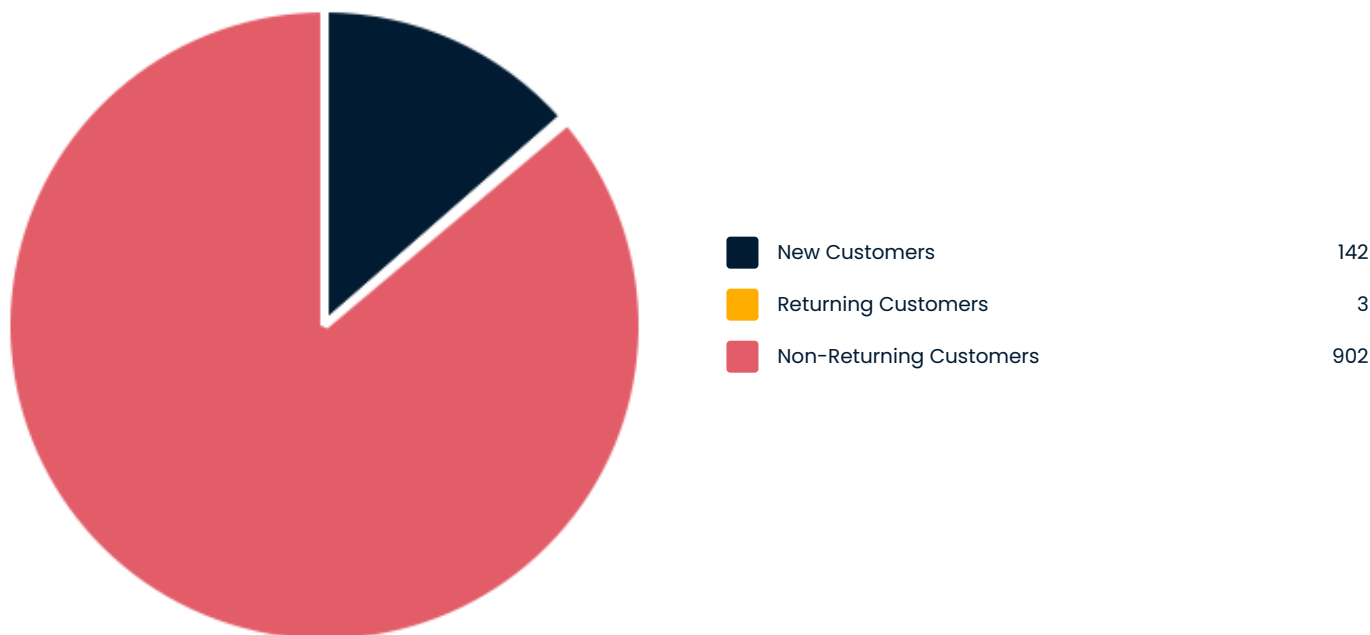
You Had Customers

Just this month, you gained 142 new customers! Fantastic work bringing in new business!



Customer Retention

Your customer retention rate over the last year is currently at 55.80% You might want to focus on strategies to retain more customers.



HOW WE HELPED

Disputes

A total of 7 disputes were resolved this month, They were settled in less than 0 minutes.

You've lost a staggering #82,600 to auto-resolved disputes this month!

7

Disputes Resolved This Month

0 minutes

To Settle

0

Open Disputes

- Manually Resolved (Disputes you resolved yourself, ensuring better control over outcomes.)
- Automatically Resolved (Disputes resolved automatically without your input—this may cost your business money.)

This month (October)

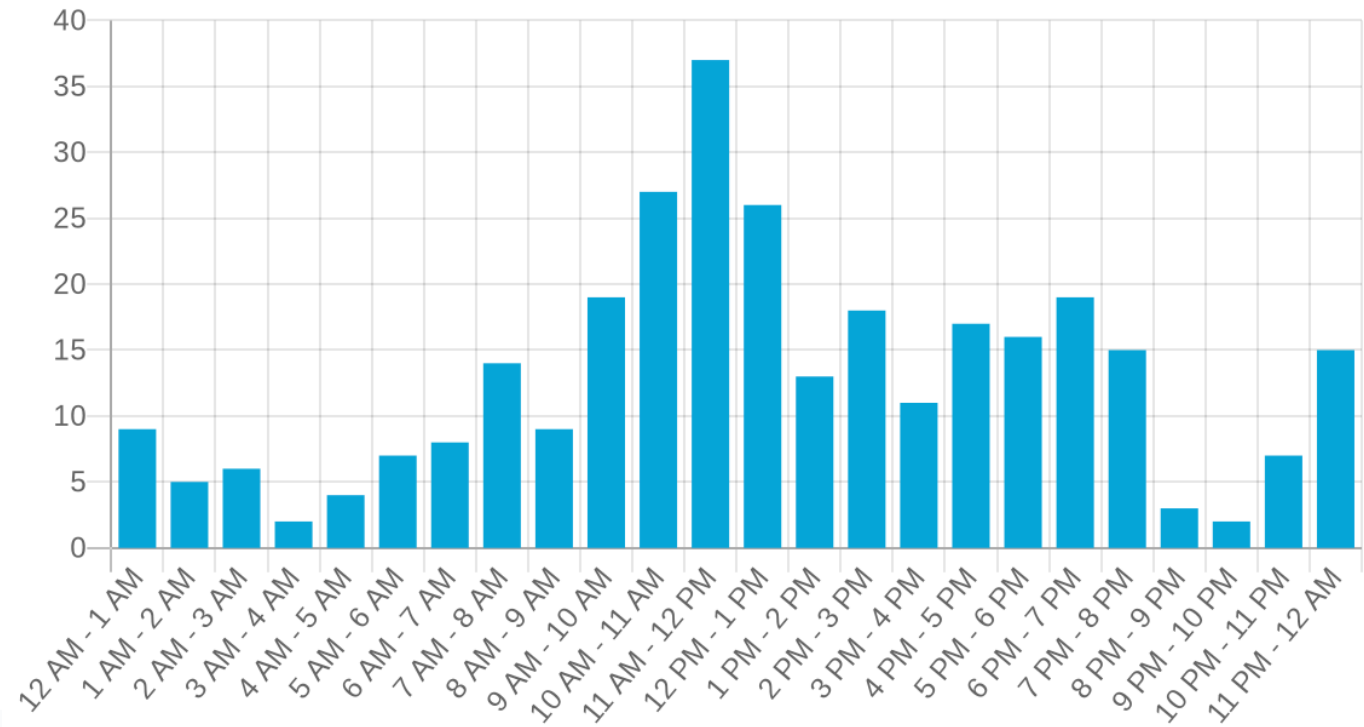


Previous month (September)



Peak Shopping Times

Peak shopping times across all days of this month (October) are from 11 AM - 12 PM, with a total of 37 transactions.



Top Payment Methods

Bank Transfer was your customers' preferred payment method



Bank	91 26.76%
Card	73 21.47%
Bank Transfer	165 48.53%
Wallet	11 3.24%
Ussd	0 0%

Success rates per Channel

Bank	- 87.5%
Card	- 22.46%
Bank Transfer	- 68.75%
Wallet	- 78.57%
Ussd	- 0%

Industry-Wide Comparisons

42.80% of Merchants in your industry use Nibss channel.

Revenue in your industry (Betting) and country has shifted by 35.10% from last month. Your revenue, on the other hand, has shifted by 0.32% from last month.

AI POWERED INSIGHTS

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.

Action Plan

Plan	Relevance	Gains	Steps
Prioritize High Revenue Channels	Higher revenue channels can stabilize financial performance amidst economic variabilities.	Optimizing high-revenue channels increases profitability and market share.	<p>Conduct a channel-specific revenue impact analysis.</p> <p>Align marketing and business resources towards these channels.</p>
Monitor and Improve Transaction Success Rate	Efficient transactions reduce operational costs and customer dissatisfaction.	Increasing transaction success boosts customer trust and repeat spending.	<p>Review error logs and identify common causes for failed transactions.</p> <p>Invest in technology to improve transaction processing.</p>
Reassess Underperforming Products	Redirecting resources from underperforming products can enhance profit margins.	Reallocation can improve overall business efficiency and market responsiveness.	<p>Analyze sales data to identify underperformers.</p> <p>Conduct market research to determine demand changes and improve product offerings.</p>

