

HOME

OVERVIEW

DEMOGRAPHY

INSIGHTS





Transactions Overview



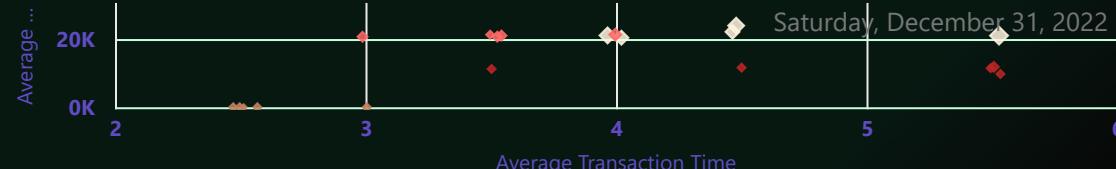
Transaction Volume by Hour_Start_Time and State

State ● Enugu ● Federal Capital Territory ● Kano ● Lagos ● Rivers State



Average Transaction Time, Average Transactions and Utilization Rate by State, Transaction Type and Occupation

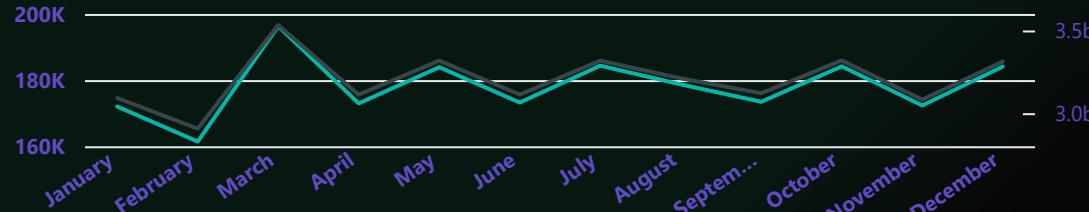
TransactionTypeName ● Balance Inquiry ● Deposit ● Transfer ● Withdrawal



tuesday, January 1, 2022, Saturday, February 26, 2022, Saturday, April 23, 2022, Saturday, June 18, 2022, Saturday, August 13, 2022, Saturday, October 8, 2022, Saturday, December 31, 2022

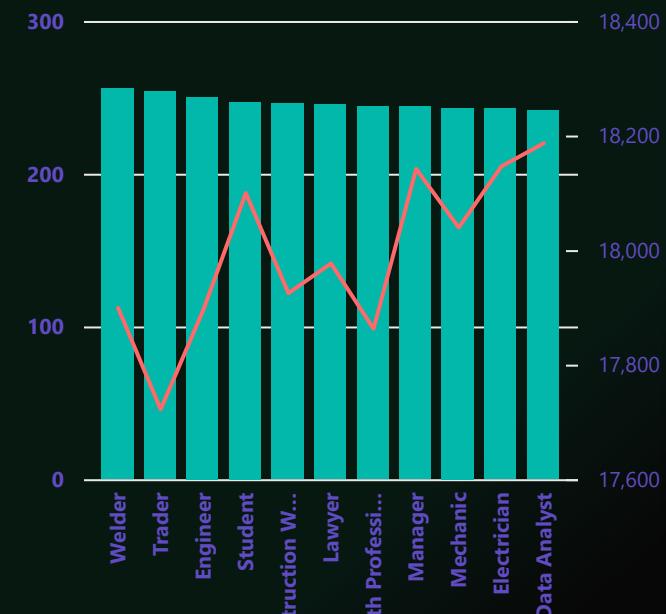
Transaction Volume and Total Transaction by Month Name

● Transaction Volume ● Total Transaction



Transaction frequency and Average Transactions by Occupation

● Transaction frequency ● Average Transactions



38bn

Total Transaction

Age Band

2M

Transaction Volume

Occupation

8819

No of Customers

Average Transactions by State and TransactionTypeName

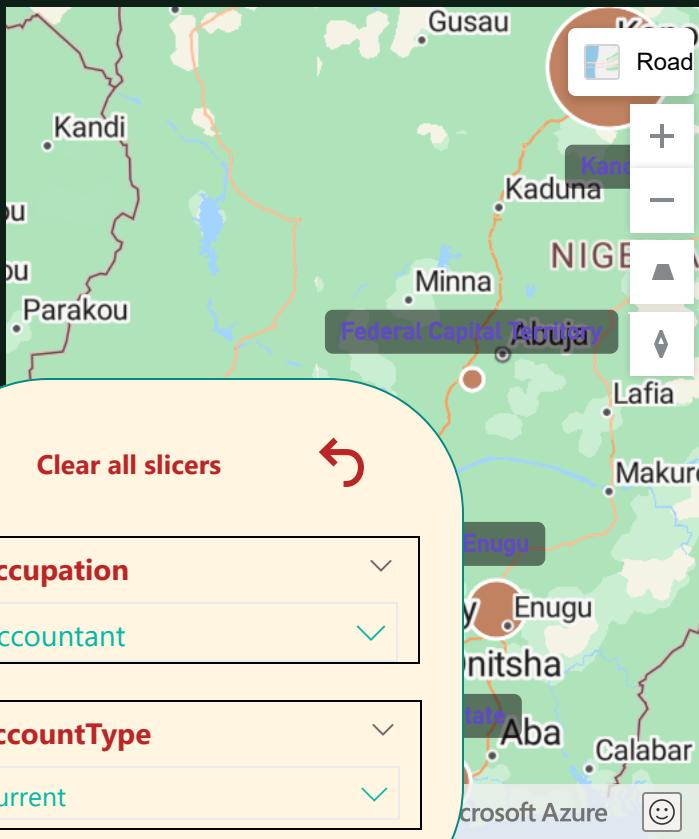
TransactionTypeName ● Balance Inquiry ● Deposit ● Transfer ● Withdrawal



Wasabi Bank Demography Report



Utilization Rate by State



Clear all slicers



Occupation

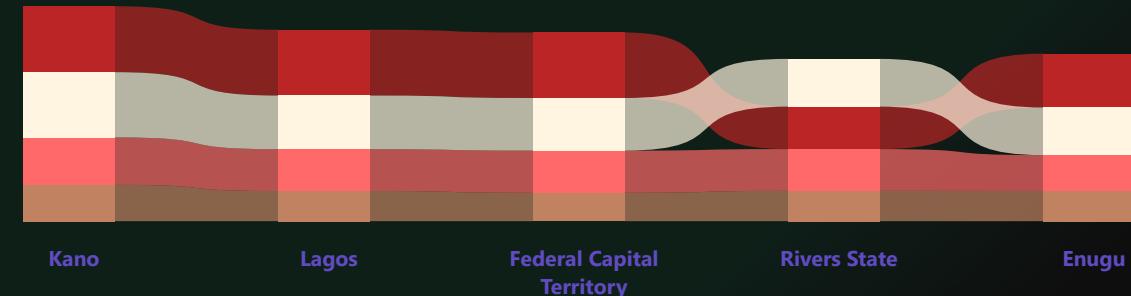
Accountant

AccountType

Current

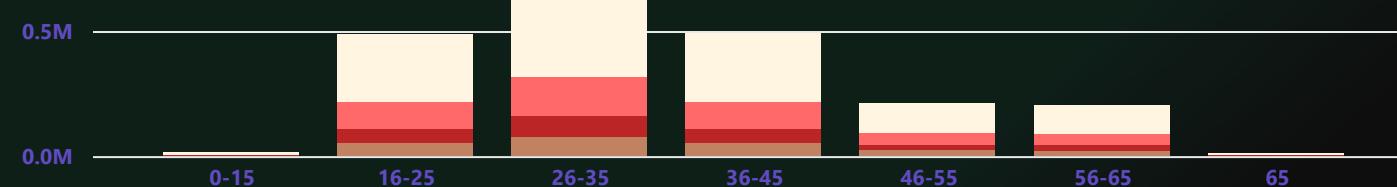
Average Transaction Time by State and TransactionTypeName

TransactionTypeName ● Balance Inquiry ● Deposit ● Transfer ● Withdrawal

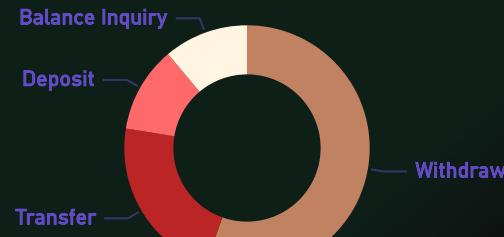


Transaction Volume by Age Band and TransactionTypeName

TransactionTypeName ● Balance Inquiry ● Deposit ● Transfer ● Withdrawal



Transaction Volume by TransactionTypeName



No of Customers by State



Factor that contributes to increment/Decrease in Utilization Rate.

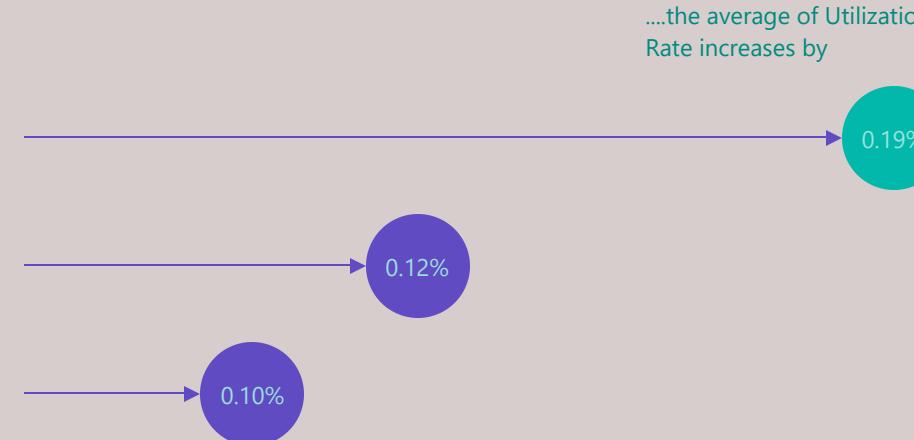
Key influencers Top segments



What influences Utilization Rate to ?

When...

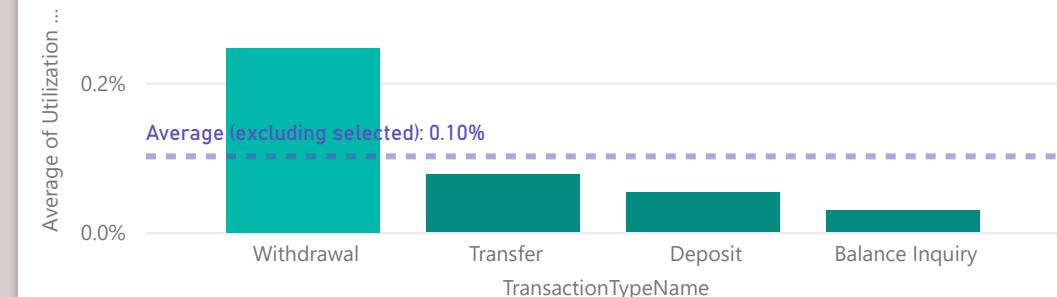
TransactionTypeName is Withdrawal



IsWisabi is 1

Hour_Start_Time is 2:00:00
PM - 5:00:00 PM

Utilization Rate is more likely to increase when TransactionTypeName is Withdrawal than otherwise (on average).



Only show values that are influencers

TransactionType...

Withdrawal

State

Lagos

Occupation

Health Professional

IsWisabi



% Transactions
100.0%

Withdrawal
55.5%

Transfer
22.2%

Lagos
19.6%

Kano
11.9%

Engineer
16.6%

Health Professional
15.2%

0
15.7%

1
15.1%