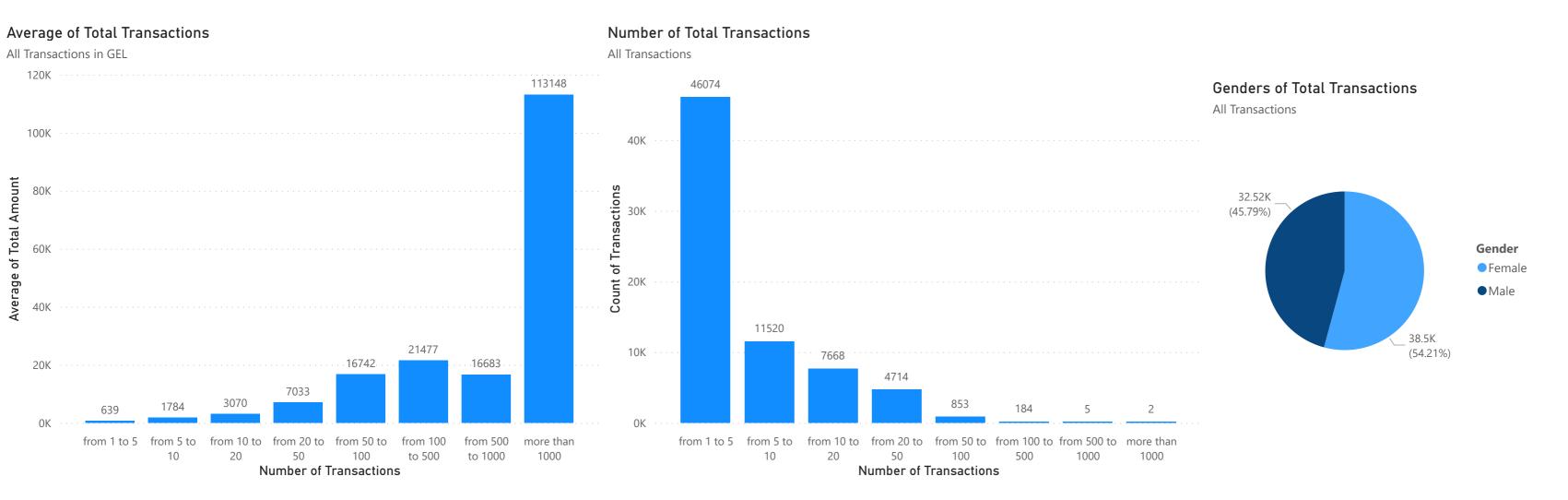
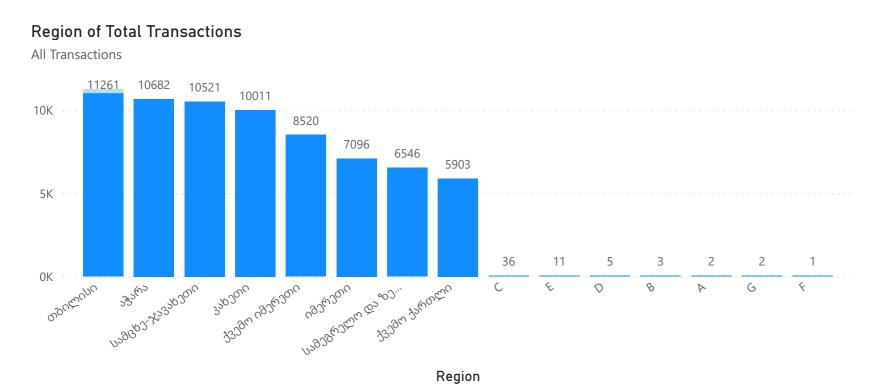
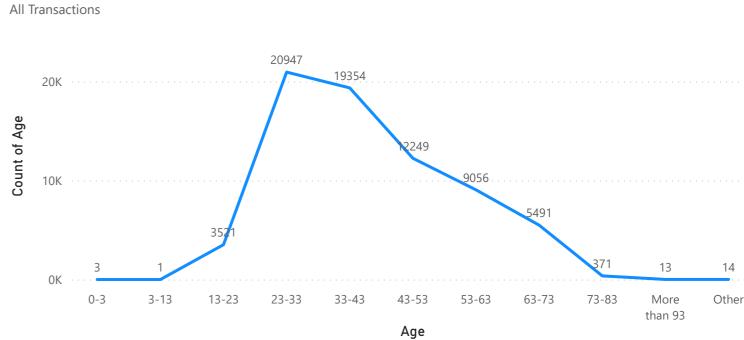
#### **Transaction Behavior**

Calculated total number of transactions grouped by transaction number, which would help to determine segment customers based on their transaction activity, such as high-frequency or low-frequency users. Also Average amount spent on all transaction, which would help to determine the customers based on their spending patterns, such as high spenders and low spenders. Additionally also considered demographic factors like region, gender and age to further refine the customer segments and their choices.

## Total Number of Transactions and Total Amount in GEL 71020 125,252,601.72





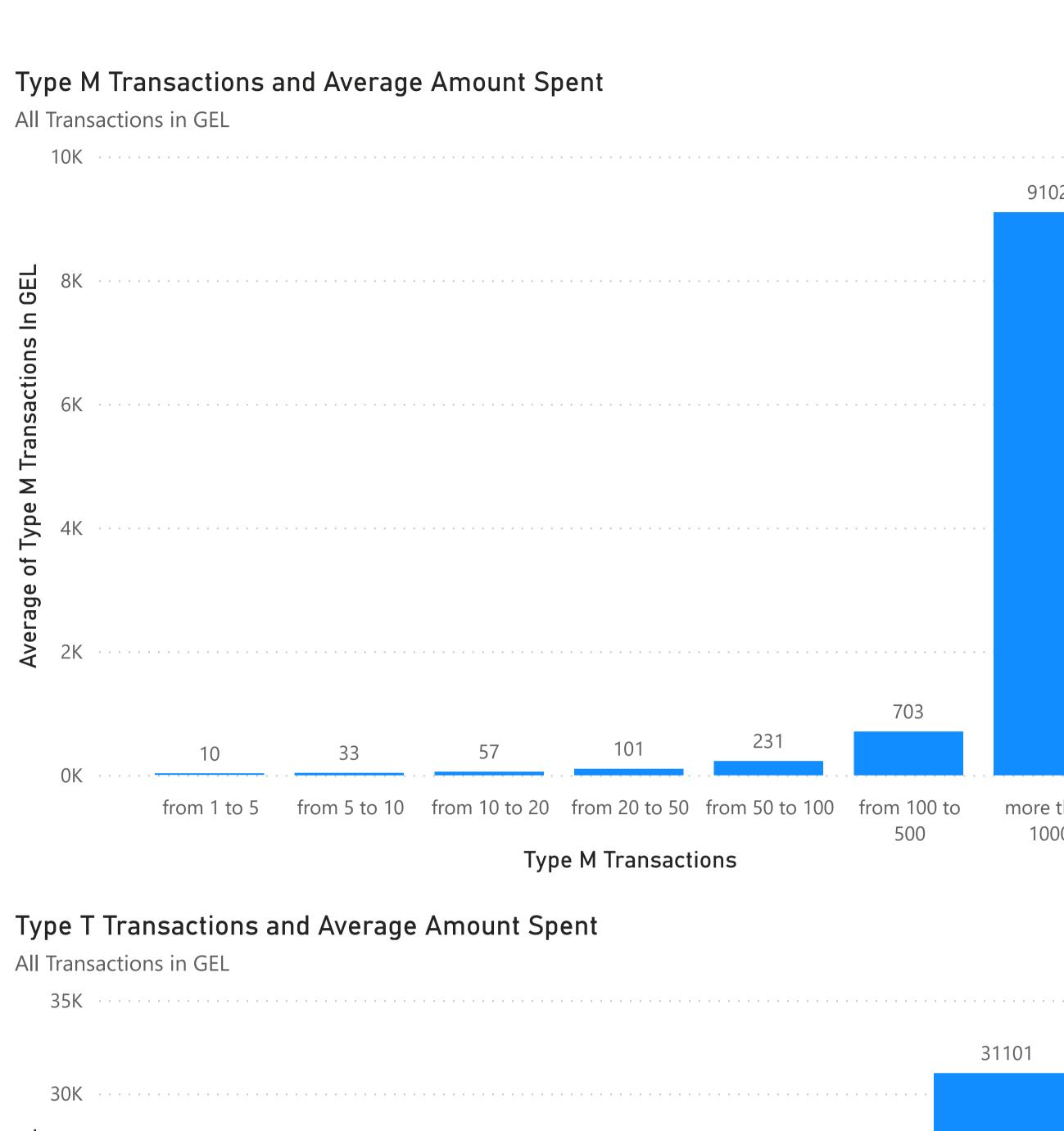


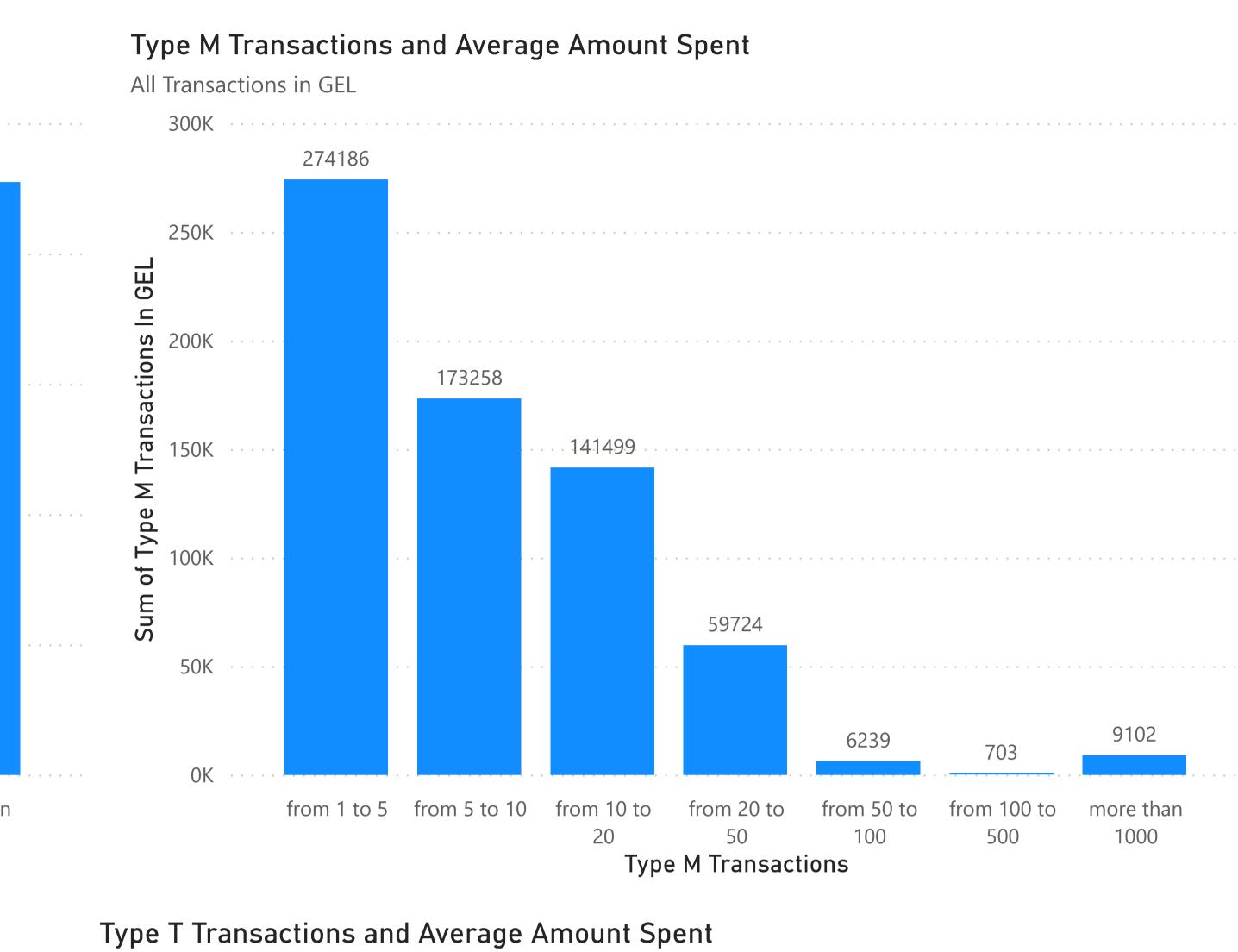
**Customer Ages of Total Transactions** 

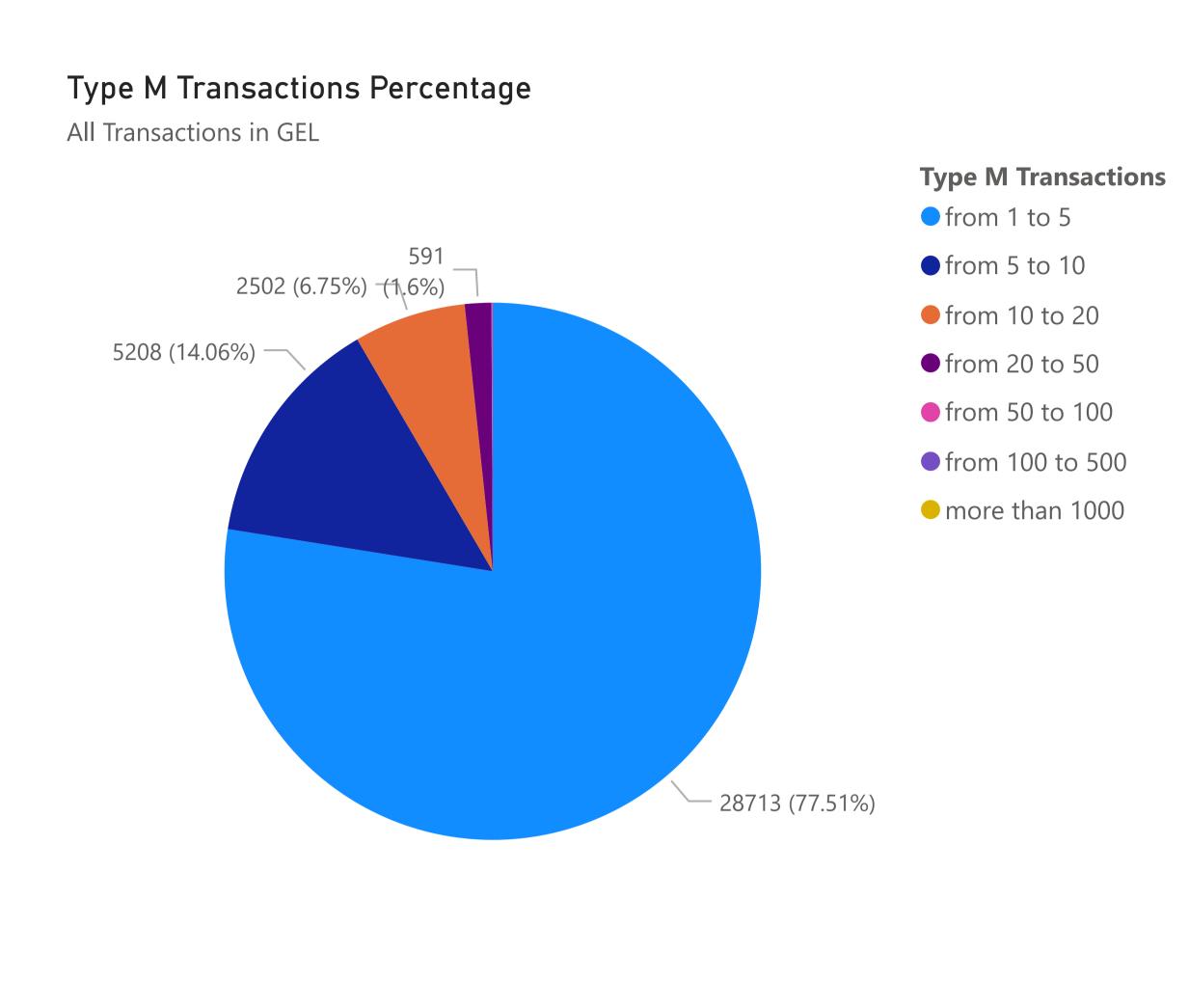
# **Transaction Types**

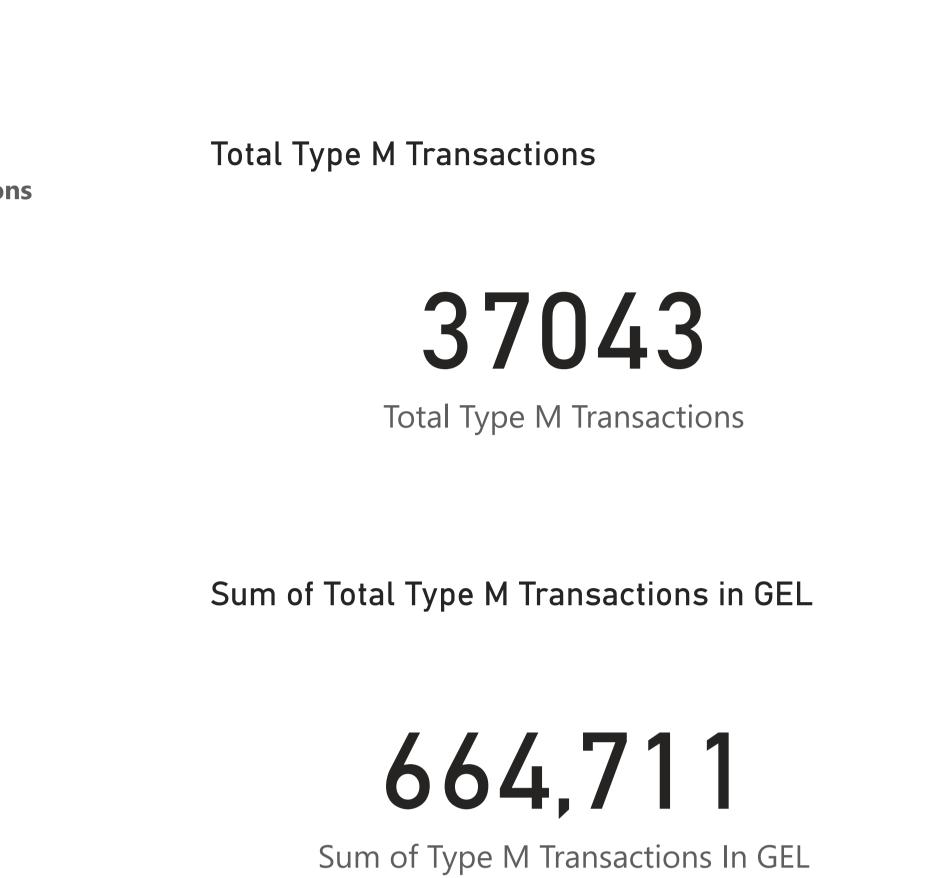
Calculated the number of Type M, Type U and Type T transactions and average spent to determine segment customers based on transaction types. By combining this data it would help to determine high/low-frequency mobile, utility and transfer type transaction users with high/low spending and their preferences. Additionally also considered demographic factors like region, gender and age to further refine the customer segments and their choices.

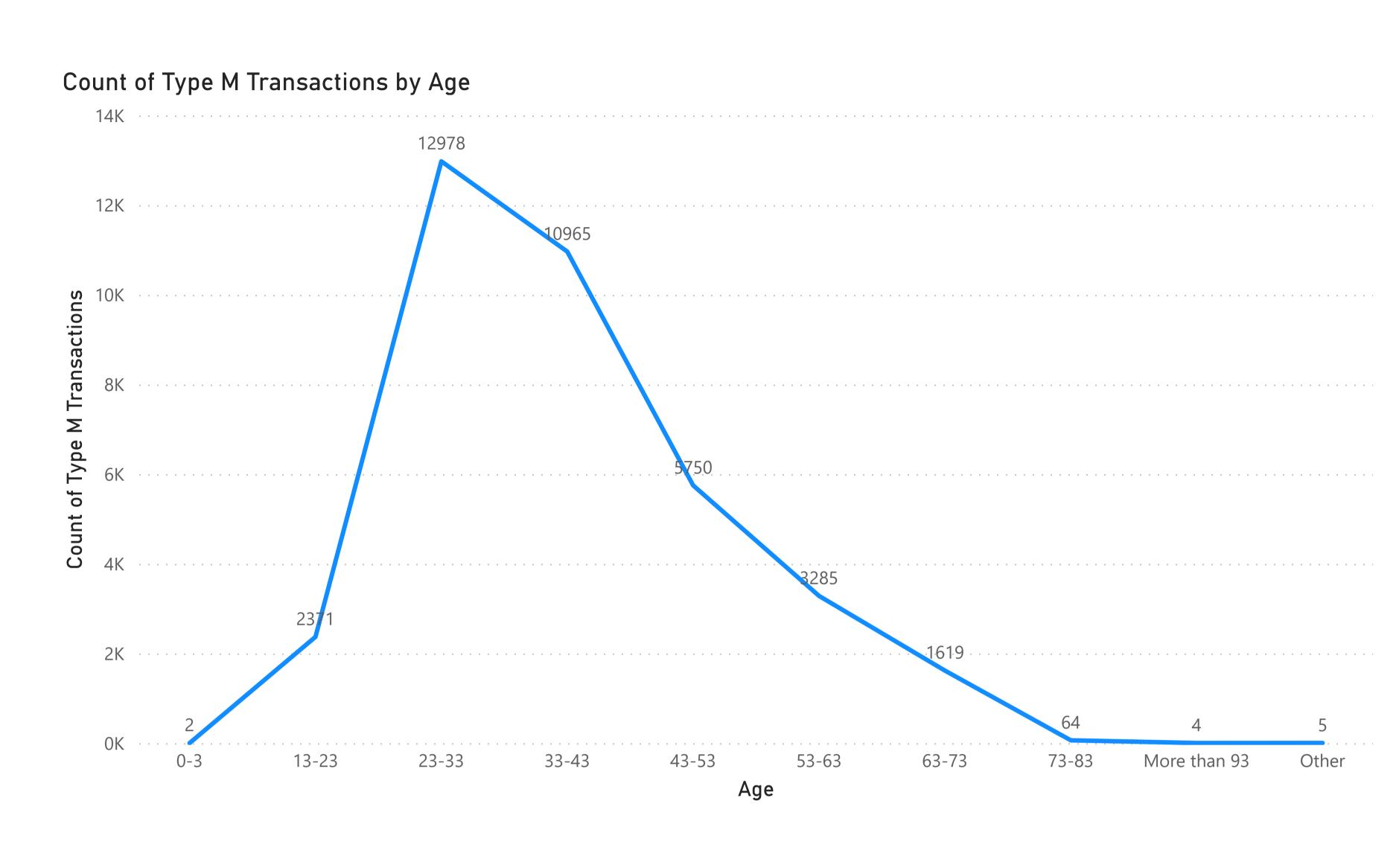
Total Number of Transactions and Total Amount in GEL 71020 125,252,601.72

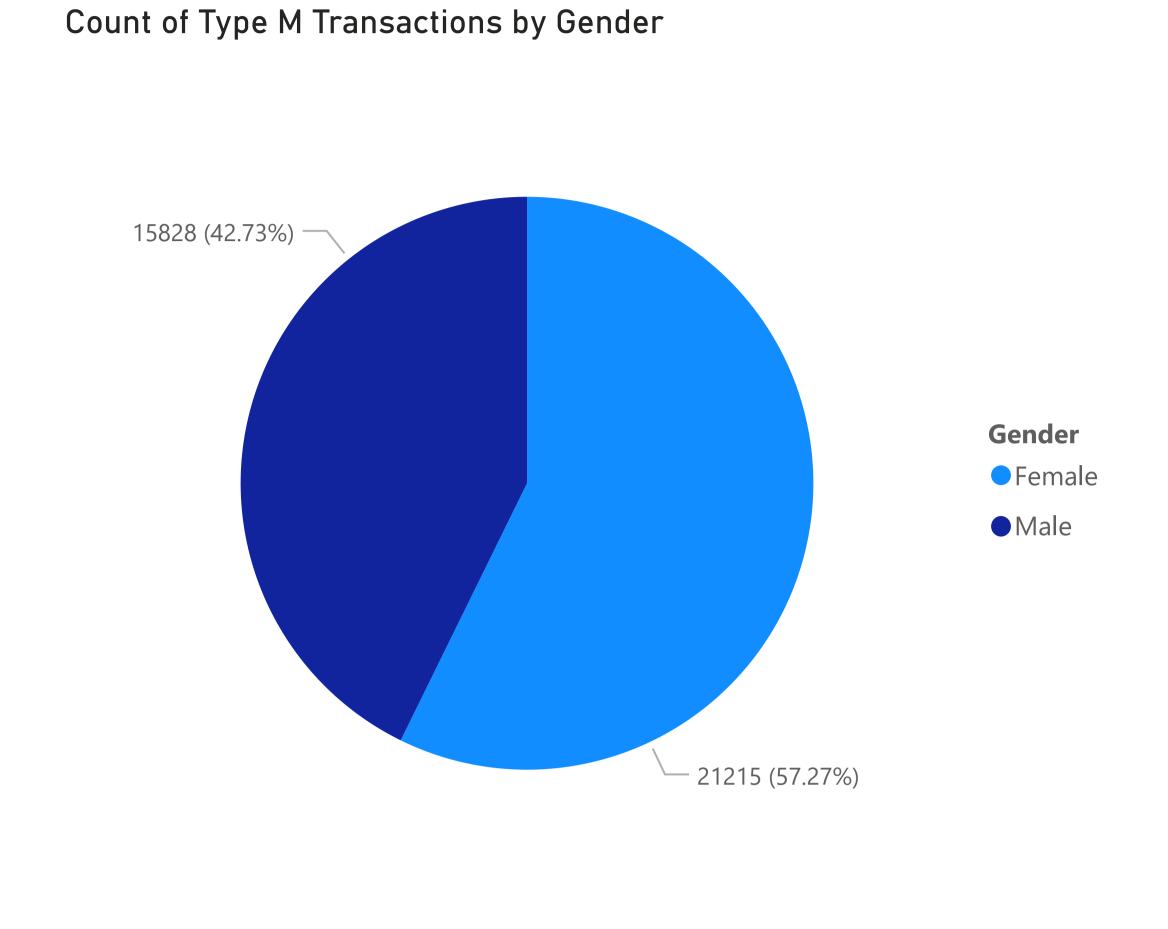


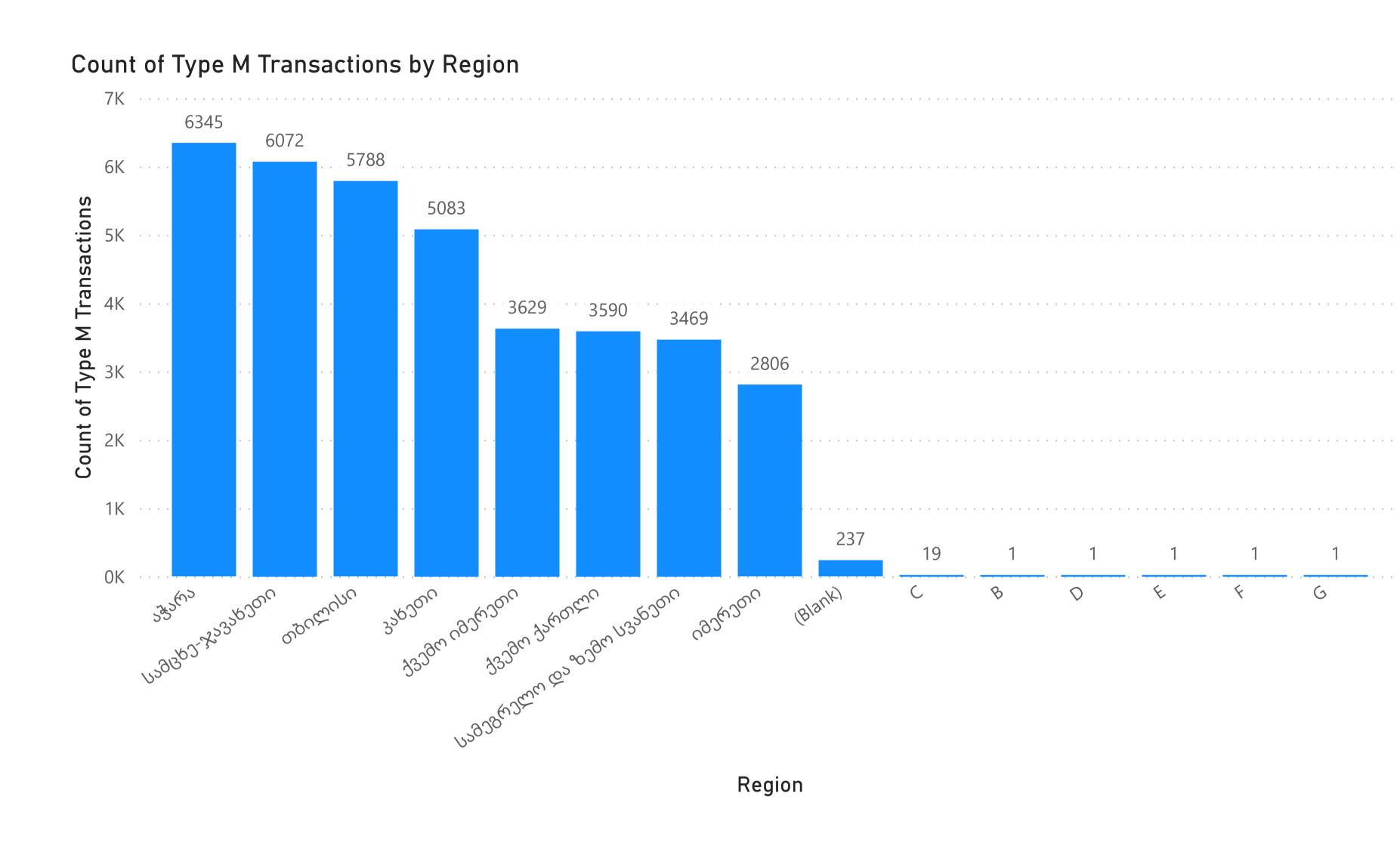


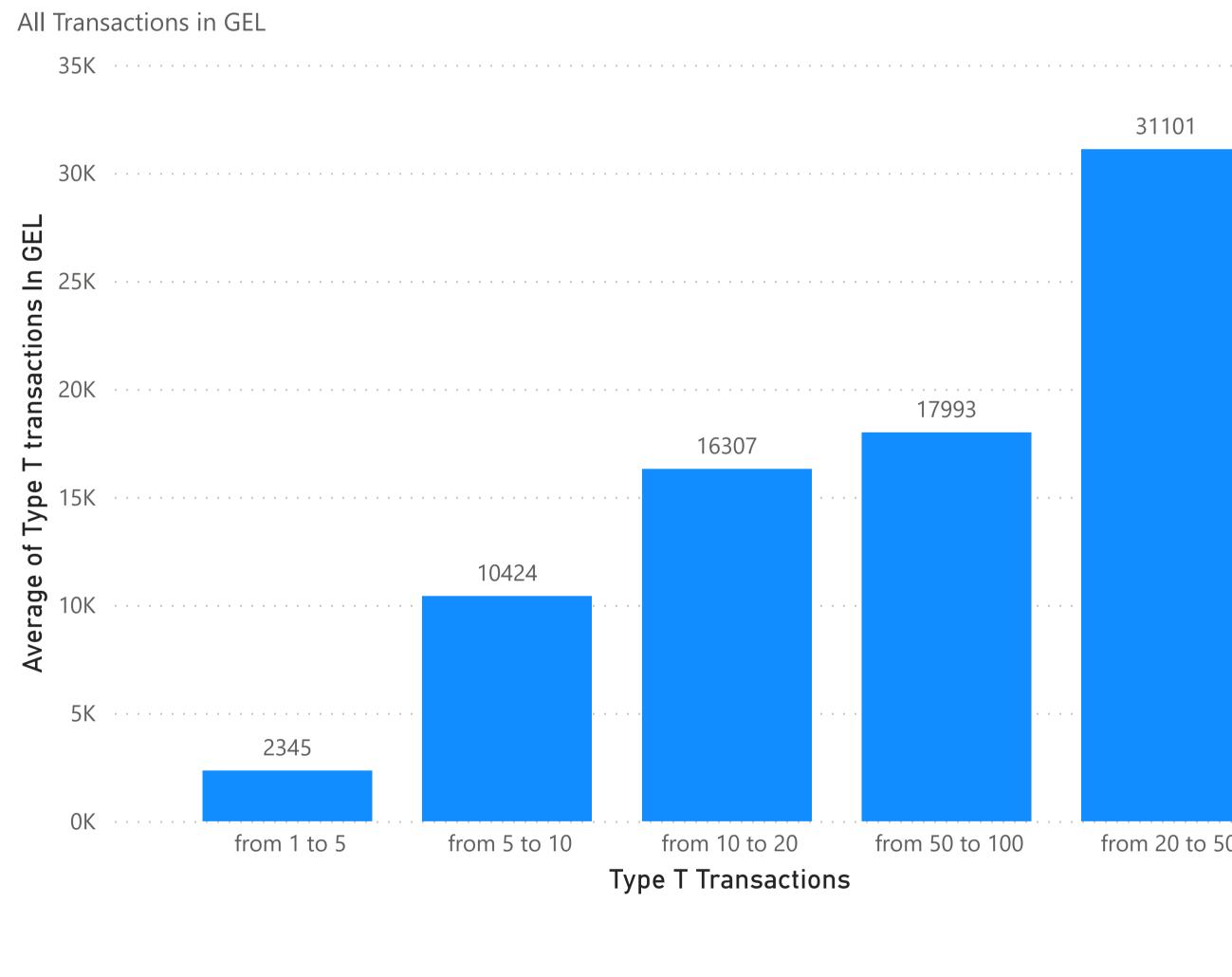


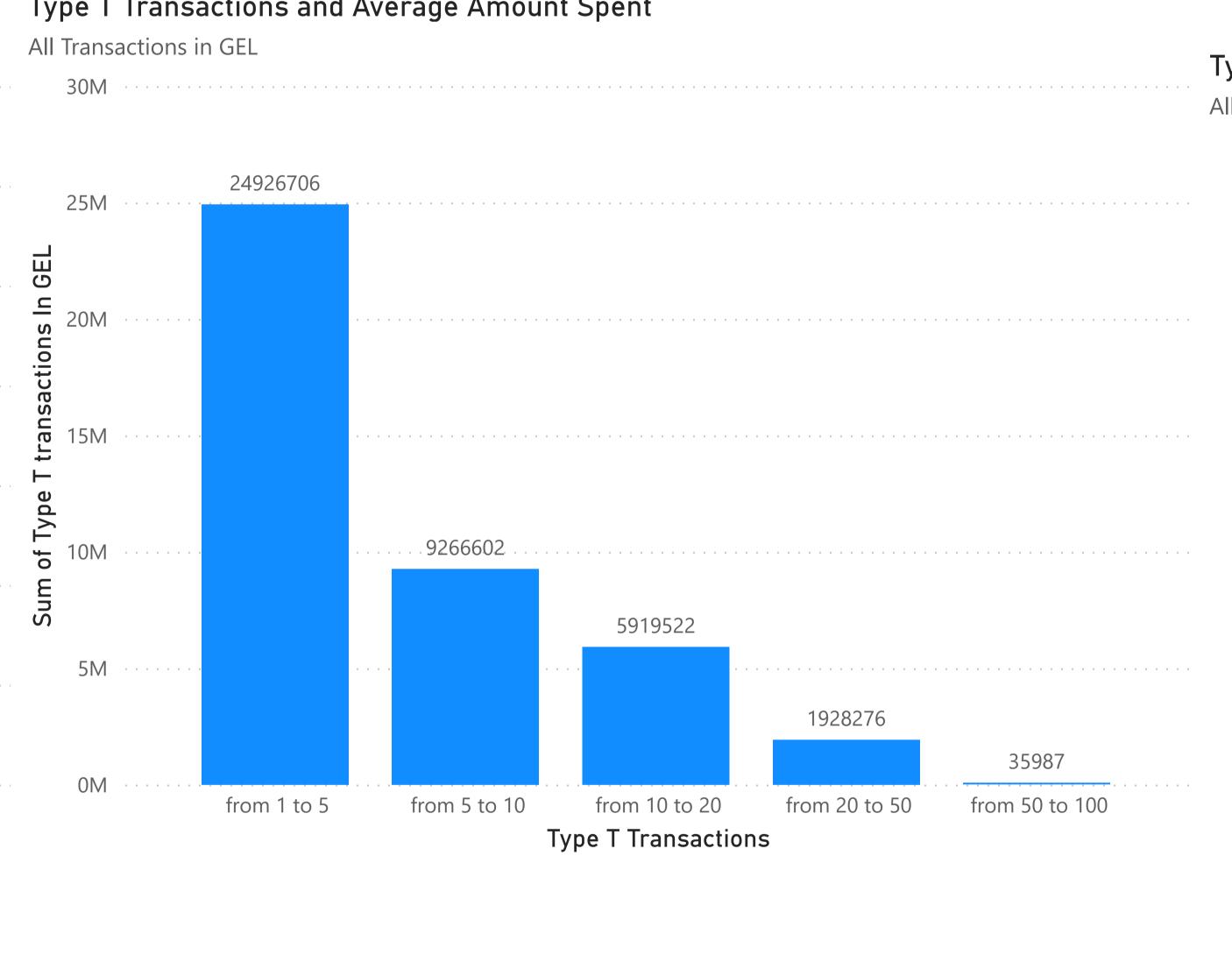


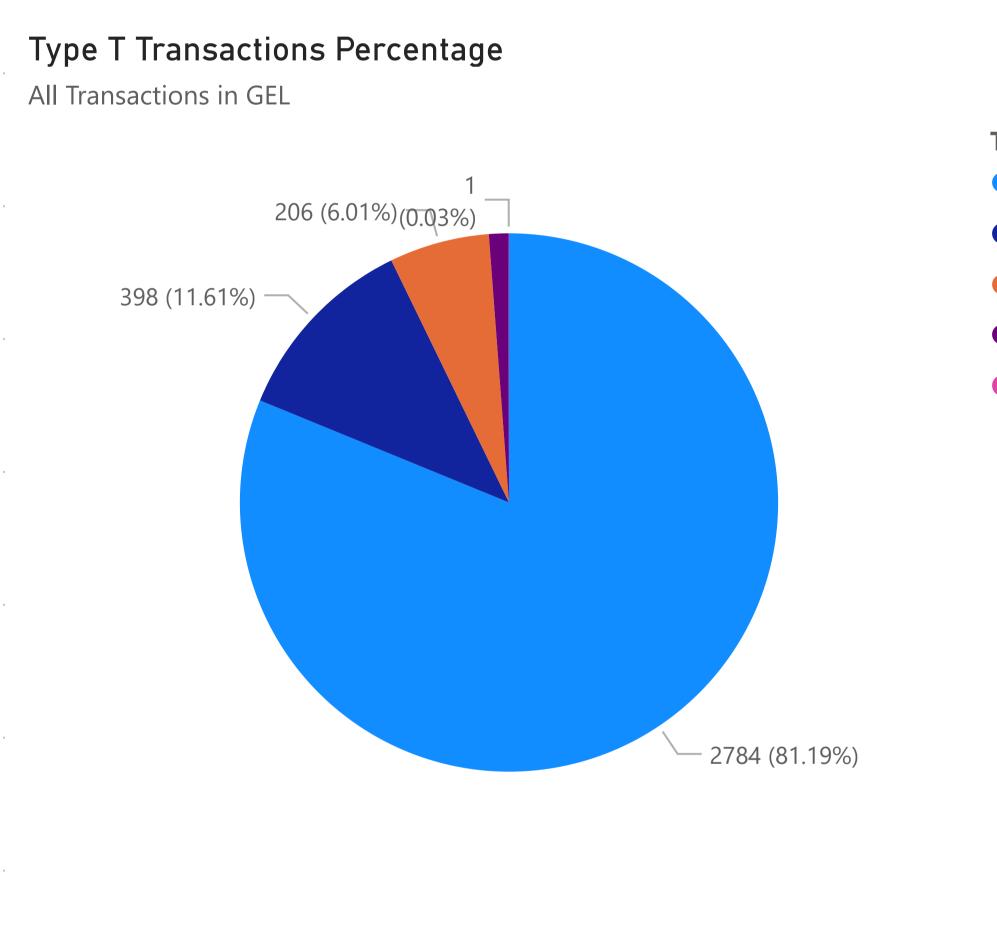


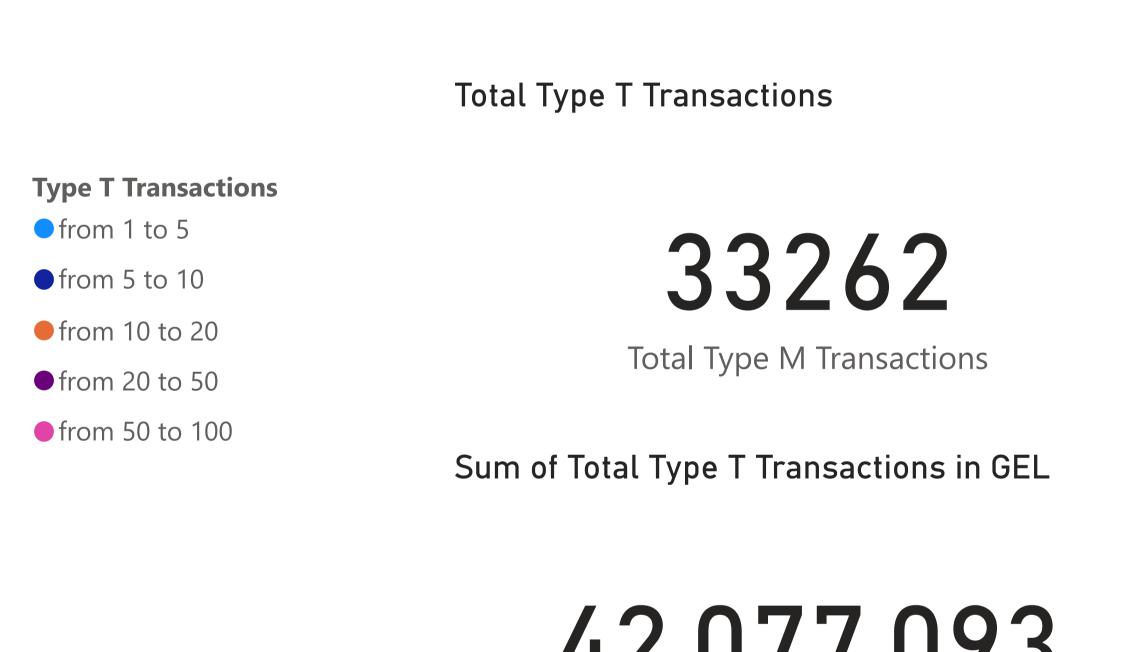


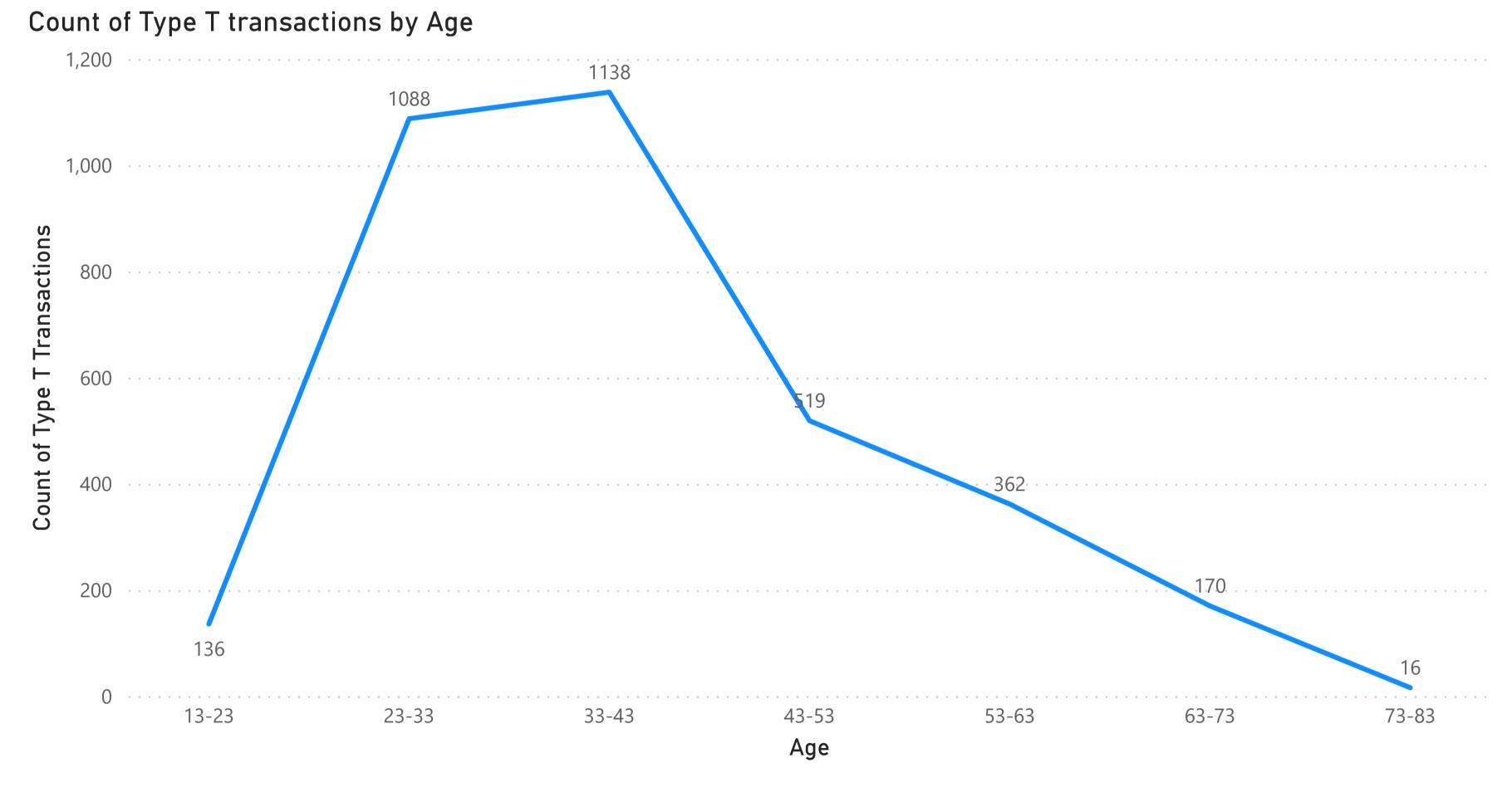


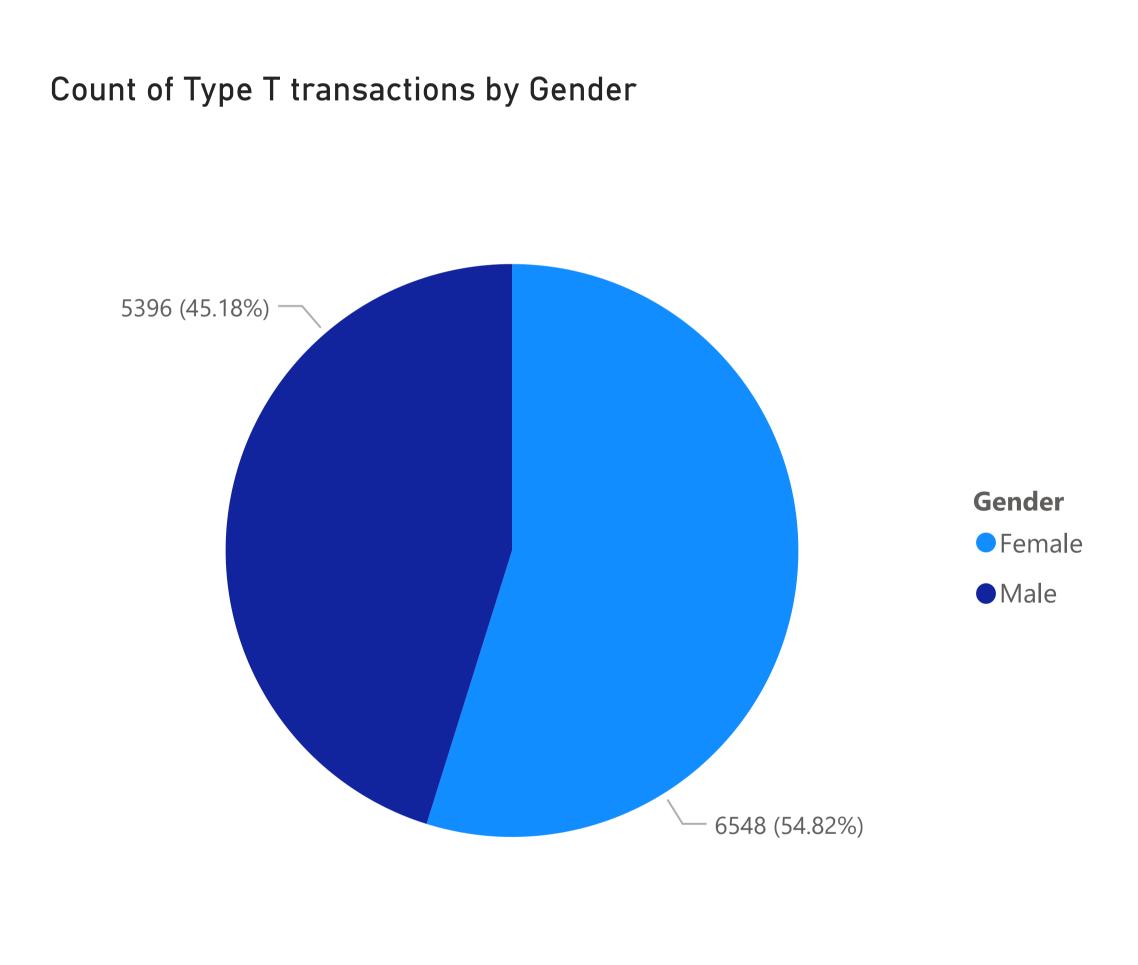


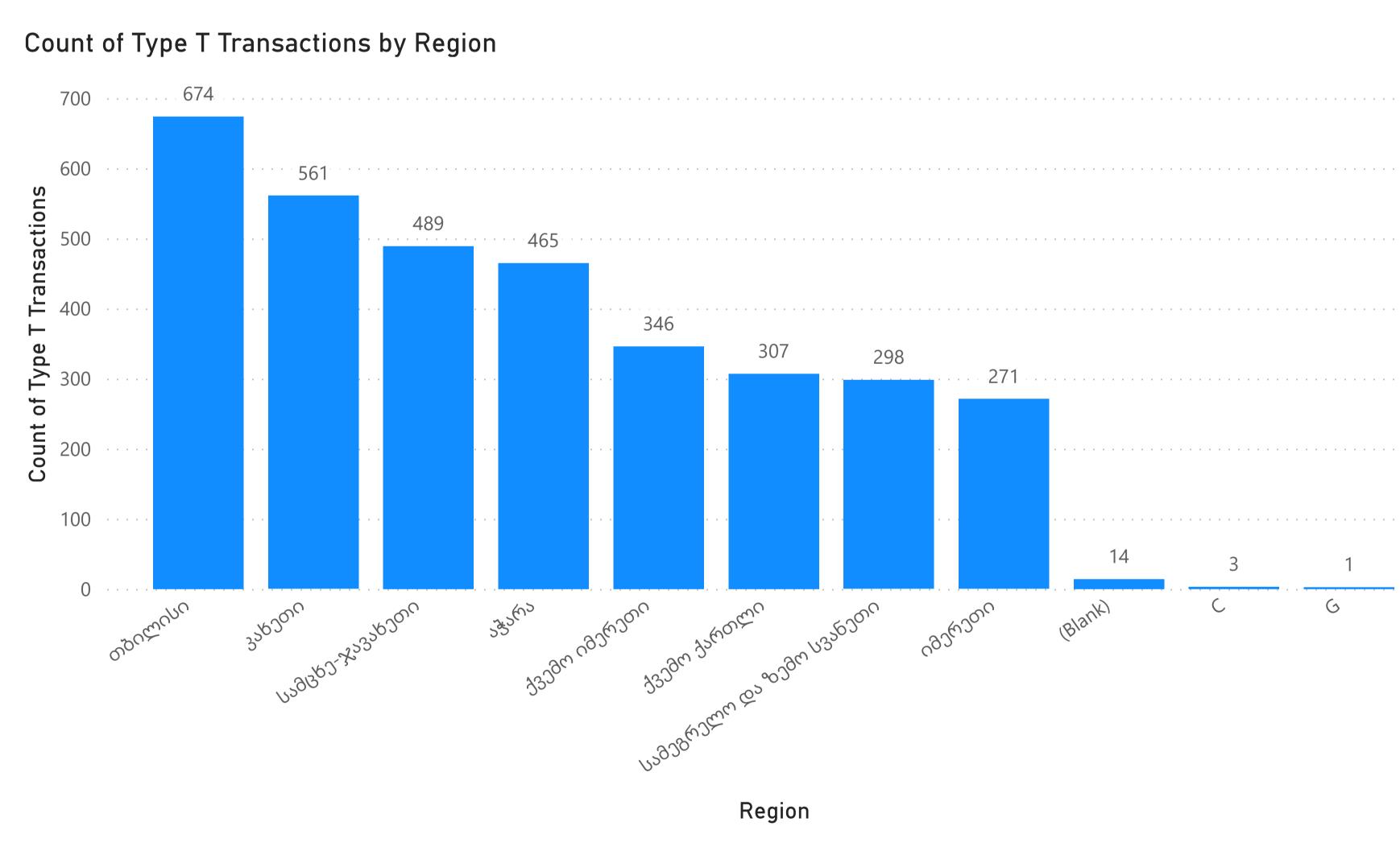


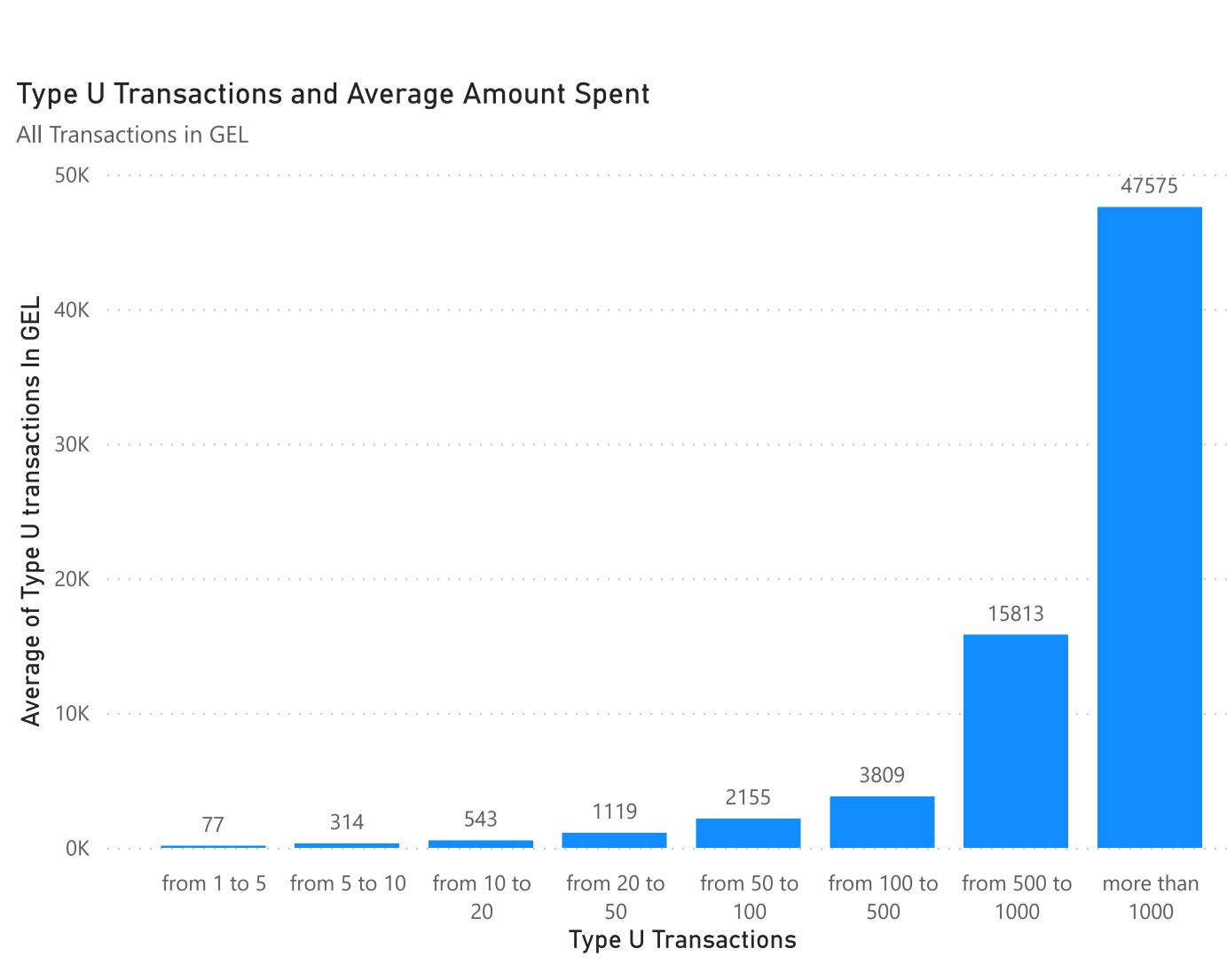


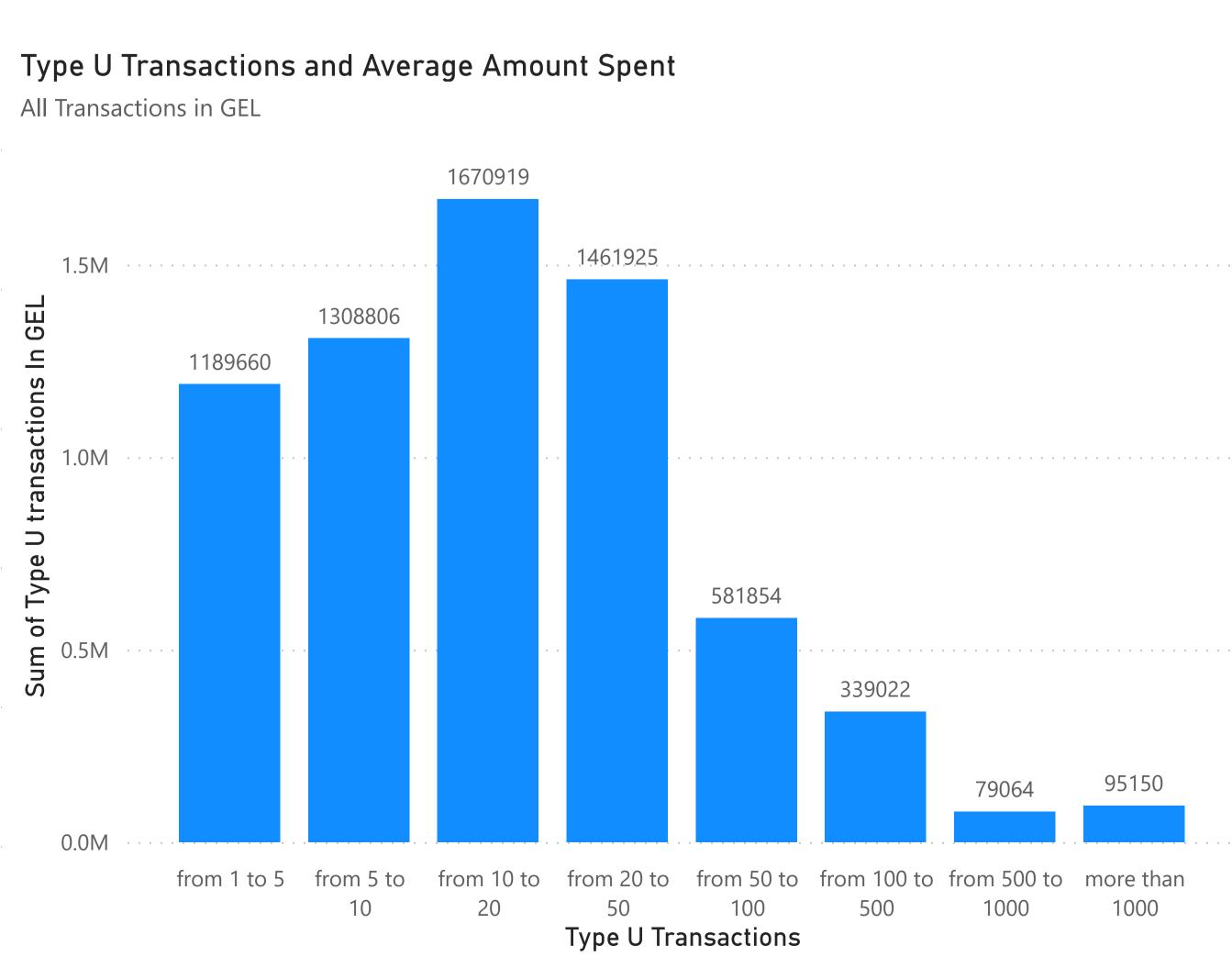


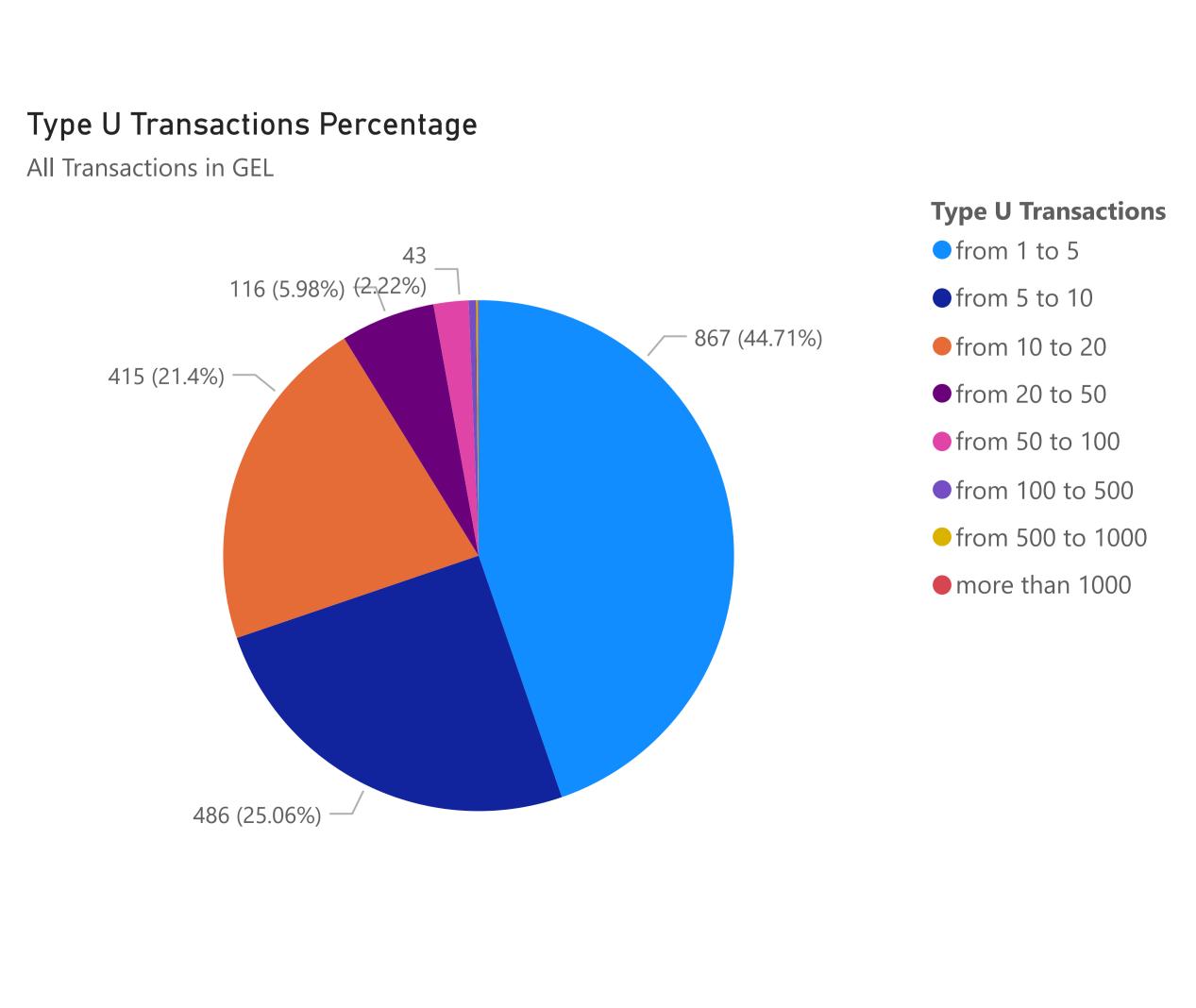


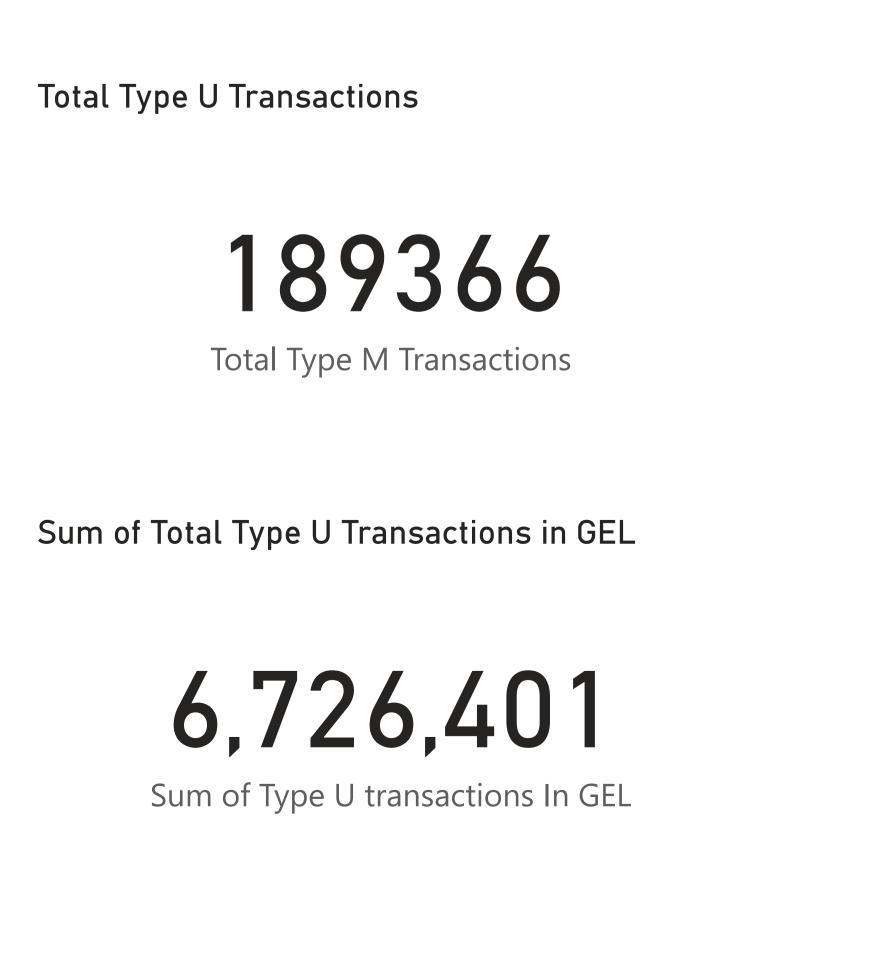




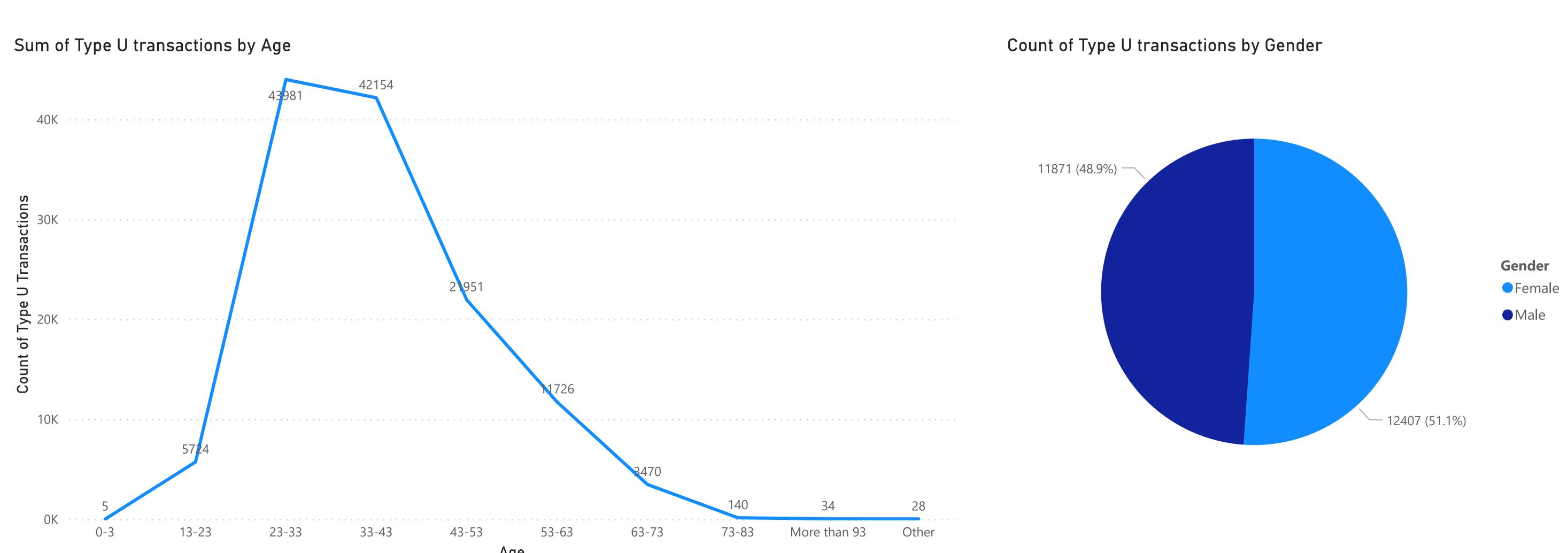


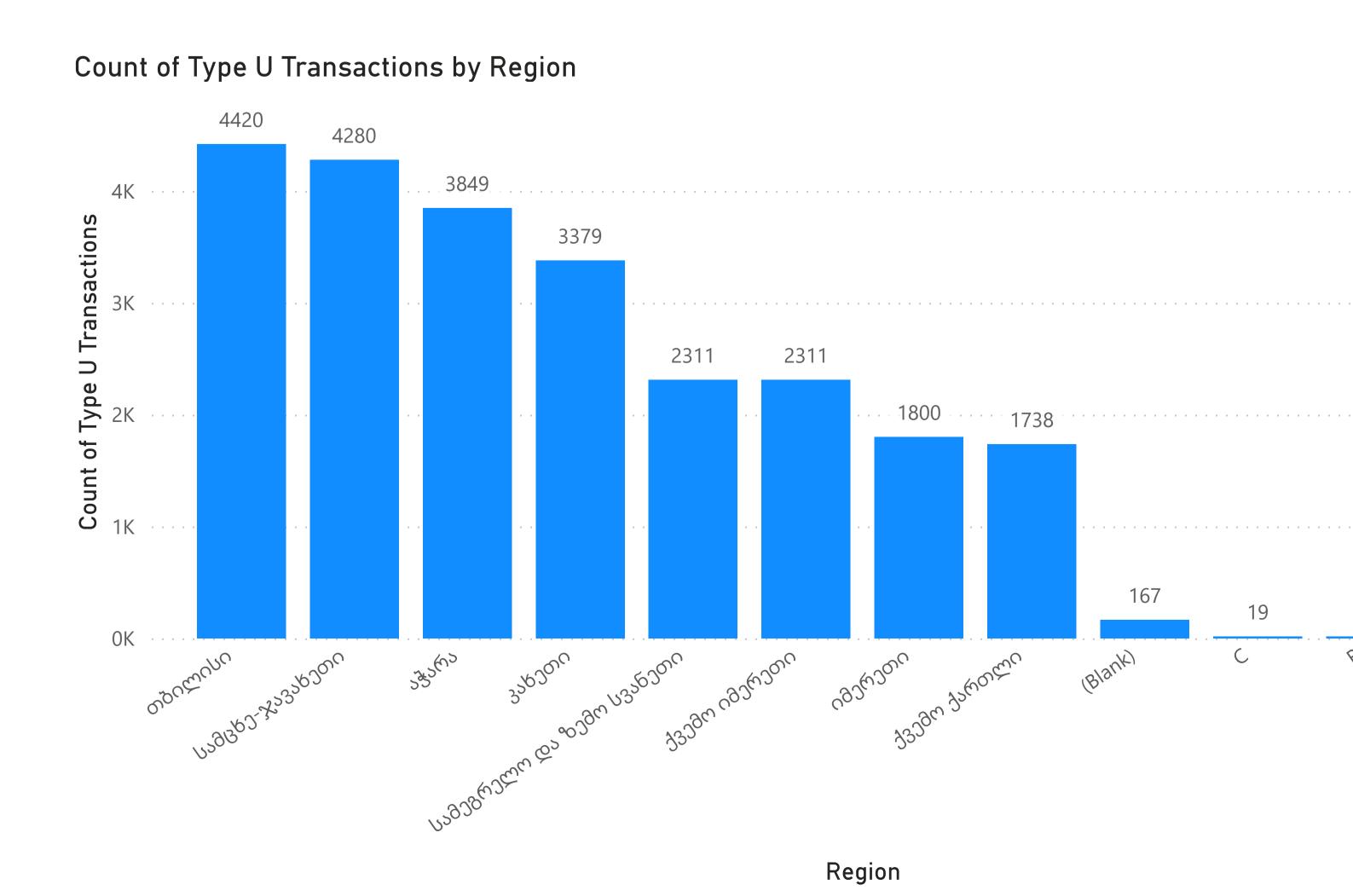






Sum of Type M Transactions In GEL





## **Banking Preferences**

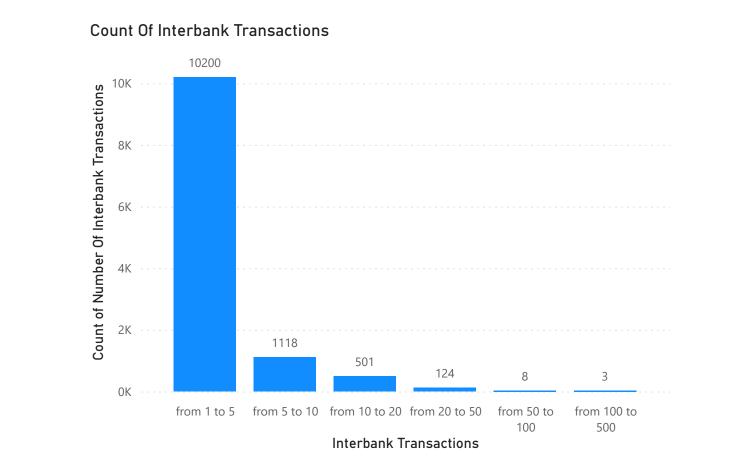
Calculated total number of interbank and at the same bank transactions and average spending, which would help to segment customers based on their loyalty or preference for transactions within the same bank or segment customers based on their engagement in interbank transactions. Additionally also considered demographic factors like region, gender and age to further refine the customer segments and their choices.

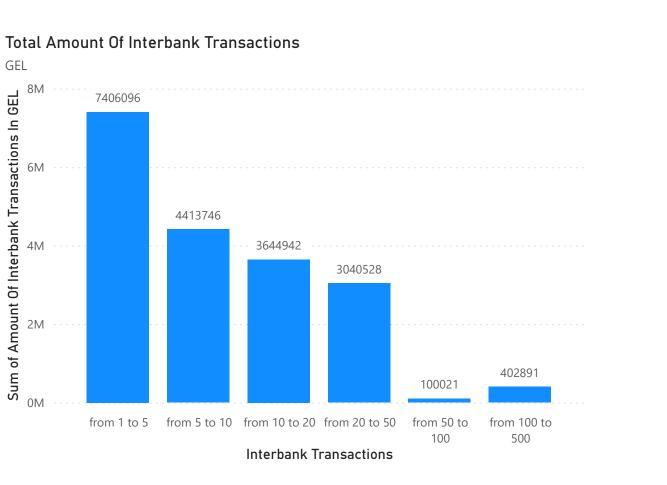
Total Number of Transactions and Total Amount in GEL 71020 125,252,601.72

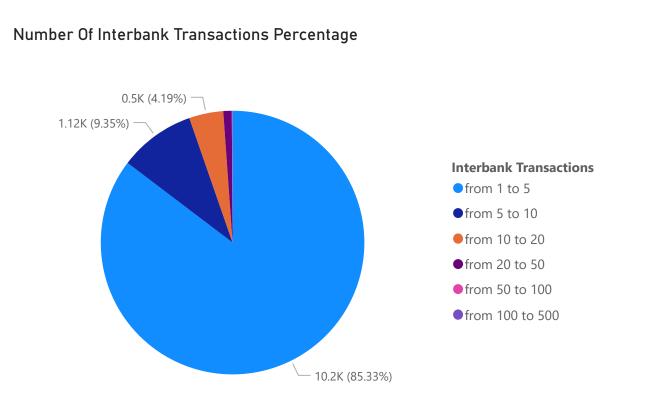


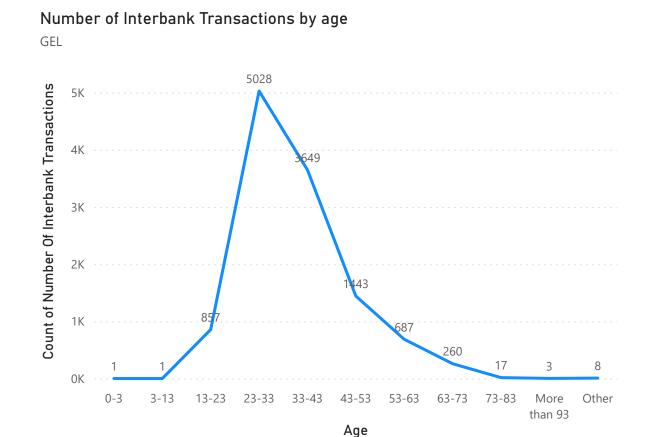
Number Of Interbank Transactions

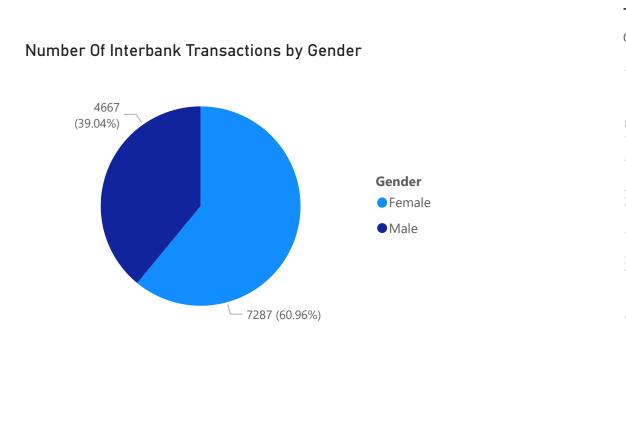
19,008,225 Total Amount Of Interbank Transactions In GEL

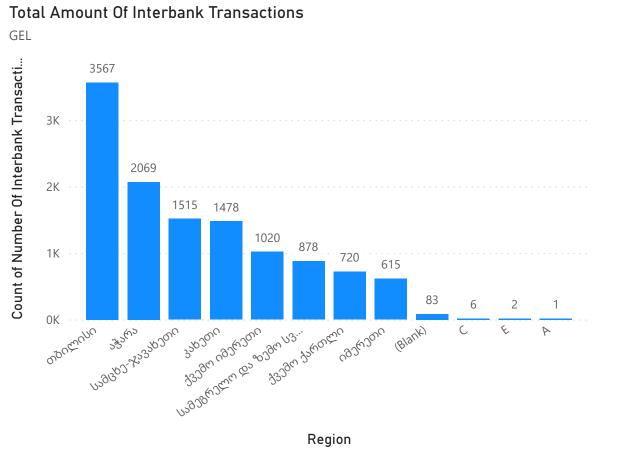








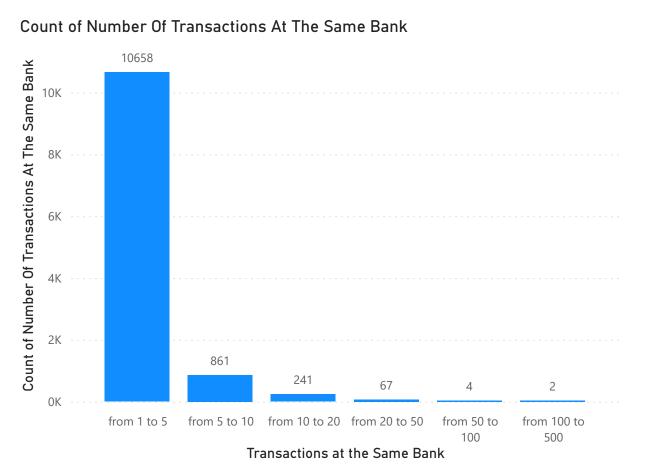




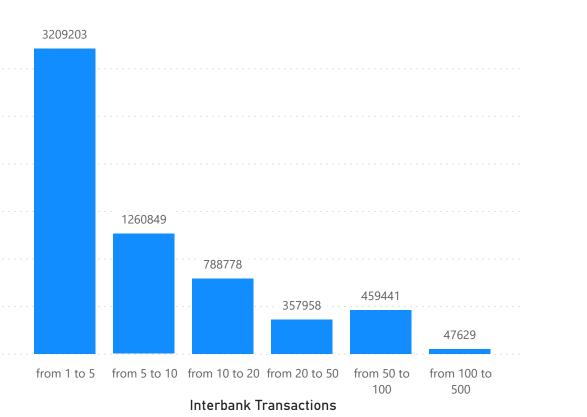
## 11833 Number Of Transactions At The Same Bank

16,020,162

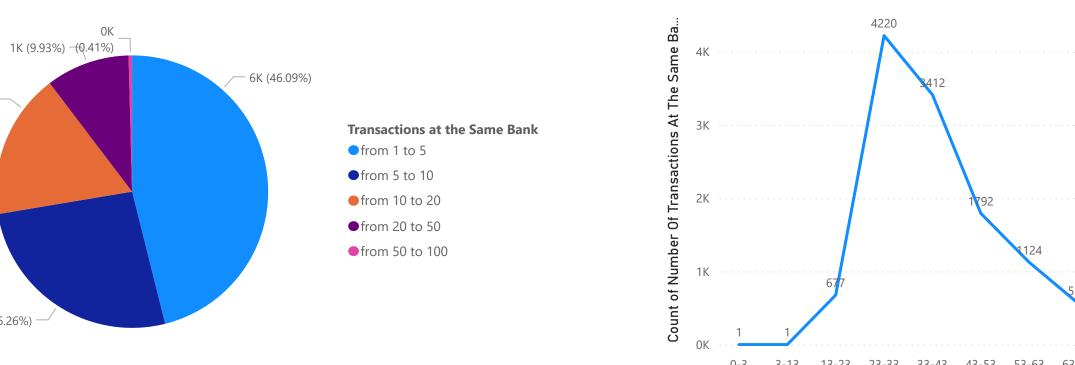
Total Amount Of Transactions At The Same Bank In GEL



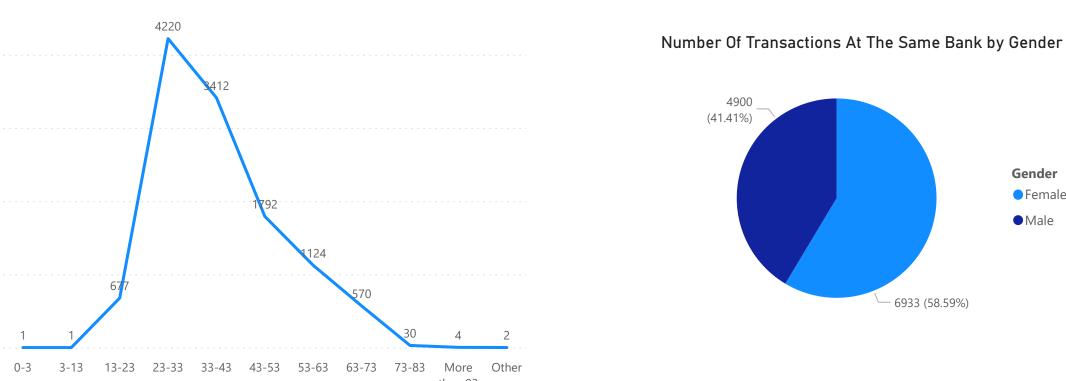




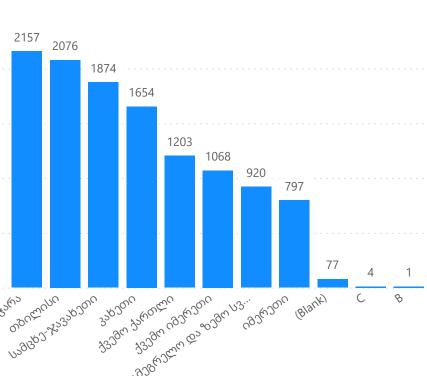
#### Number Of Transactions At The Same Bank Percentage



#### Number Of Interbank Transactions by age







### Foreign Exchange(FX) Activities

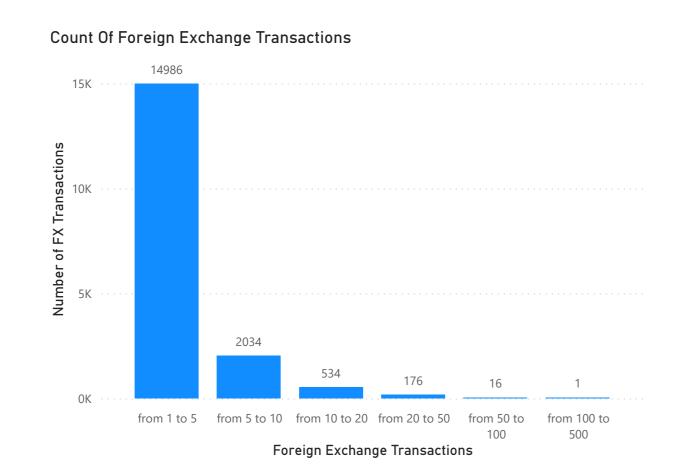
Calculated total number of Foreign Exchange Transactions and Average spending, which would help to determine segment of customers based on their involvement in foreign exchange transactions. Also to determine high-value transfer customers with significant FX activities. Additionally also considered demographic factors like region, gender and age to further refine the customer segments and their choices.

68533

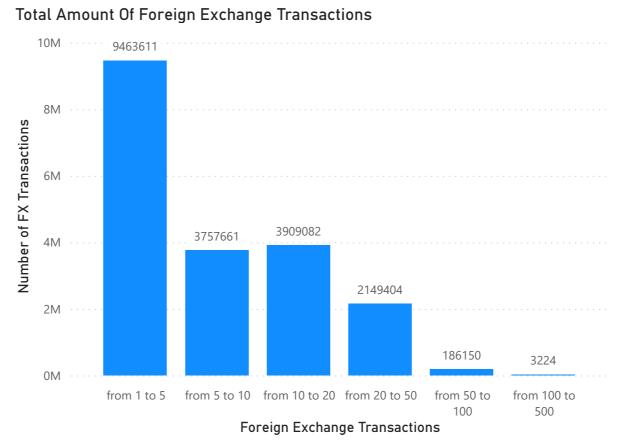
Number of Foreign Exchange Transactions

19,469,133

Total AMount of Foreign Exchange Transactions in GEL



# Total Number of Transactions and Total Amount in GEL 71020 125,252,601.72



#### Number Of Interbank Transactions Percentage

