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BATCH #1391-RIYADH
DATA ANALYTICS

BANK OF THE FUTURE

Bank
OfThe
Future

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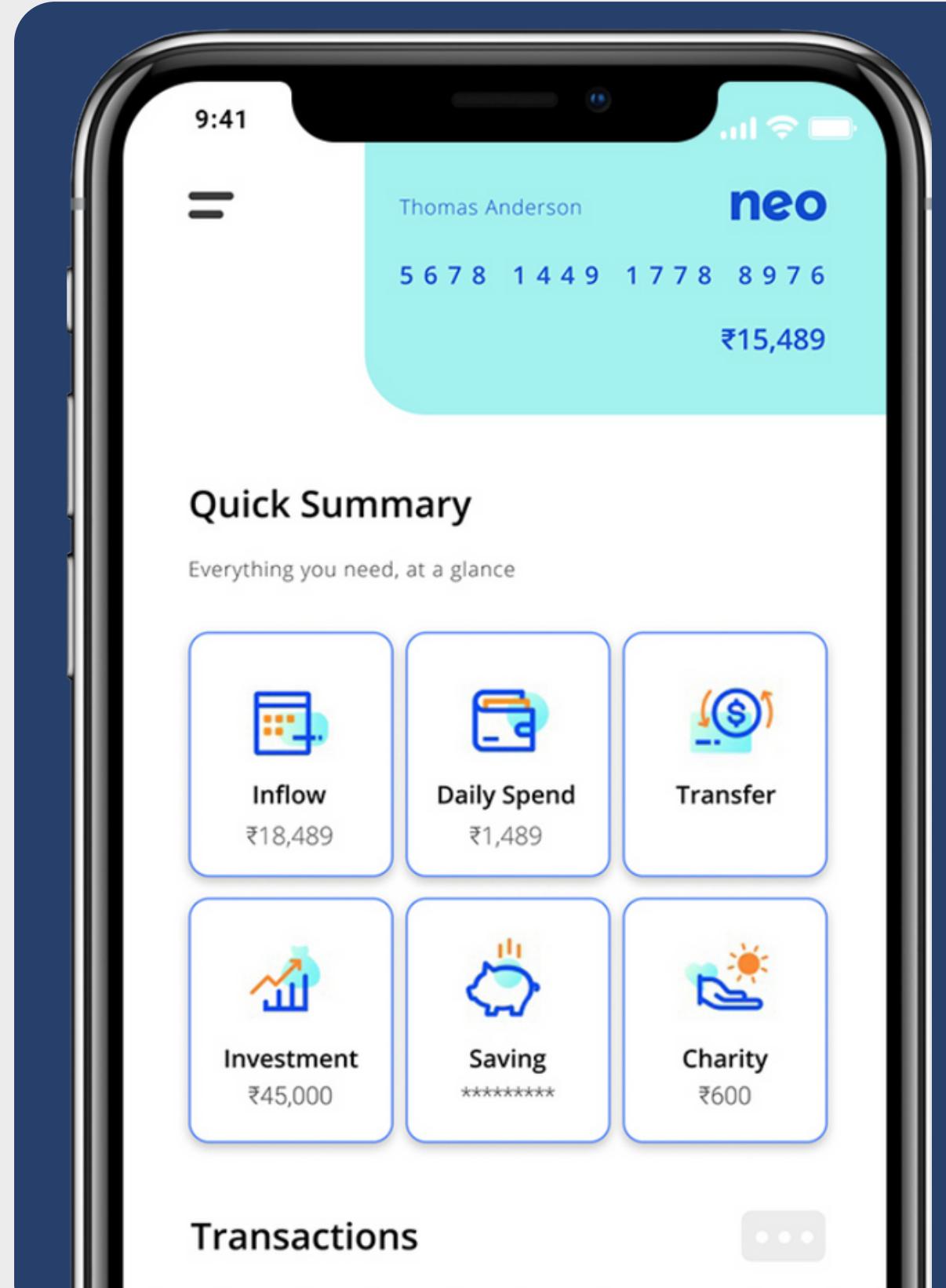
BANK OF THE FUTURES

- **WHAT IS ‘THE BANK OF THE FUTURES’?**

It is type of fintech company that offer banking services **digitally**.

- **WHAT MAKE IT SPECIAL?**

it **reduce the hidden charges** when paying with other currencies .



Analyze users
retention

BUSINESS ISSUE

REDUCE CHURN RATE

Provide business
recommendations

BUSSINESS OVERVIEW

Bank
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Future

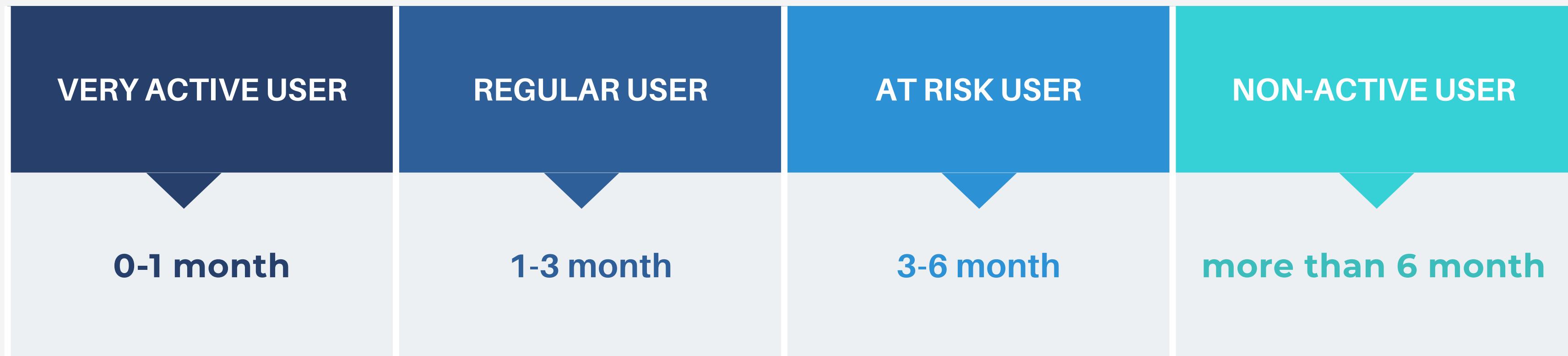


BUSSINESS OVERVIEW

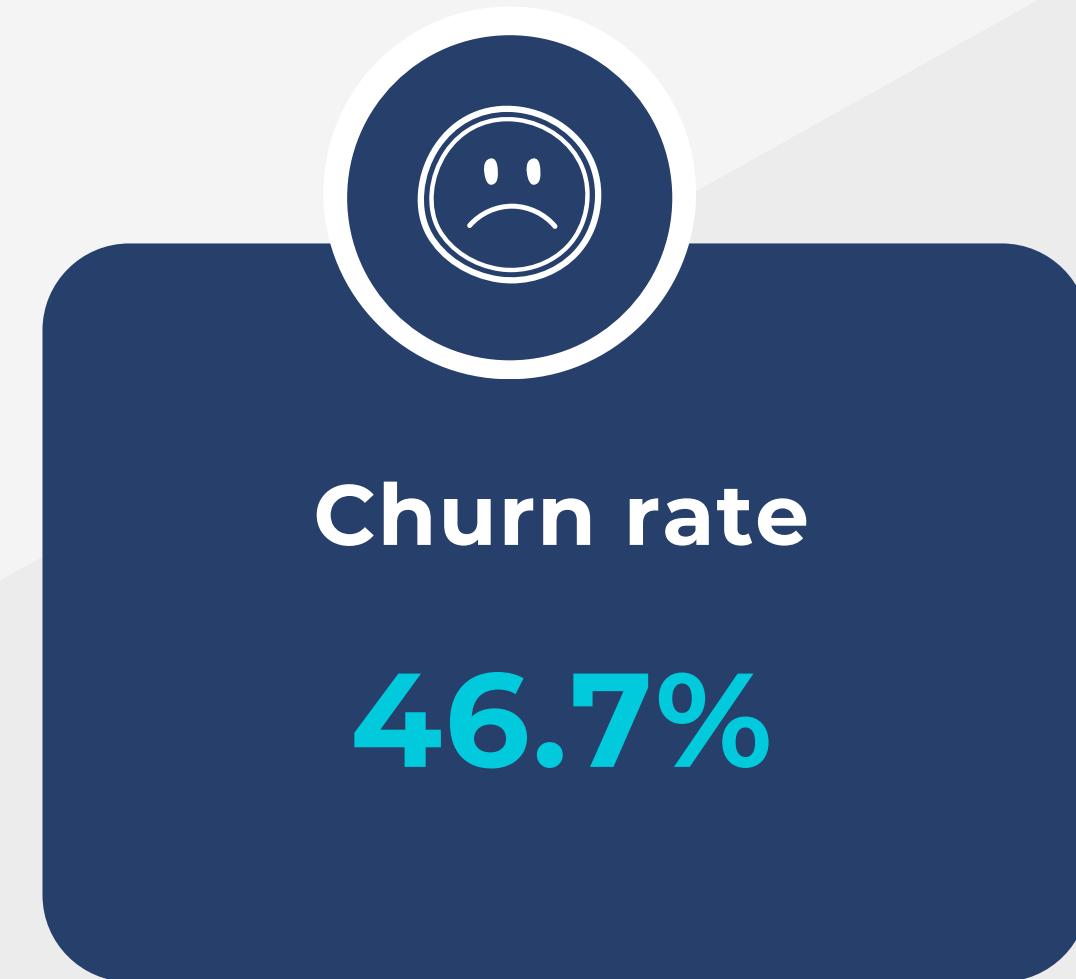
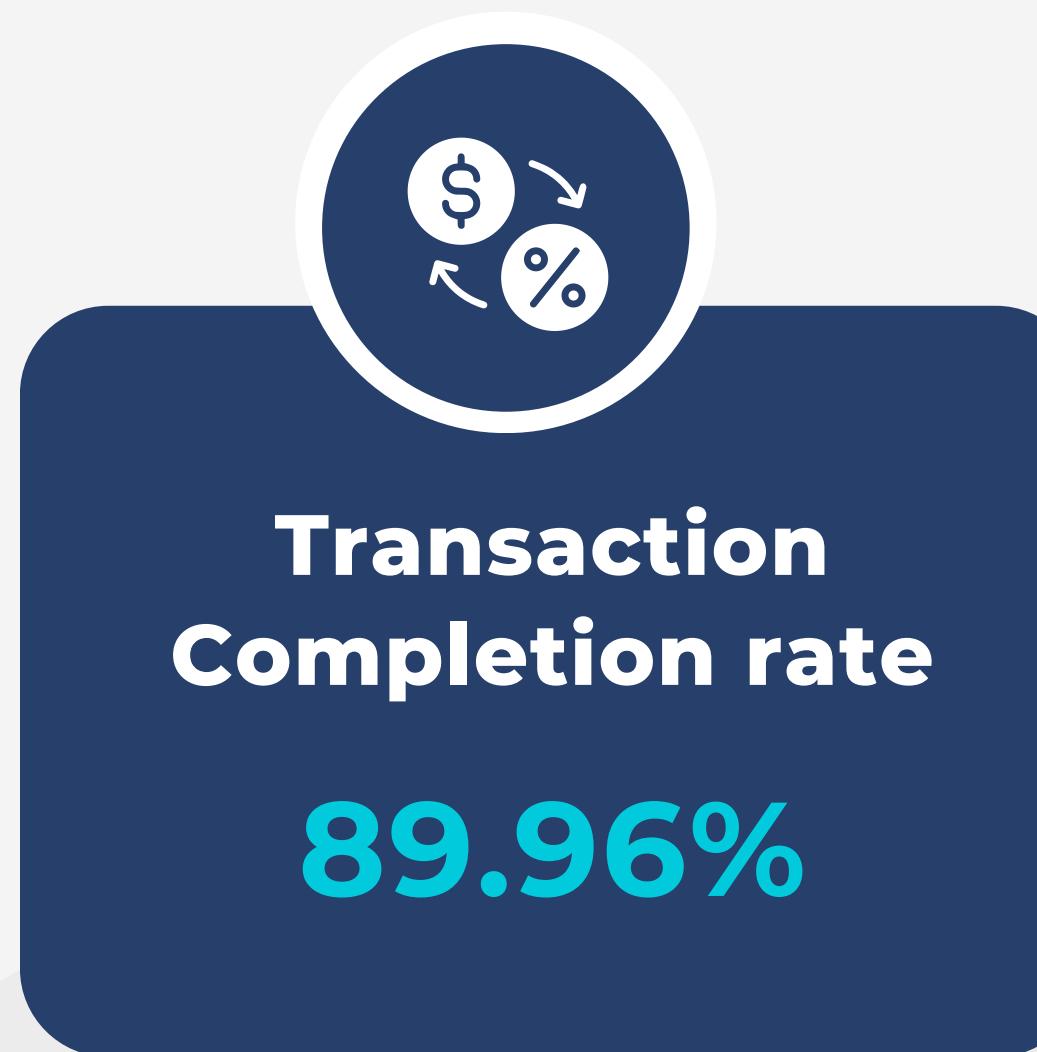


BUSSINESS OVERVIEW

Type of users based on their last transaction date



BUSSINESS OVERVIEW KPIs





BUSSINESS OVERVIEW

Countries

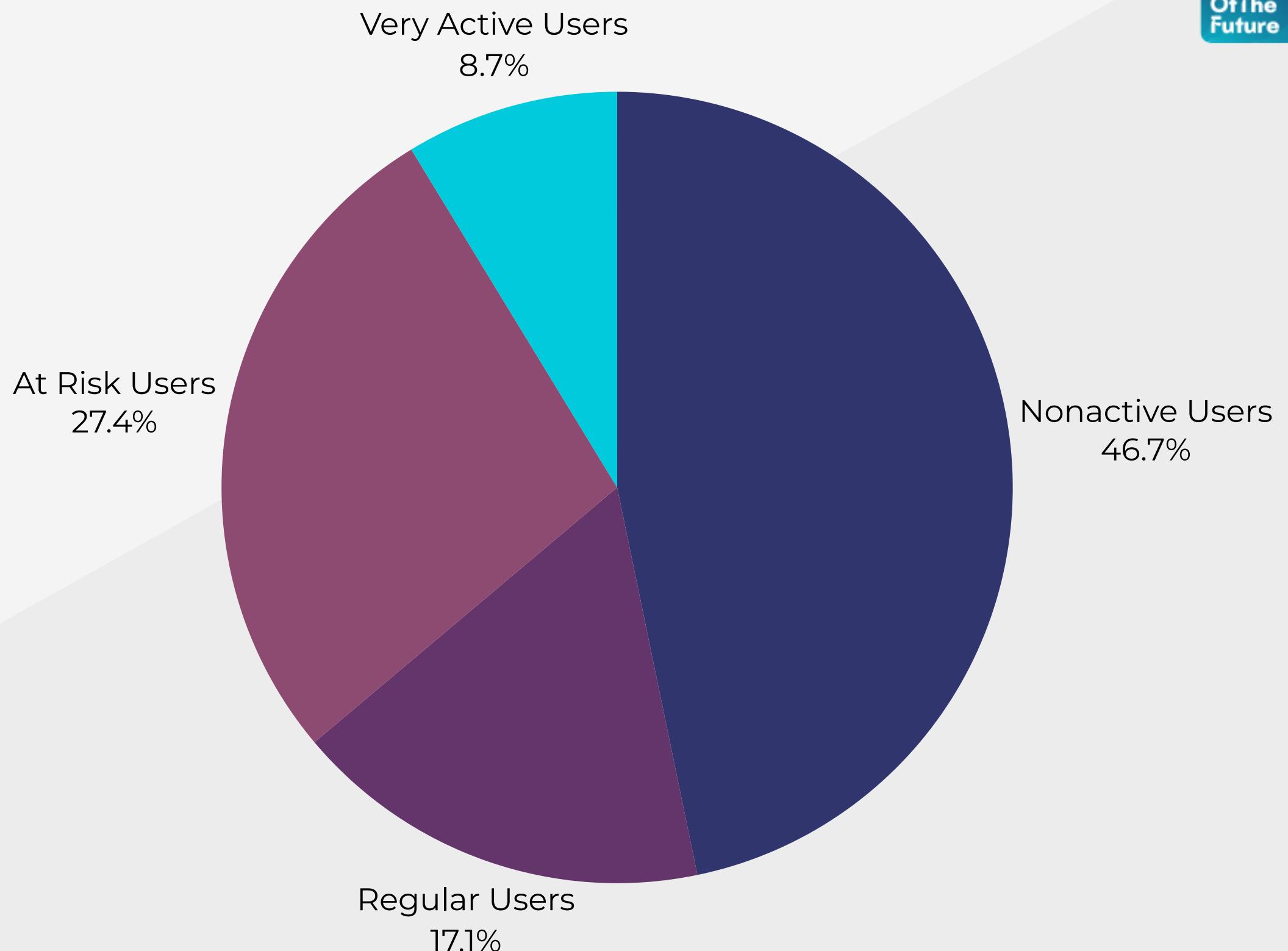
- The bank have users in 41 countries
- Mostly in Europe





BUSSINESS OVERVIEW

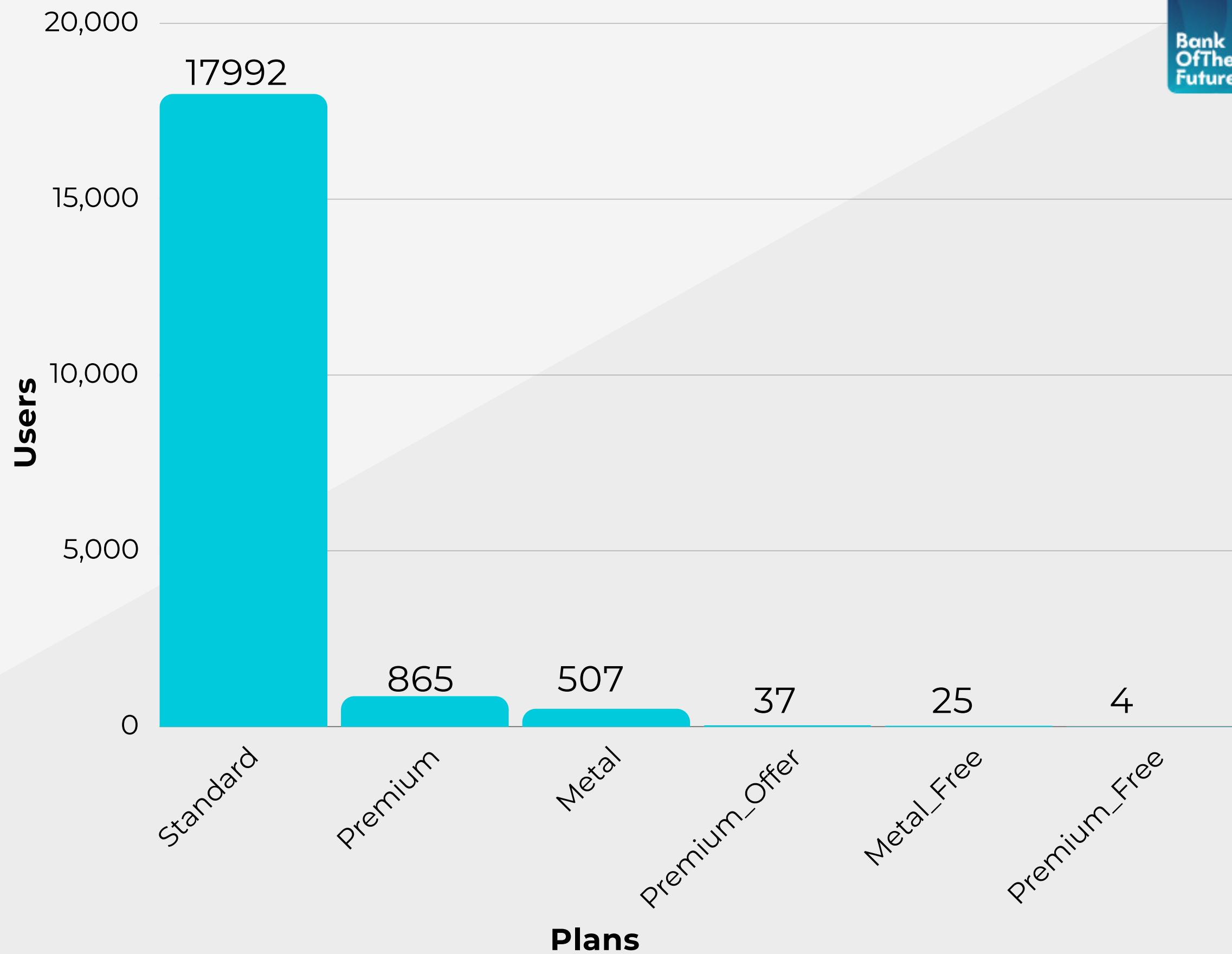
Type of users





BUSSINESS OVERVIEW

Plans

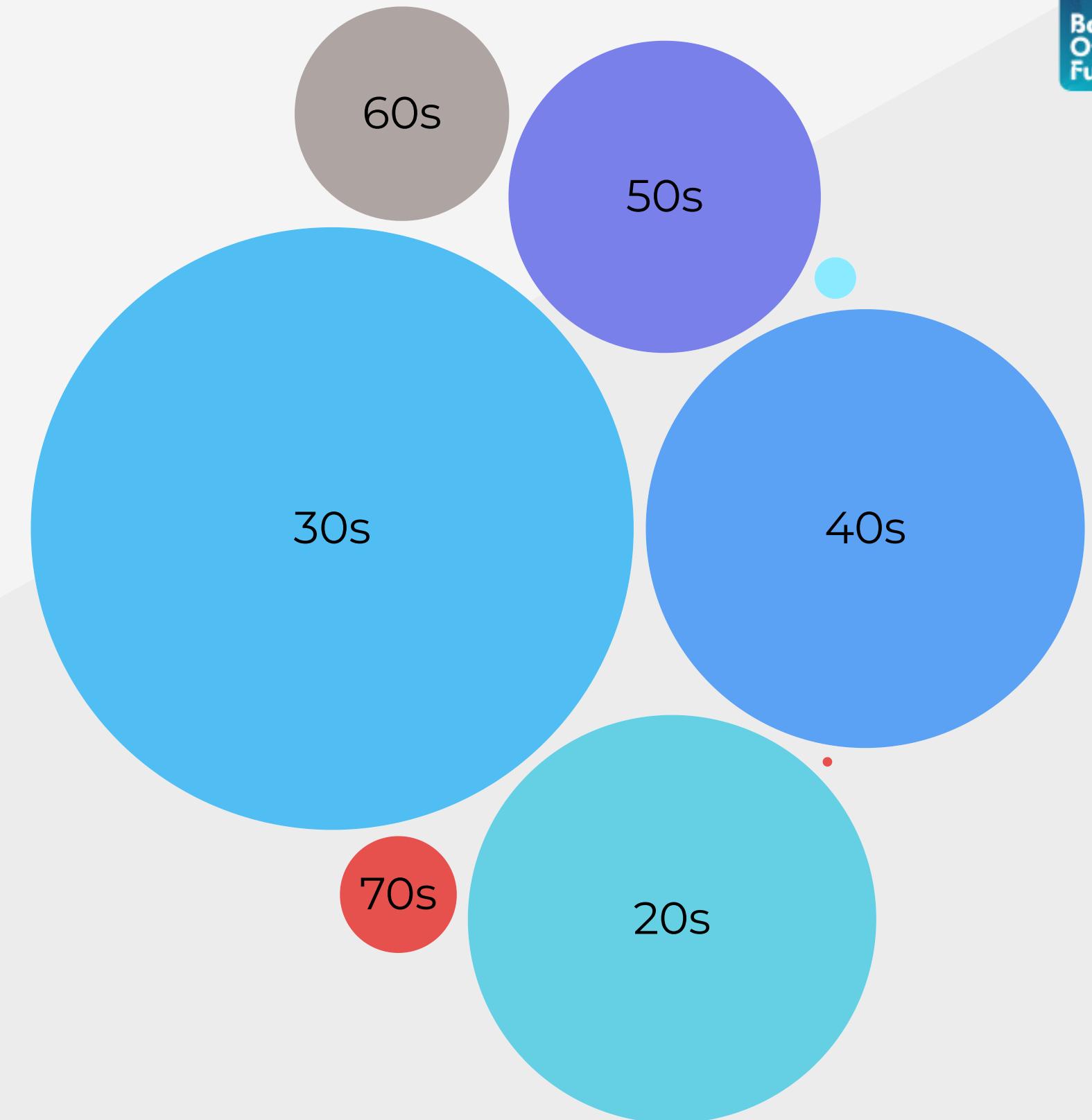


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BUSSINESS OVERVIEW

Users age group

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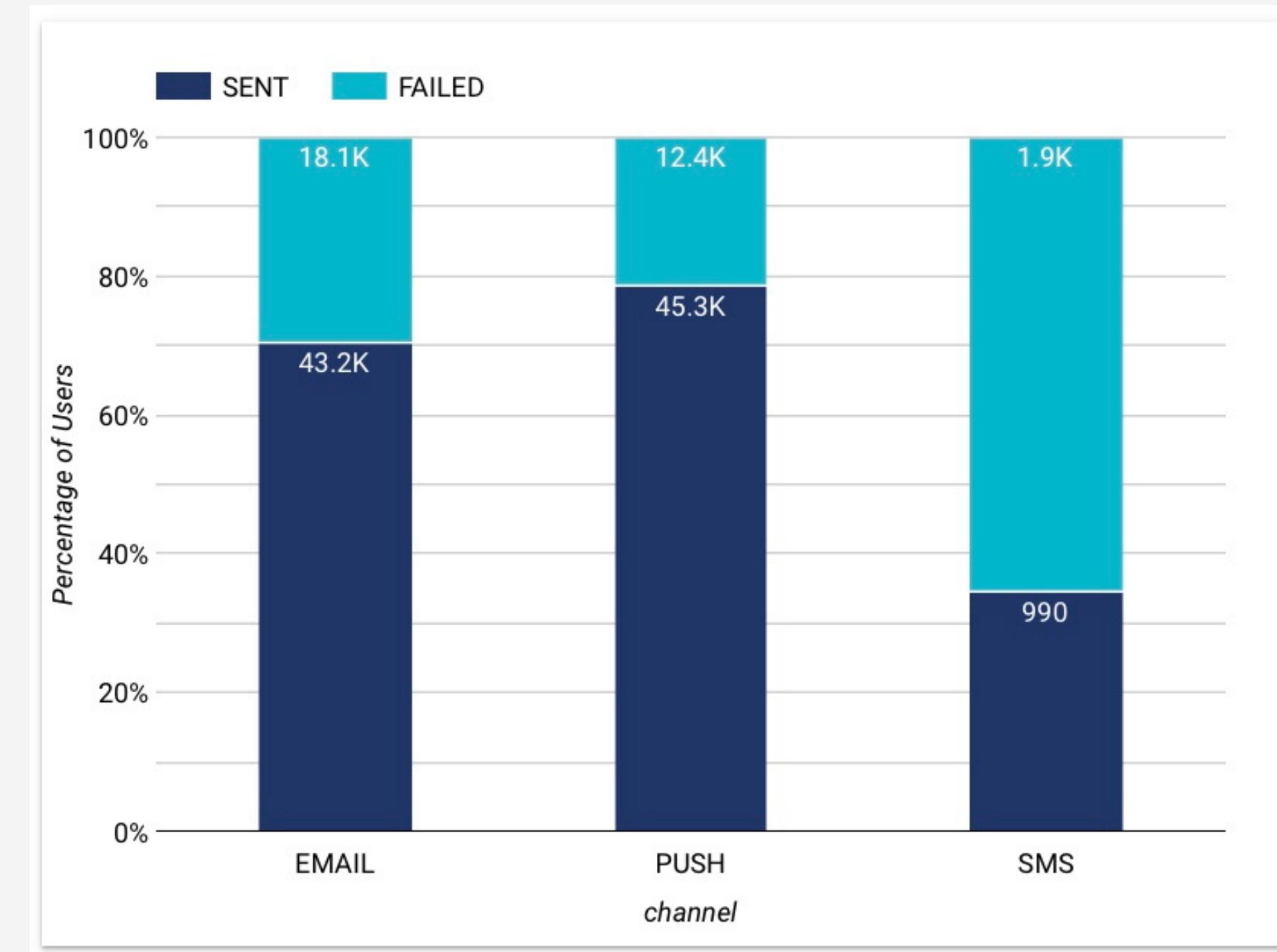


FEATURES ANALYSIS



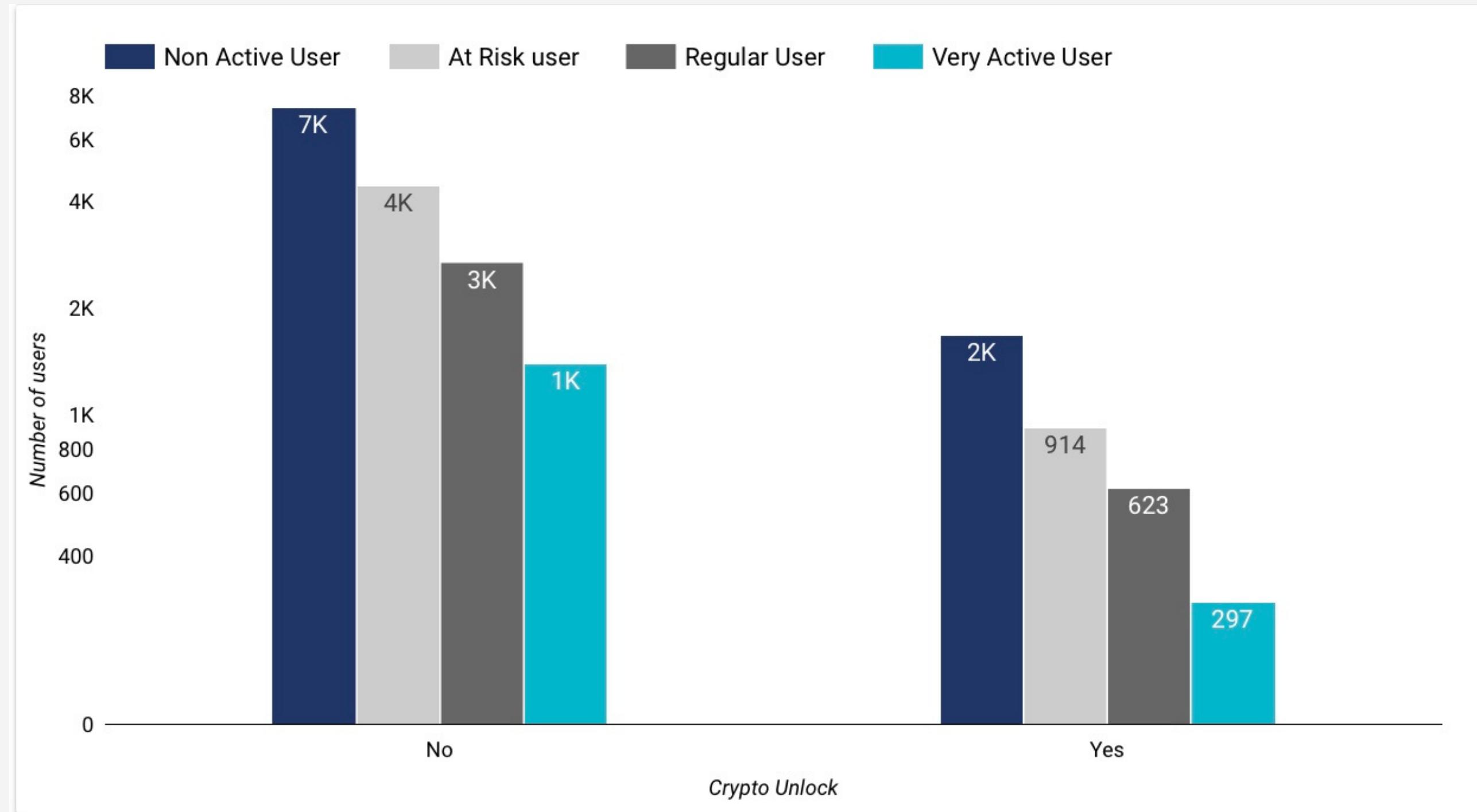
○ ○ ○ ○ FEATURE ANALYSIS - 1

Notification status for each channel

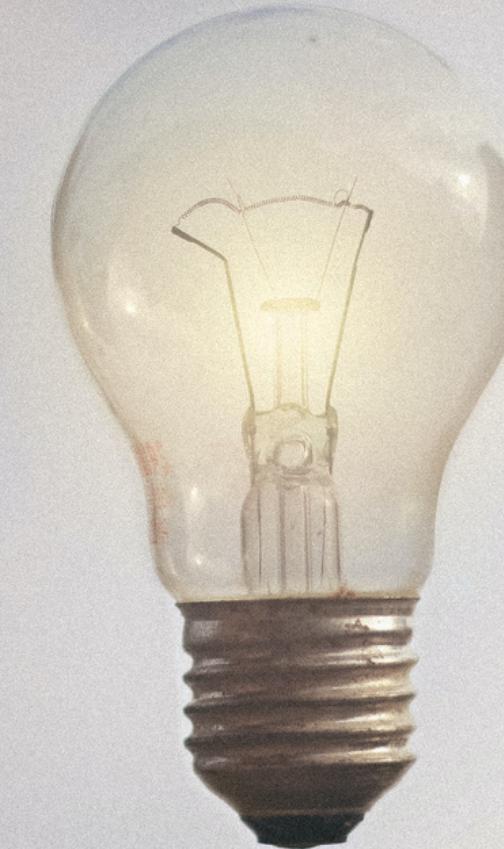


○○○○ FEATURE ANALYSIS - 2

Relationship between cryptocurrencies and User Type



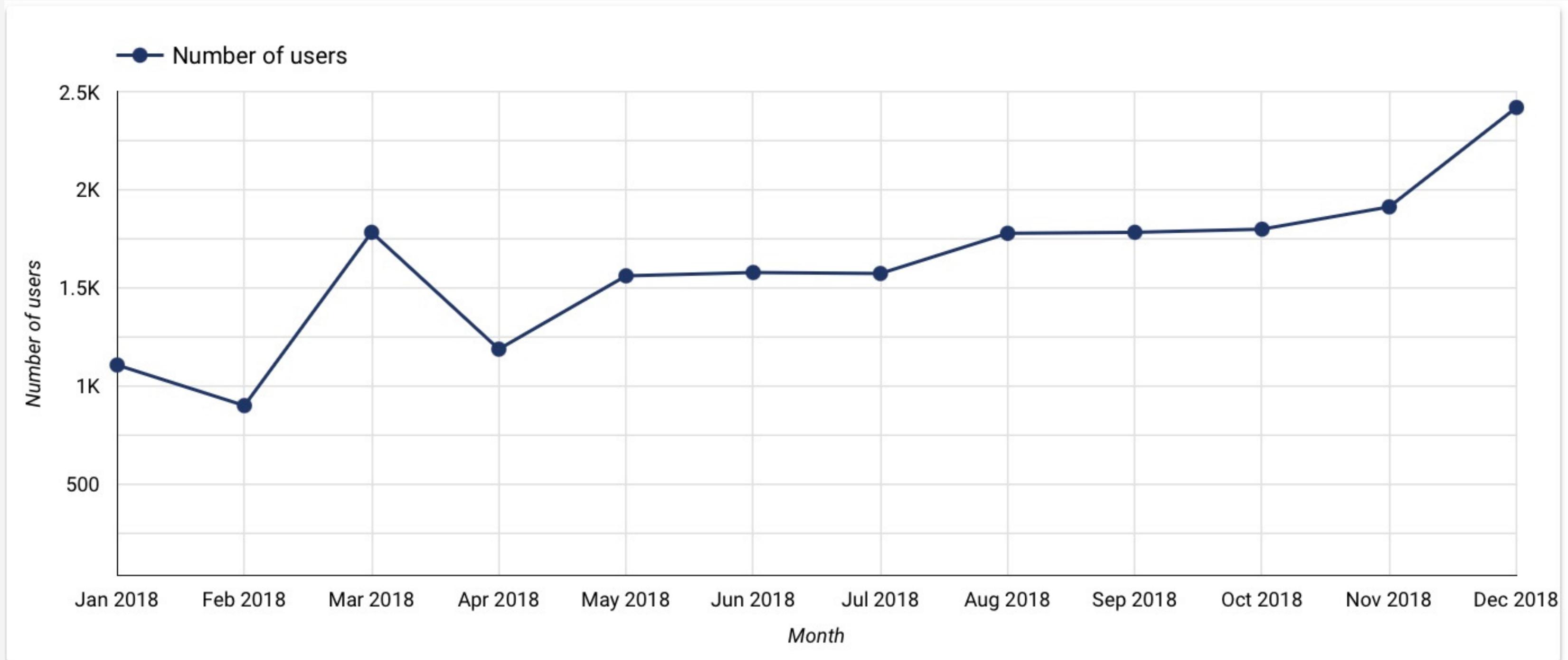
OUR HYPOTHESIS



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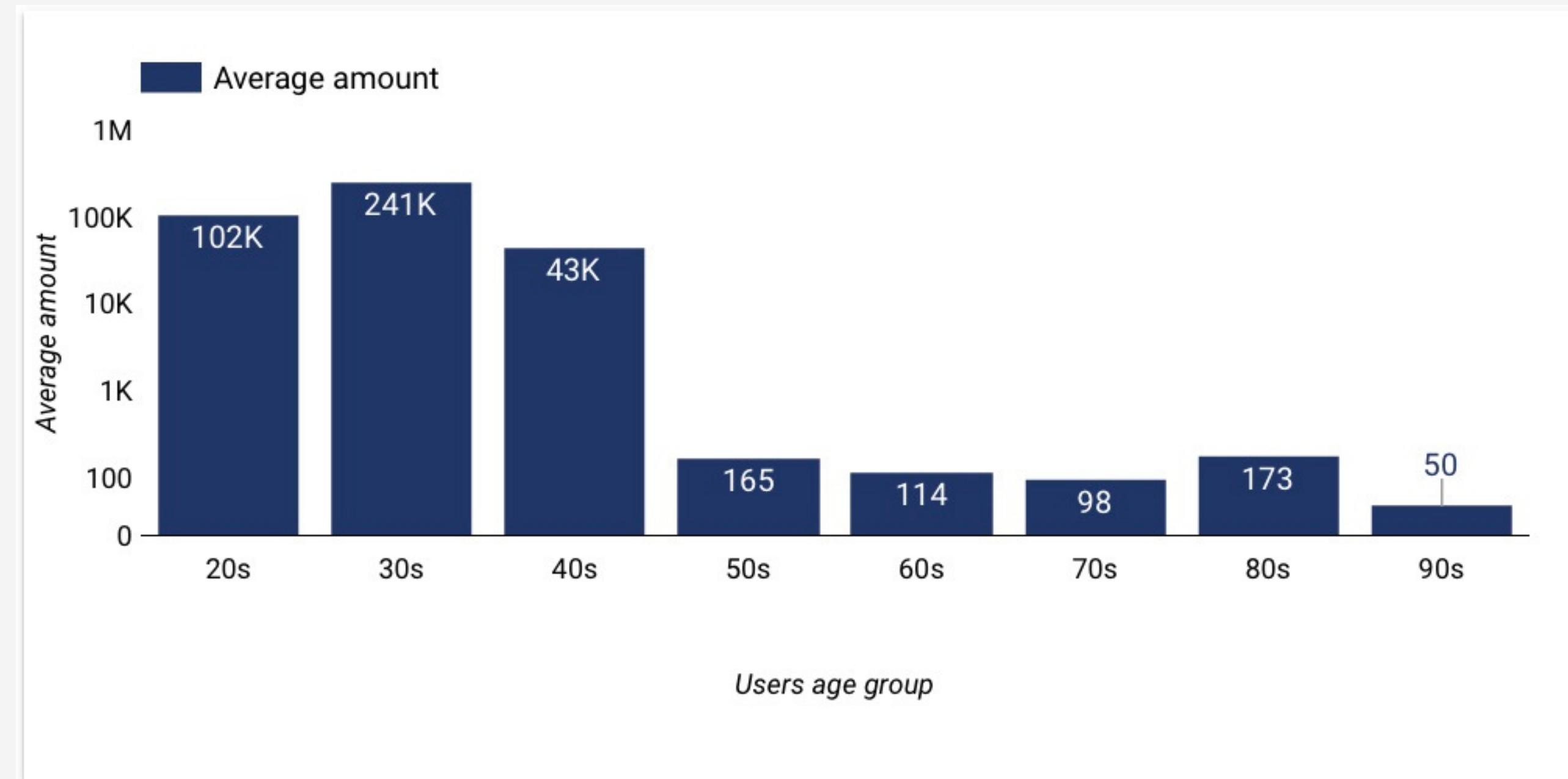
○ ○ ○ ○ **HYPOTHESIS 1:**

**We gain more users during the summer season or on
holidays**



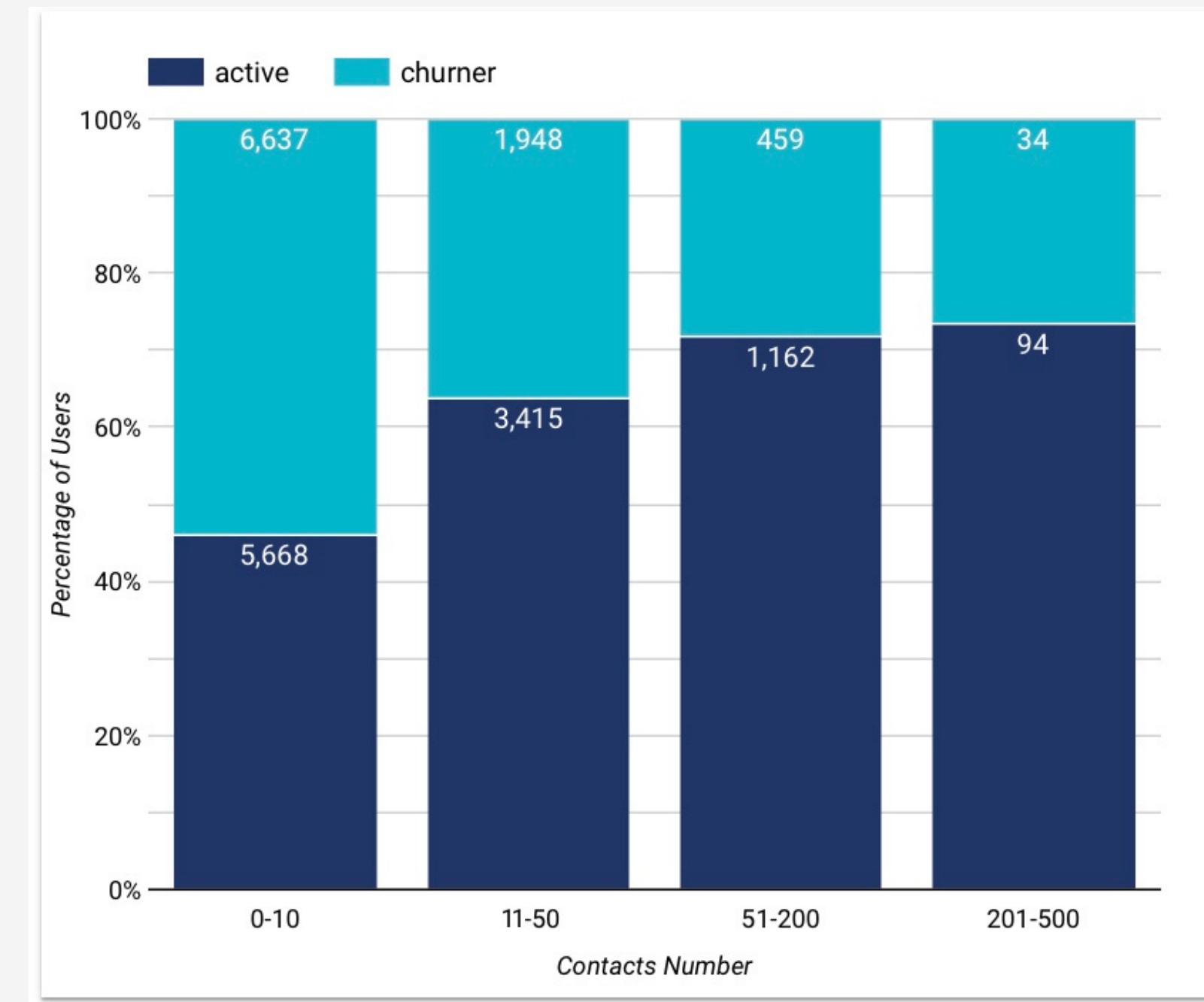
○ ○ ○ ○ **HYPOTHESIS 2:**

**Younger age groups are most likely to spend more
and have the highest average spending amount**



oooo **HYPOTHESIS 3:**

Users who have high number of contacts are more active





RECOMMENDATIONS



1- Improving the user experience by **adding more features** that suit all age groups



2- Increase the **marketing campaigns** during the summer season



3- Encourage the user to use cryptocurrency by **providing consulting team that specializes in cryptocurrency**



4- Target the most **active age group through social media and encourage them to add contacts**



5- As STANDARD plan give us more user , **offer a discount** on other plans



6- Use **Email & Push** channel to send the notification

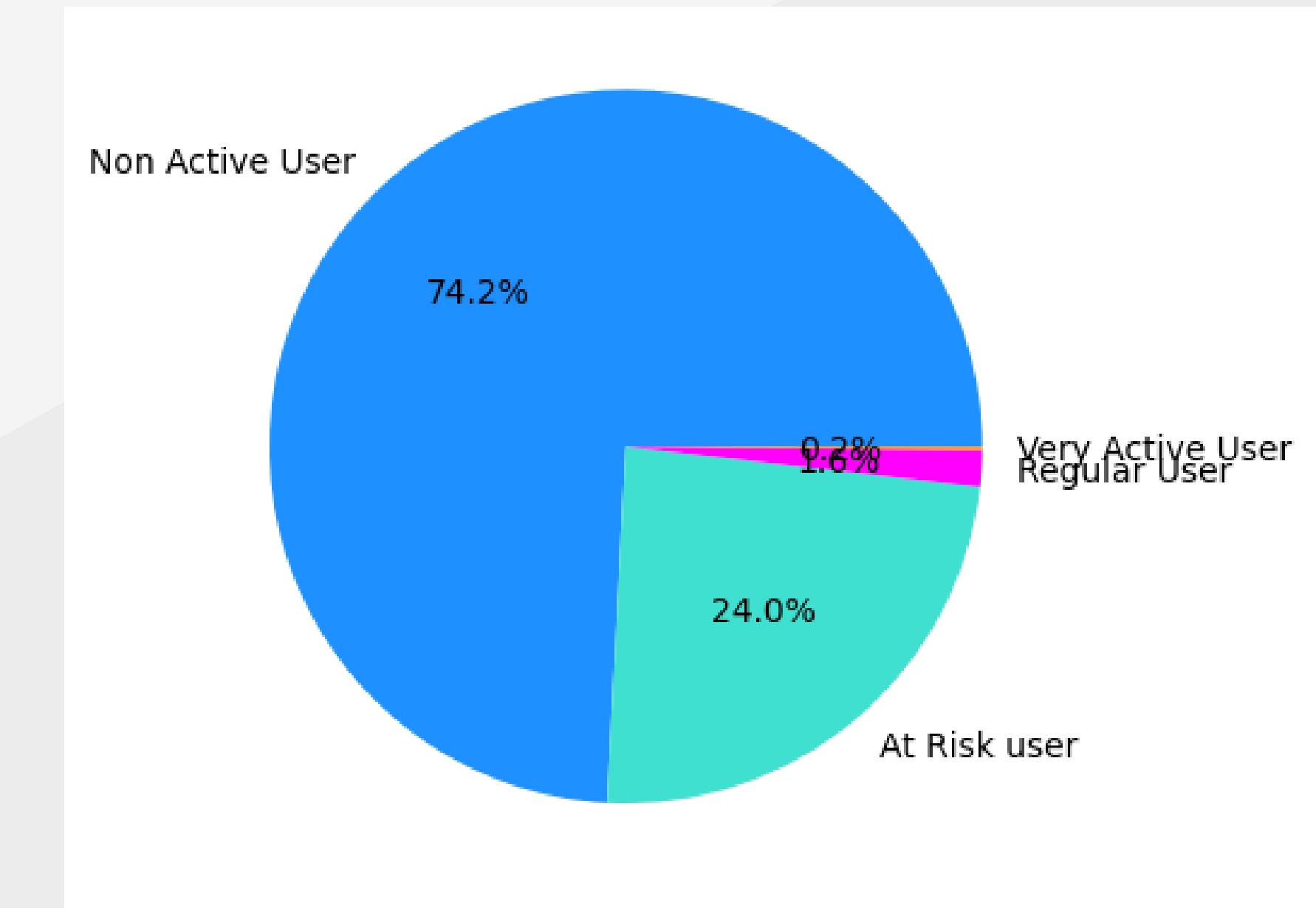
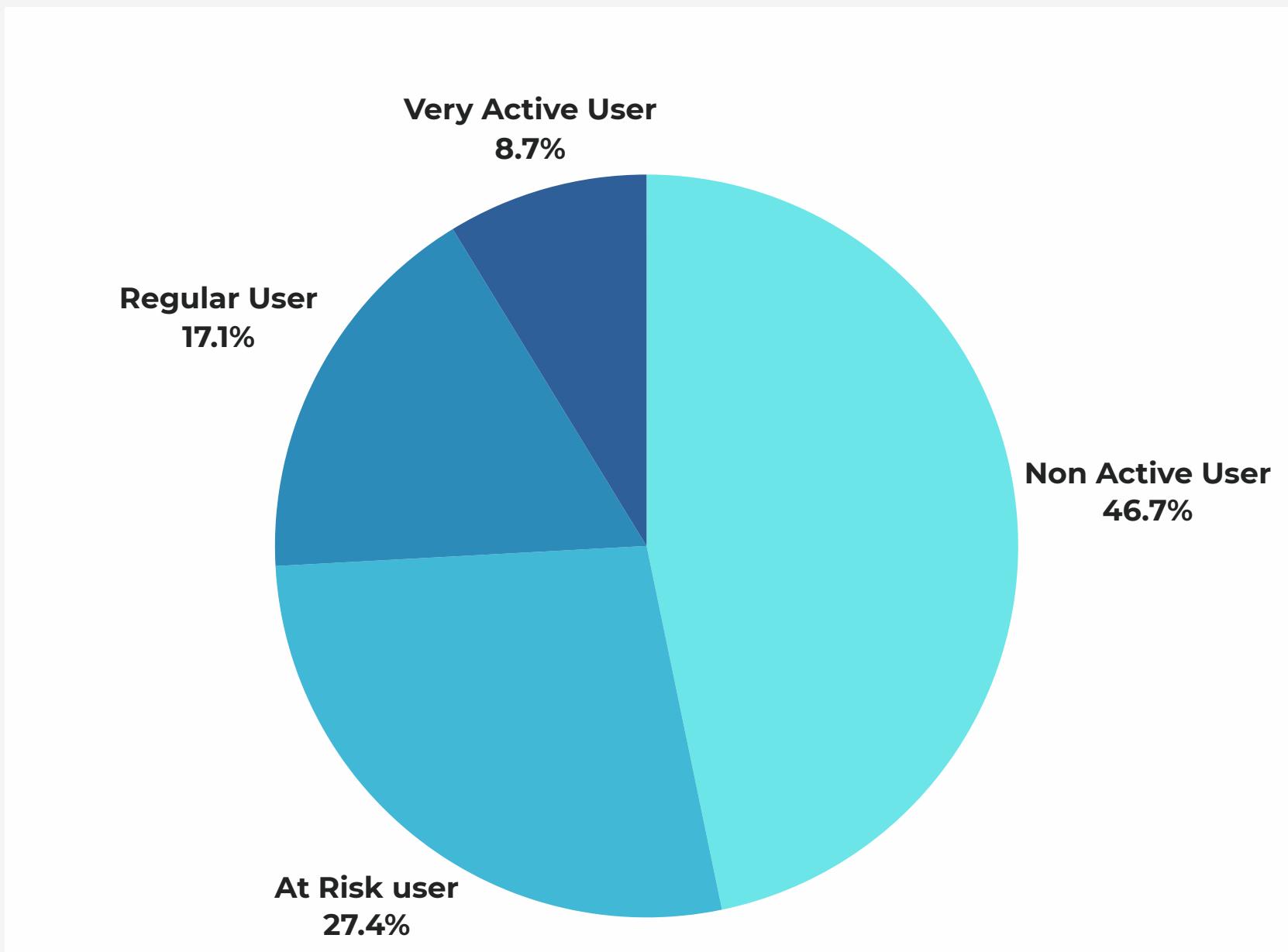
**WHAT IF
WE DID
NOT
TAKE A
STEP ?**



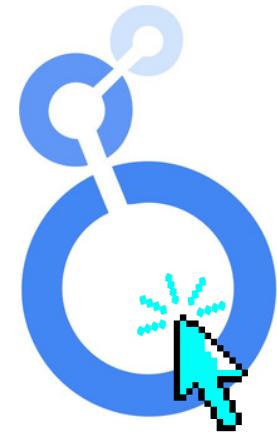
CURRENTLY



PREDICTED



DASHBOARD



Insight User engagement User Activity Transactions Bank features

The Bank Of The Future

Date Filter Age Filter Plan Filter Country Filter

Number of Transactions: 2.7M Number of Users: 19.4K Number of countries: 41

KPIs

Transaction Completion Rate: 89.96% Churn Rate: 46.7%

Plane Type

Number of Users:

Type	Number of Users
STANDARD	11,892
PREMIUM	862
METAL	692
METAL_FREE	17
PREMIUM_OFFER	27
PREMIUM_FREE	4

Users over the Country

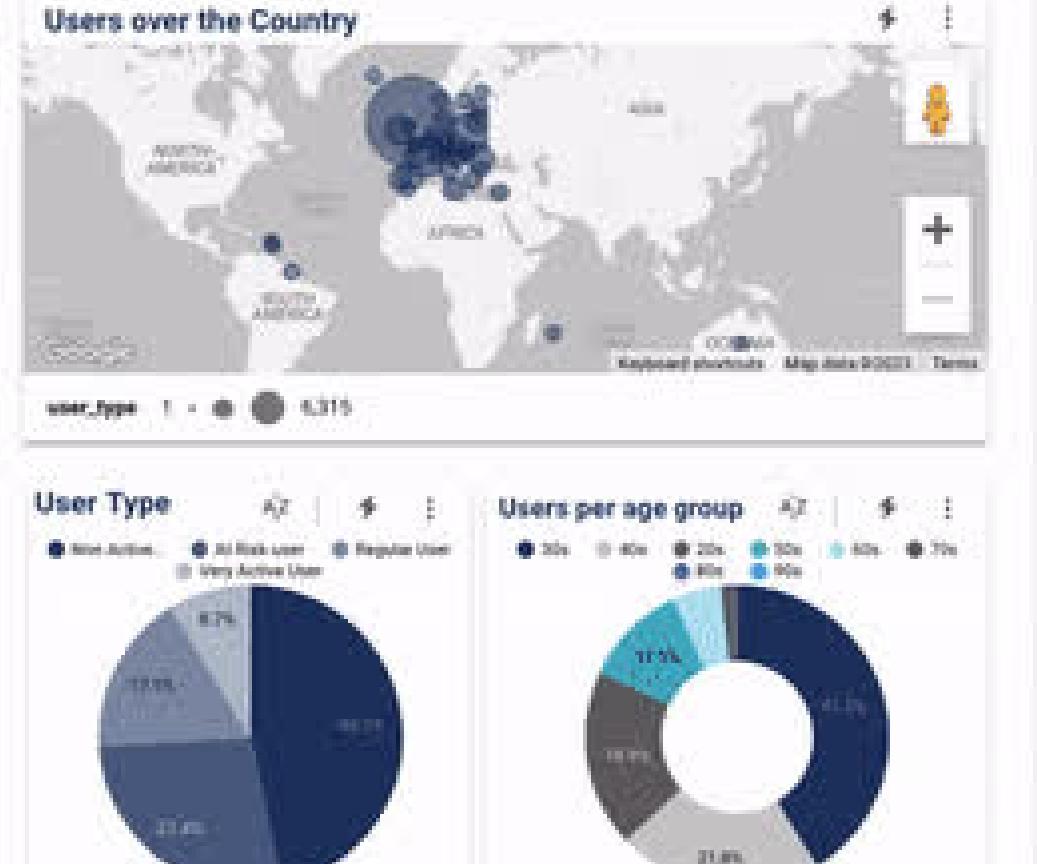
Map showing user distribution across continents. A red circle highlights a specific location.

User Type

Legend: New Active, At Risk User, Regular User, Very Active User

Users per age group

Legend: 20s, 30s, 40s, 50s, 60s, 70s



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Bank
OfThe
Future

**THANK
YOU
FOR
YOUR
ATTENTION**

Bank of The Future team

Maryam Alsubhi
Rama Aldraibi
Aljawaher Busbait
Ayah Maghrabi
Zainab Alshaban

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