

NEOBANK

<https://neo-bank.com/>

Dashboard

First, we want to show all relevant information from the dataset

With a user overview, we can display:

- . Number of users**
- . Sum of number of transactions**
- . Sum of transactions value**
- . Neobank's user plans and their distribution**
- . Number of transactions and value by plan**

Bank of the FUTURE



User Overview

Transactions

COMPLETED

1/1/2018 4/30/2019

Users

19.4K

Transactions

2.63M

Amount USD

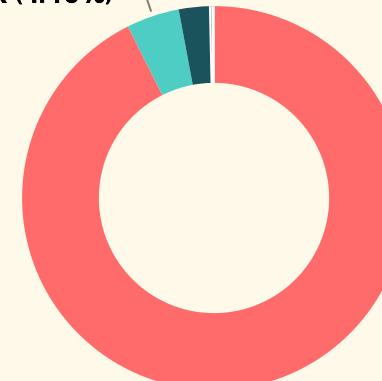
149.3M

Users



Plan

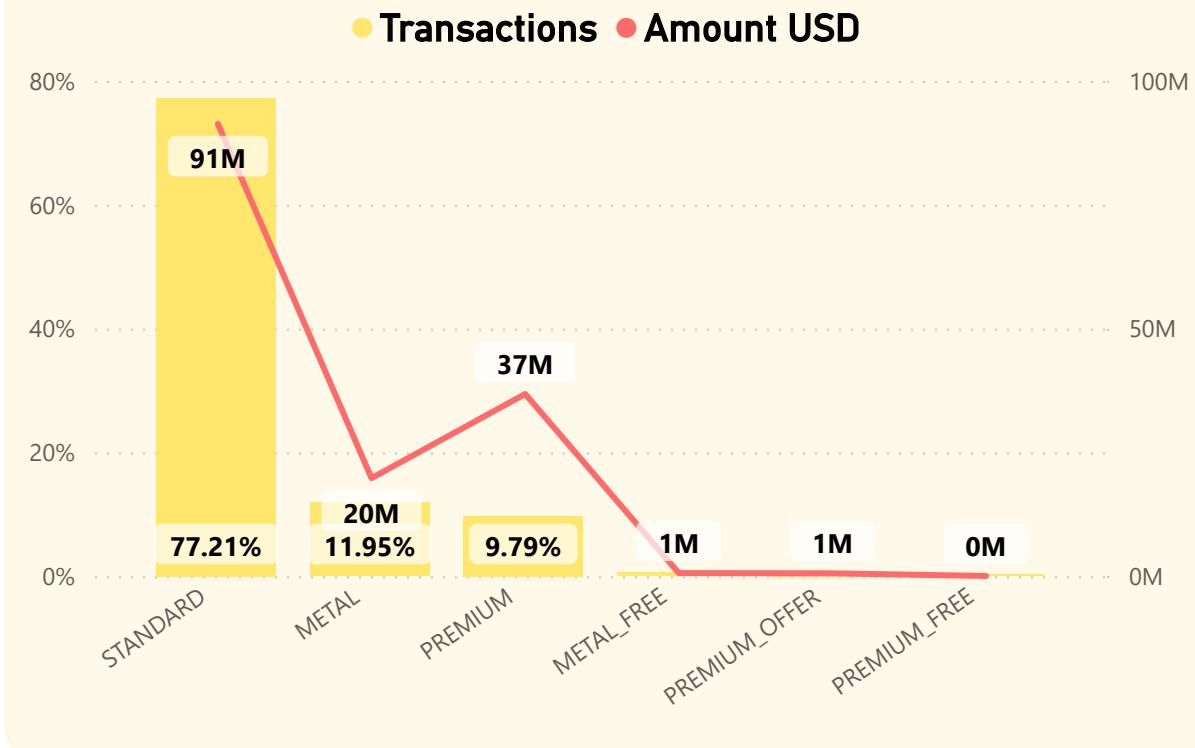
0.87K (4.45%)



17.99K (92.6%)

- STANDARD
- PREMIUM
- METAL
- METAL_FREE
- PREMIUM_OFFER
- PREMIUM_FREE

● Transactions ● Amount USD



Dashboard

The second step is to display the Product Usage

With a Product Usage dashboard, we can display:

- . Amount of new users
- . Age categories of our clients

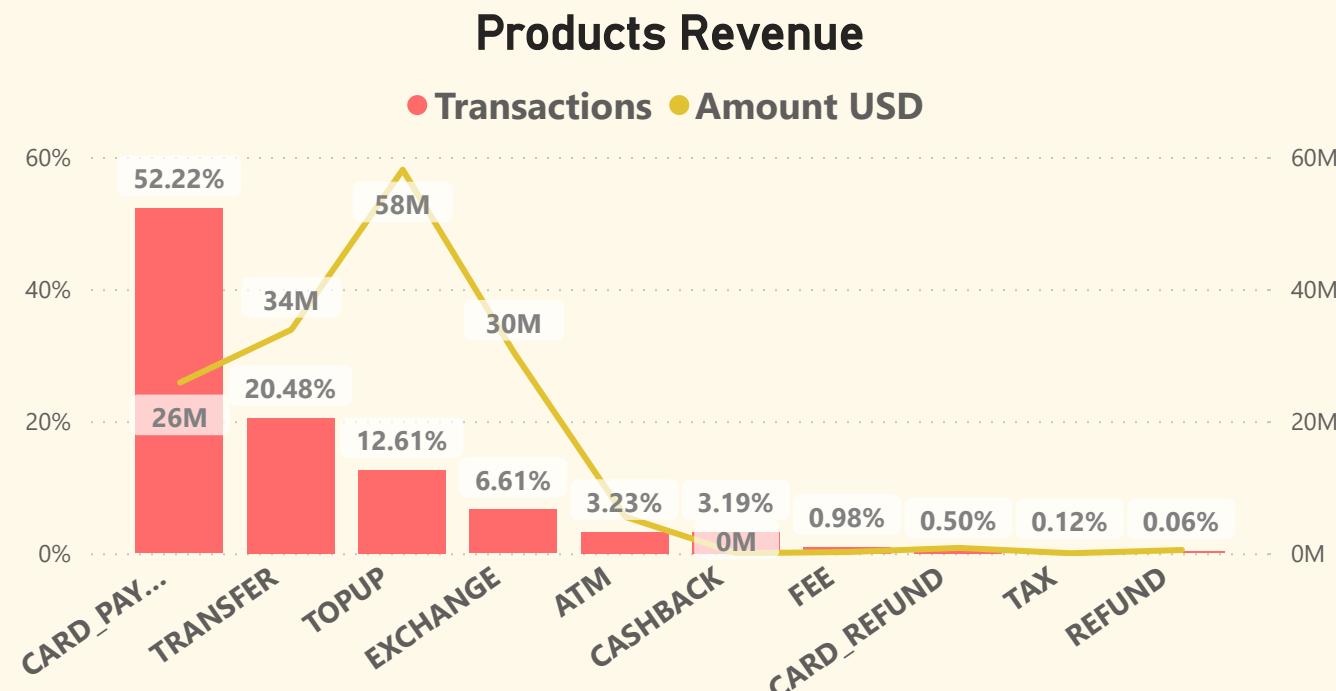
85% of our users are between 20 and 50 years old

- . Sum of number of transactions and the transactions value by Product Type

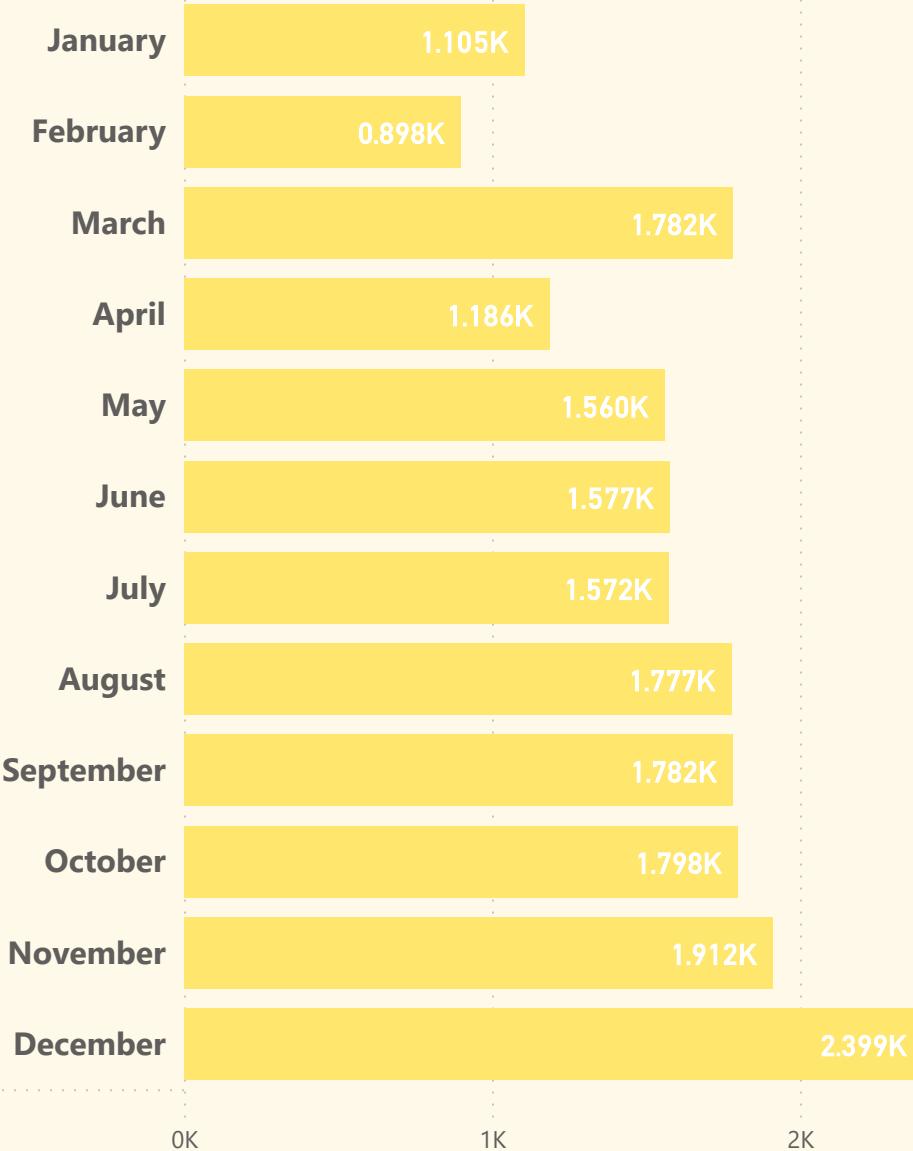
With this metric we can understand which of the products are the most used

User Product Usage

Age Category	Users	Percent	Amount USD	Amount USD %
20 - 30	6882	36.06%	42,947,090.91	27.89%
30 - 40	6643	34.81%	53,148,067.27	34.51%
40 - 50	3173	16.63%	34,848,703.01	22.63%
50 - 60	1666	8.73%	18,867,065.06	12.25%
60	721	3.78%	4,192,965.08	2.72%
Total	19085	100.00%	154,003,891.33	100.00%



New Users



Dashboard

The third step is to display the Retention Matrix

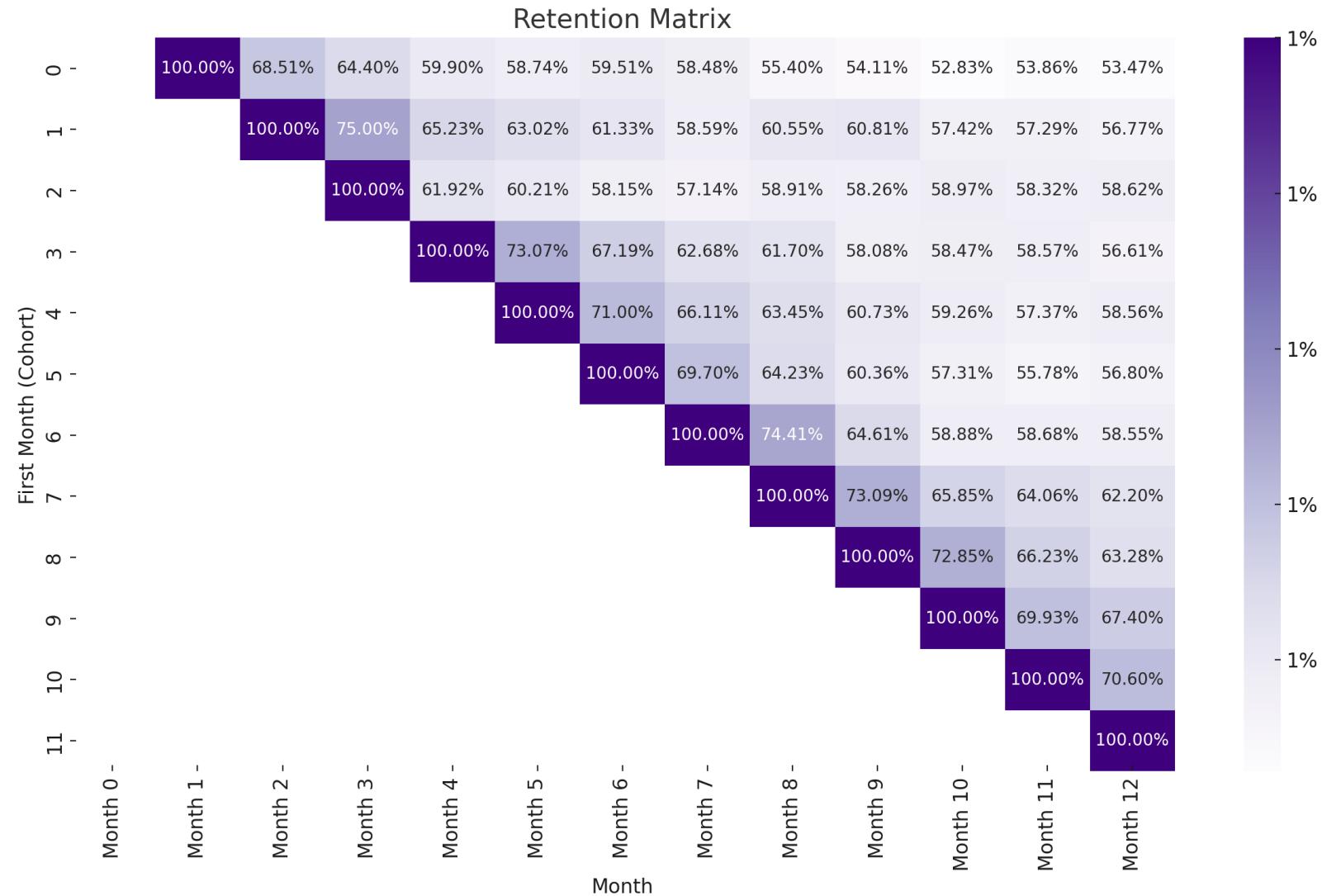
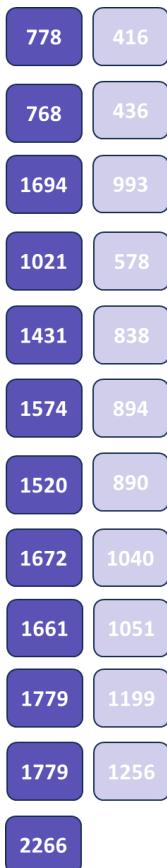
With a Retention Matrix, we can display:

The amount of new users by month, with a time view of how they're being retained, being displayed as the total amount of users and their percentage

User Retention Matrix

Users

19.4K



Dashboard

The fourth step is to display the Engaged Users

With the Engaged Users dashboard, we can display:

- . Percentage of Engaged Users (**40,67%**)
- . Engaged Users Location
- . Engaged Users By Plan
- . Product Usage of engaged users

Engaged User Rules

Rule to define Engaged Users

- .**Baseline** = Median of number of transactions per product
- .**Life Time** = Sample data limit - registration date
- .**IF** = Life Time * number of transactions > Baseline = **Engaged**

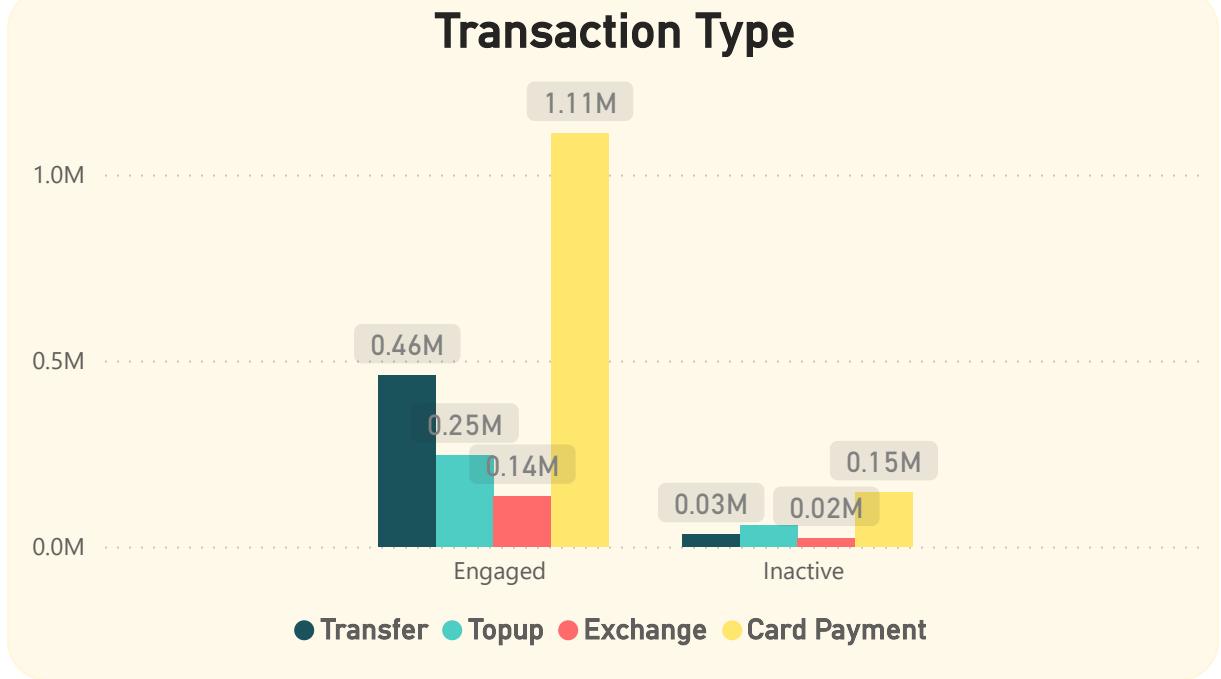
Engagement

Inactive (59,33%)

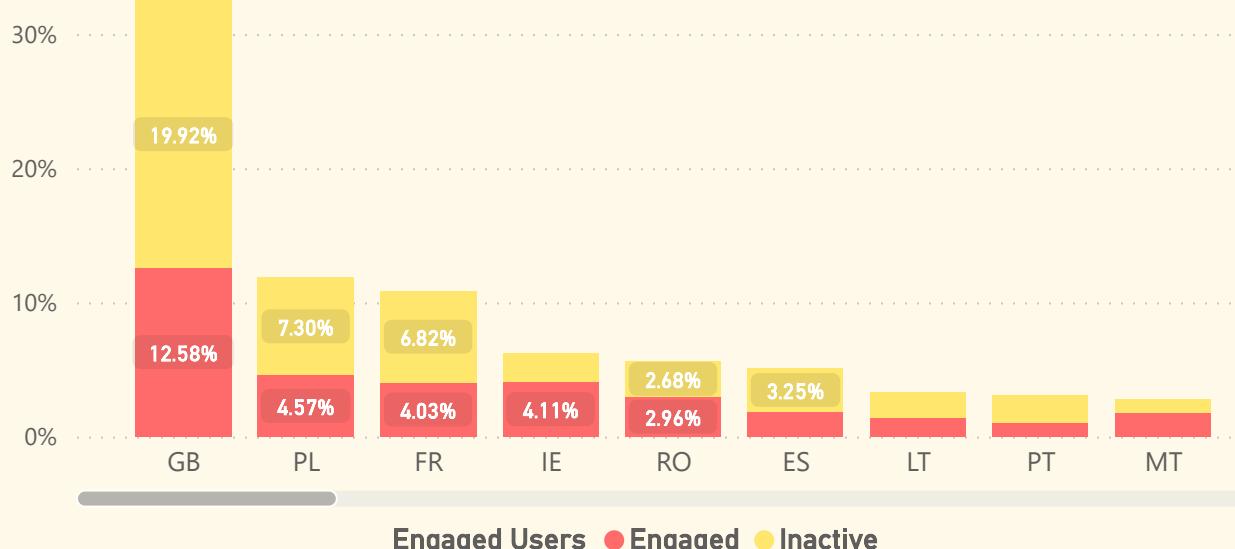
11.54K

Engaged (40,67%)

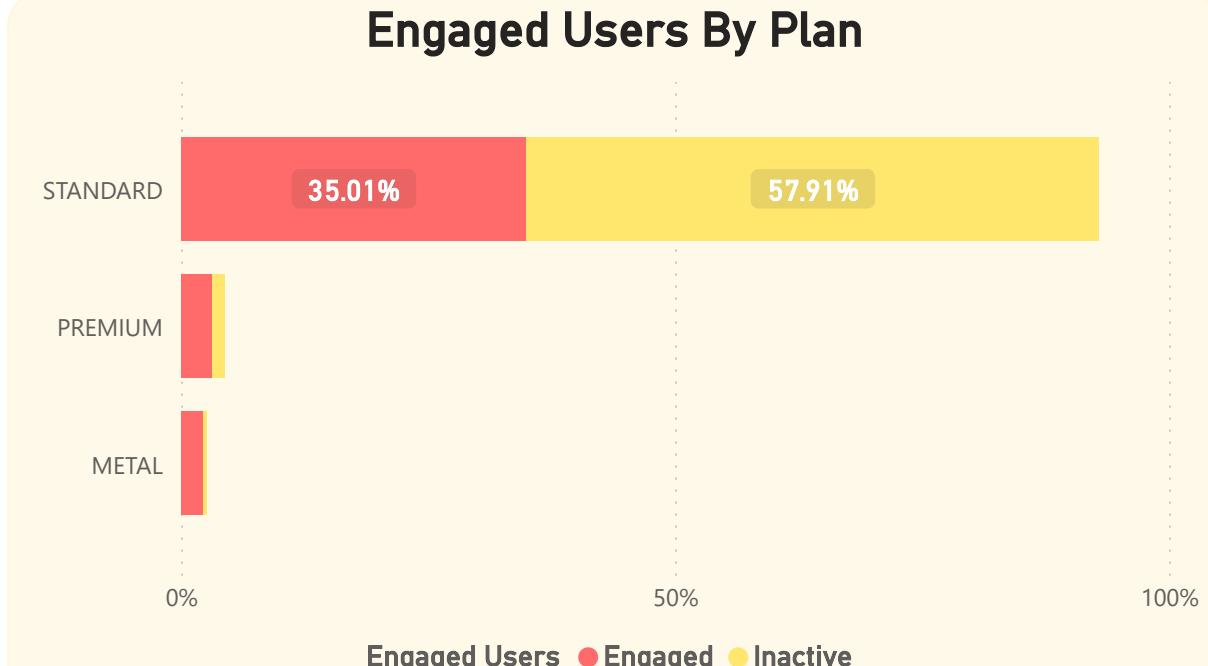
7.89K



Engaged Users By Location



Engaged Users By Plan



Conclusion

- . Standard plan has the most users, indicating that a strategy to offer other plans to users might be a nice way of adding value to its life cycle
 - . We have many countries that have users but they're not engaged, meaning that a campaign in those countries would have more value than acquiring new customers
 - . The strong initial retention is a positive sign, but the subsequent decline suggests the need to add more continuous value to our services.
- Metal and Premium plan has proportionally higher number of transactions and amounts in USD.
- . Most used products are Card Payment, Transfer, Top-up, and Exchange