

Fintech Performance & Customer Analytics

20232024AbujaBenin CityFemaleMale

Analyzing Channel, Product, and Regional Trends in a Nigerian Fintech Startup

Total TransactionsPY3.5K
7.0KYoY%▼1.1%

Total Transaction ValuePY₦35.9M
₦71.0MYoY%▼2.3%

Success %PY84.4
84.8%YoY%▲0.9%

Most Used Channel
Web

Monthly Transaction Volume Trend

Peak Transaction Month: Jan with 628 in Transaction Volume



Monthly Transaction Value Trend

Peak Transaction Month: Jul with ₦6,480,705 in Transaction Value



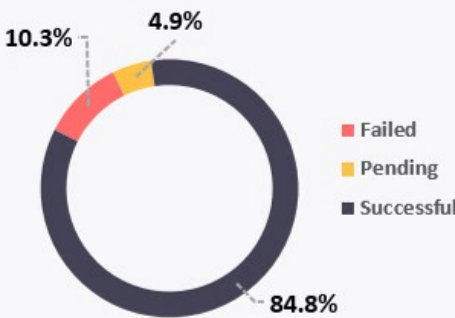
Transaction Type by Volume

Leading Transaction Type: Payment with 1,213 in Transaction Volume



Percentage % of Transaction Status

Highest Transaction Status: Successful at 84.8%



Transaction Type by Value

Top Transaction Type: Transfer with ₦12,508,806 in Transaction



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20232024FailedPendingSuccessfulAbujaBenin City

Total TransactionsPY3.5K

7.0K

YoY%▼1.1%

Total Transaction ValuePY₦35.9M

₦71.0M

YoY%▼2.3%

Success %PY84.4%

84.8%

YoY%▲0.9%

Failed TransactionsPY384

721

YoY%▼12.2%

Most Used Channel

Web

