



Finding Neo Bank

Next Generation Banking

Neobank Analysis

Number of Transactions

1.3M

Number of Users

15.3K

Total Spend

\$28.97M

Date filter

User filter

Age filter

Plan filter

Country filter

15 May 2018 - 15 M

user_id

age_group

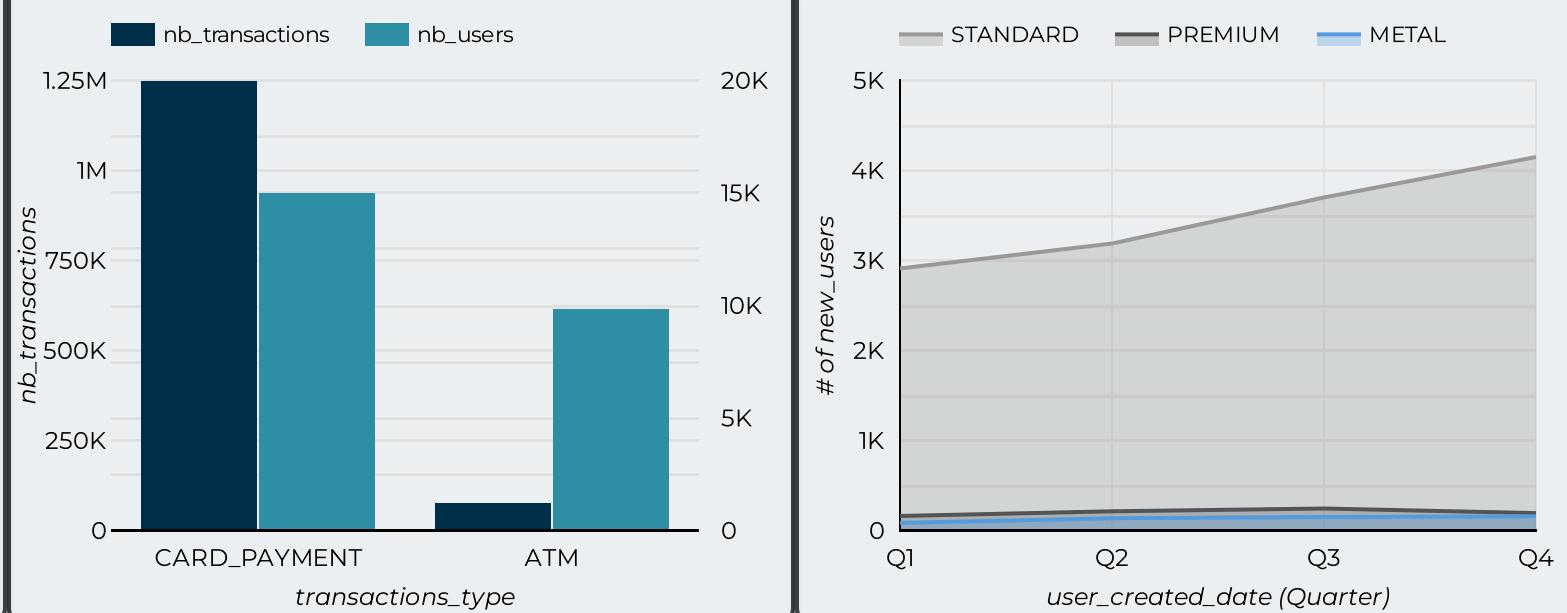
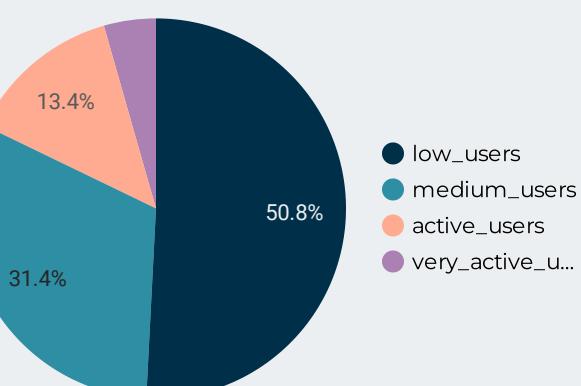
user_plan

user_country

Type of User

Transaction Type

User Plan





Finding Neo Bank

Next Generation Banking

Date filter

15 May 2018 - 15 M

User filter

user_id

Age filter

age_group

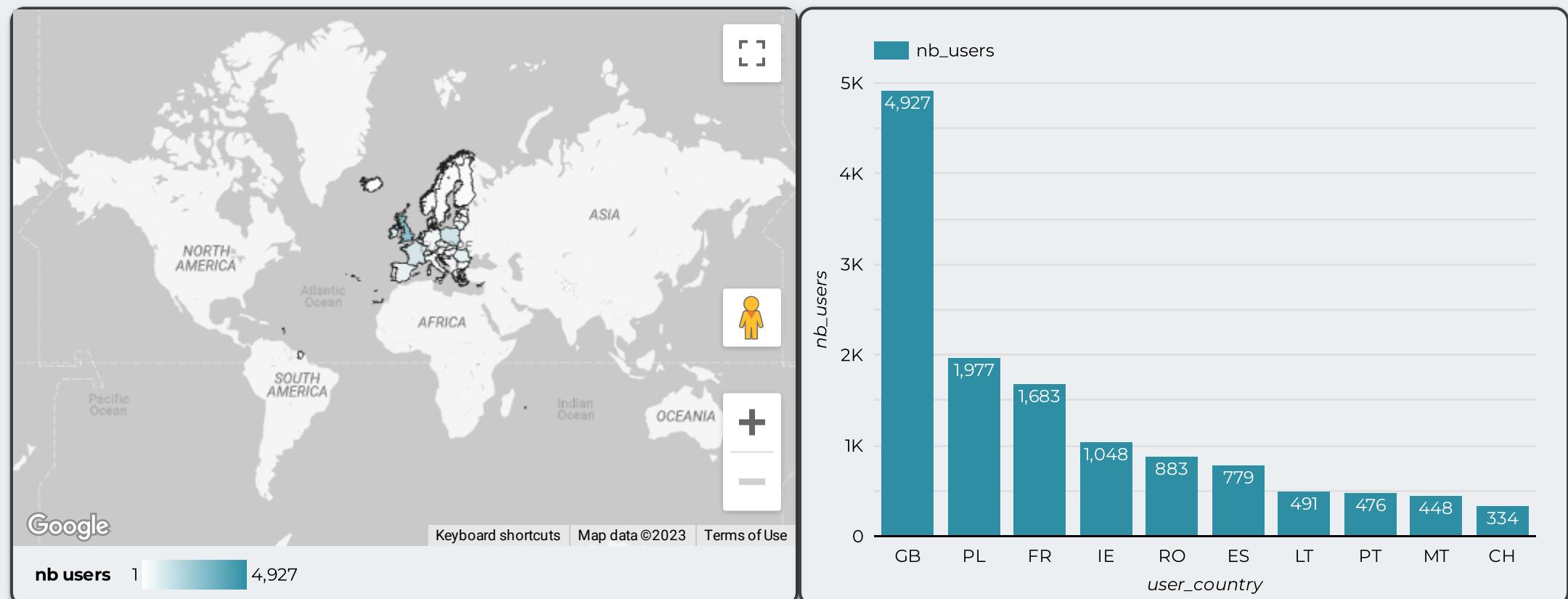
Plan filter

user_plan

Country filter

user_country

Number of Users Per Country





Finding Neo Bank

Next Generation Banking

Date filter

15 May 2018 - 15 M

User filter

user_id

Age filter

age_group

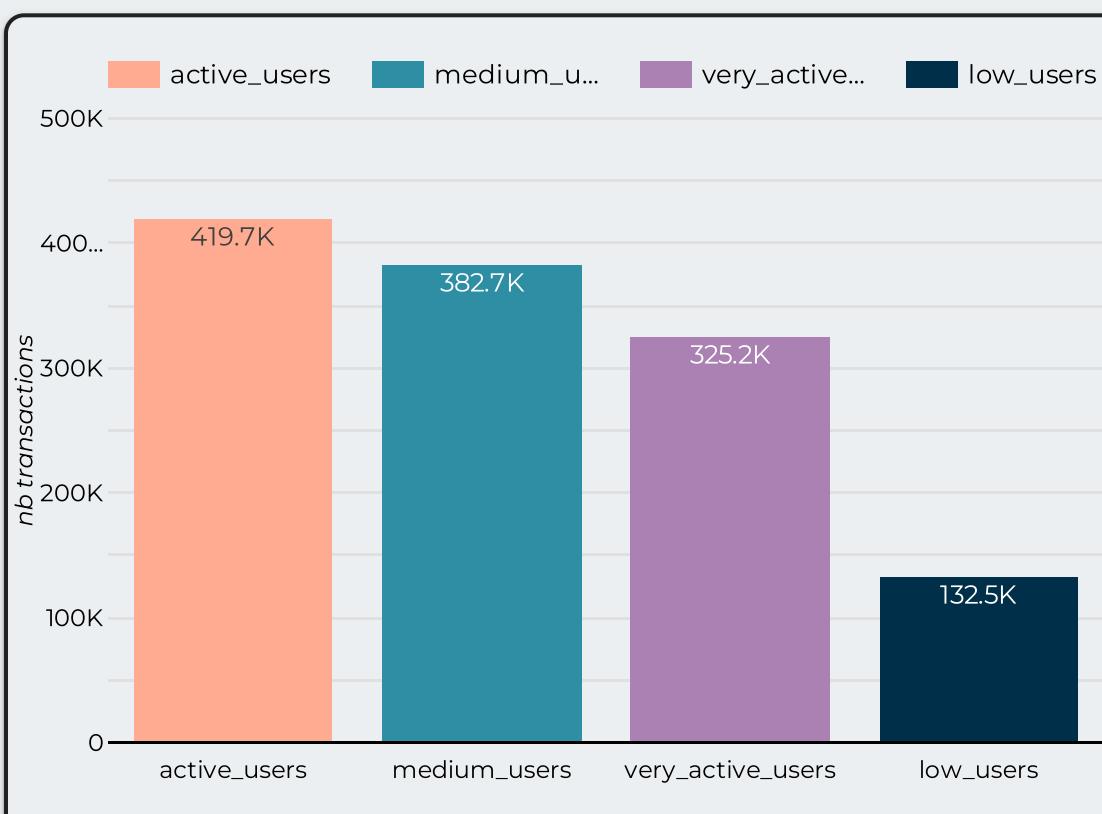
Plan filter

user_plan

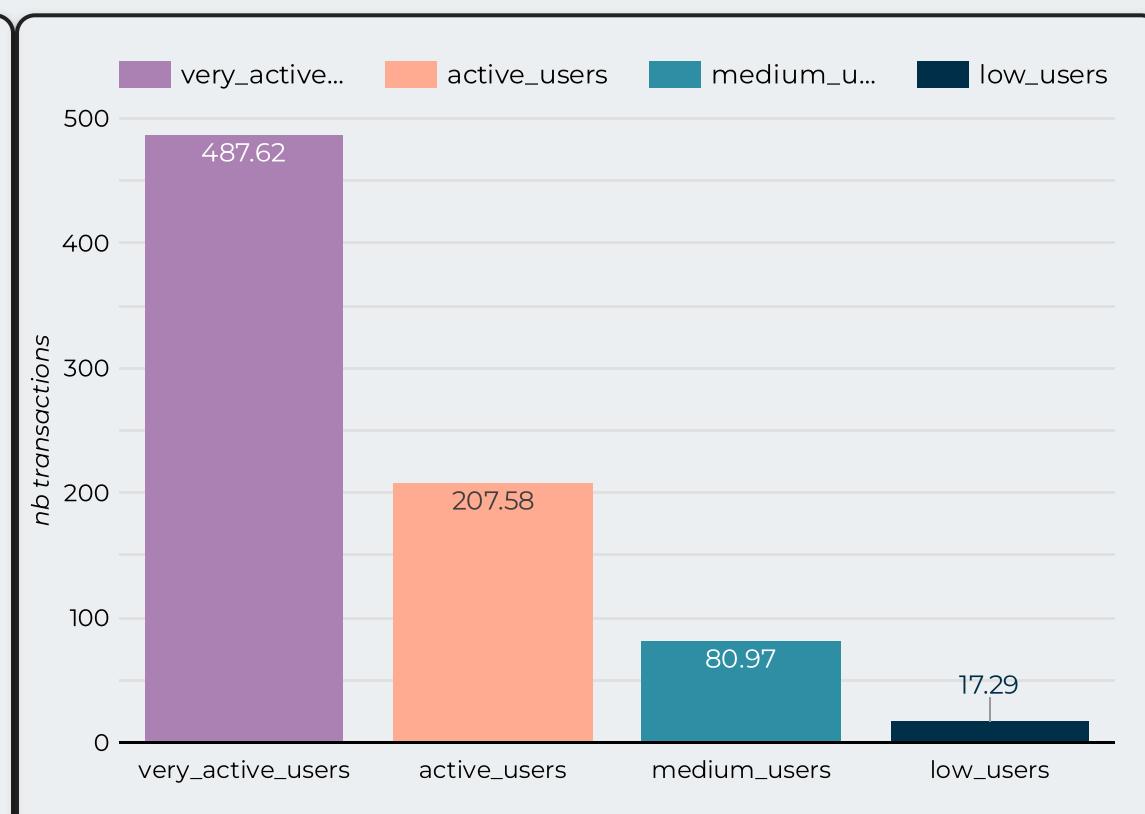
Country filter

user_country

Sum of Transactions Per Engagement Category



Average Transactions Per Engagement Category





Finding Neo Bank

Next Generation Banking

Date filter

15 May 2018 - 15 M ▾

User filter

user_id ▾

Age filter

age_group ▾

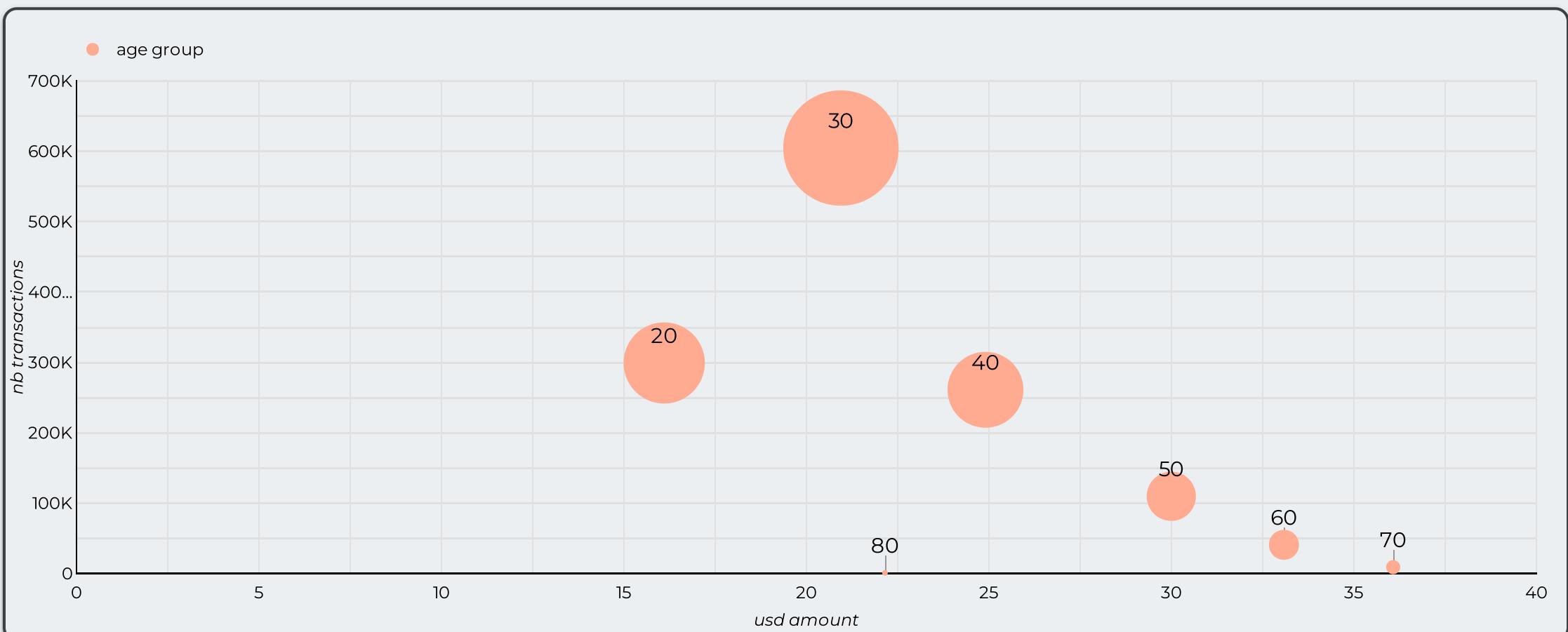
Plan filter

user_plan ▾

Country filter

user_country ▾

Average Amount Spent (\$) by Age Groups





Finding Neo Bank

Next Generation Banking

Date filter

15 May 2018 - 15 M

User filter

user_id

Age filter

age_group

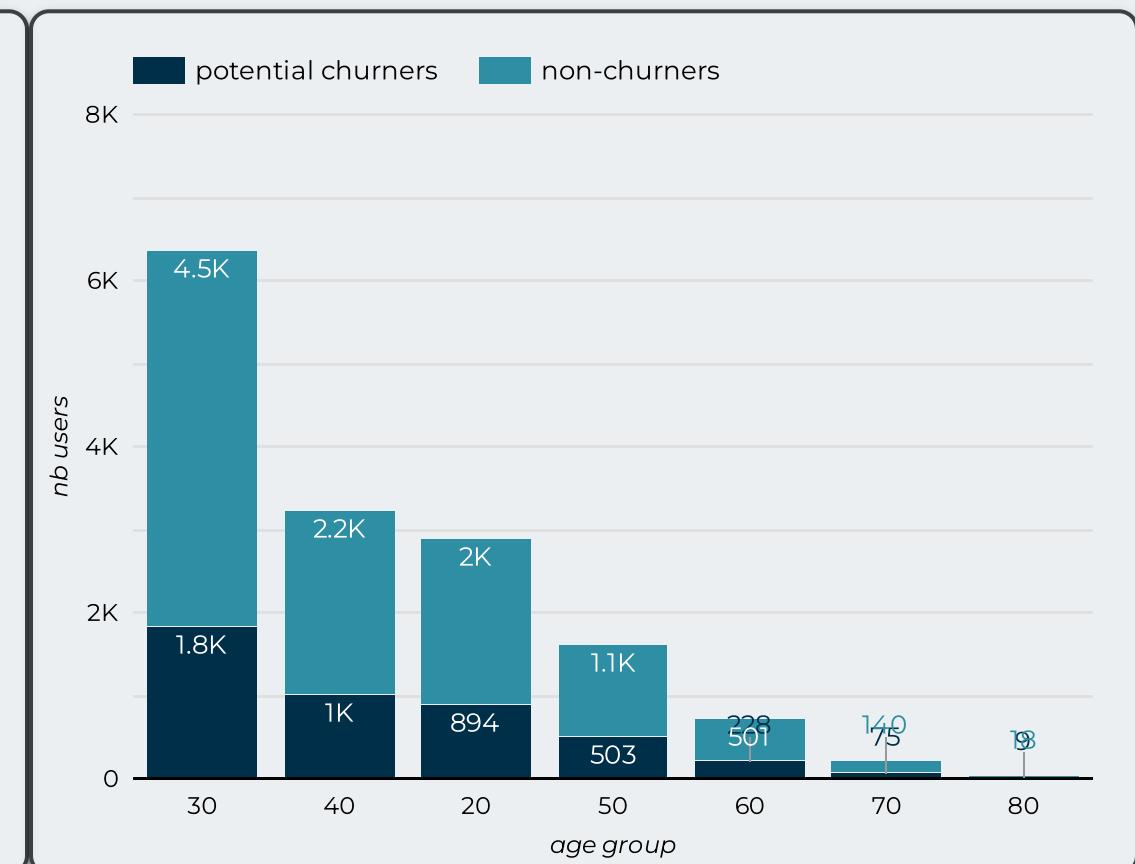
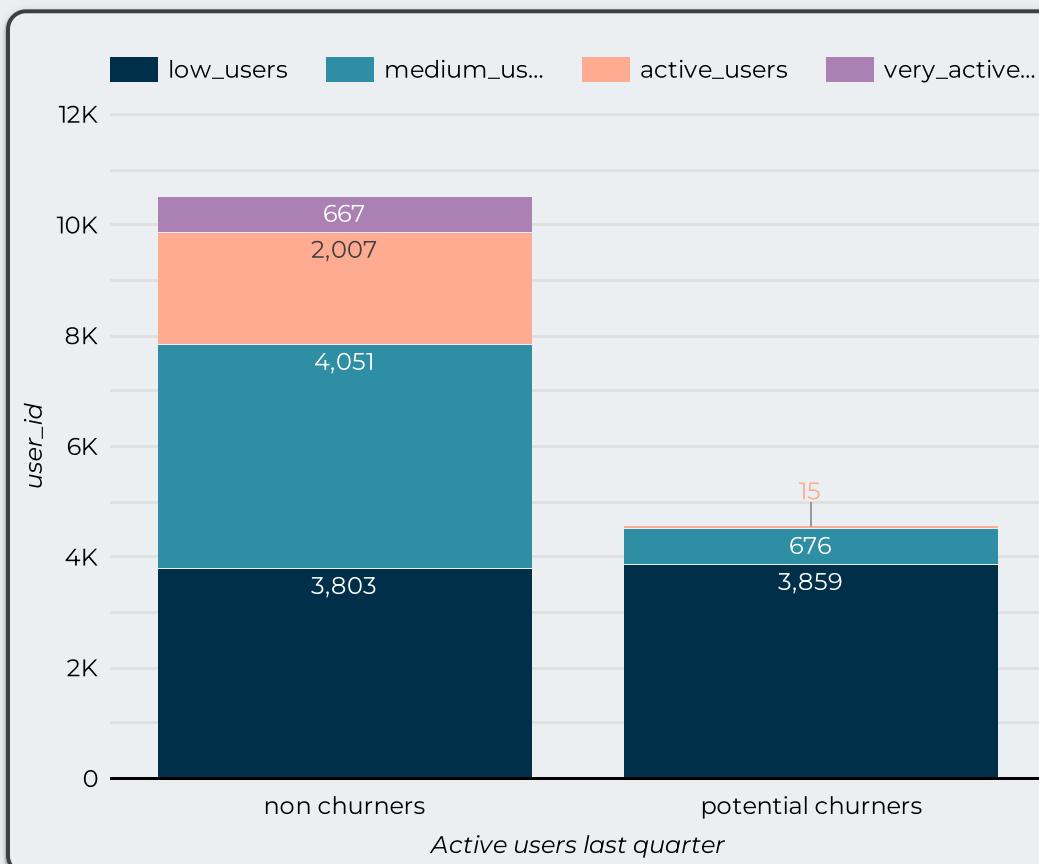
Plan filter

user_plan

Country filter

user_country

Potential churners (inactive users in the last quarter)





Finding Neo Bank

Next Generation Banking

Date filter

15 May 2018 - 15 M

User filter

user_id

Age filter

age_group

Plan filter

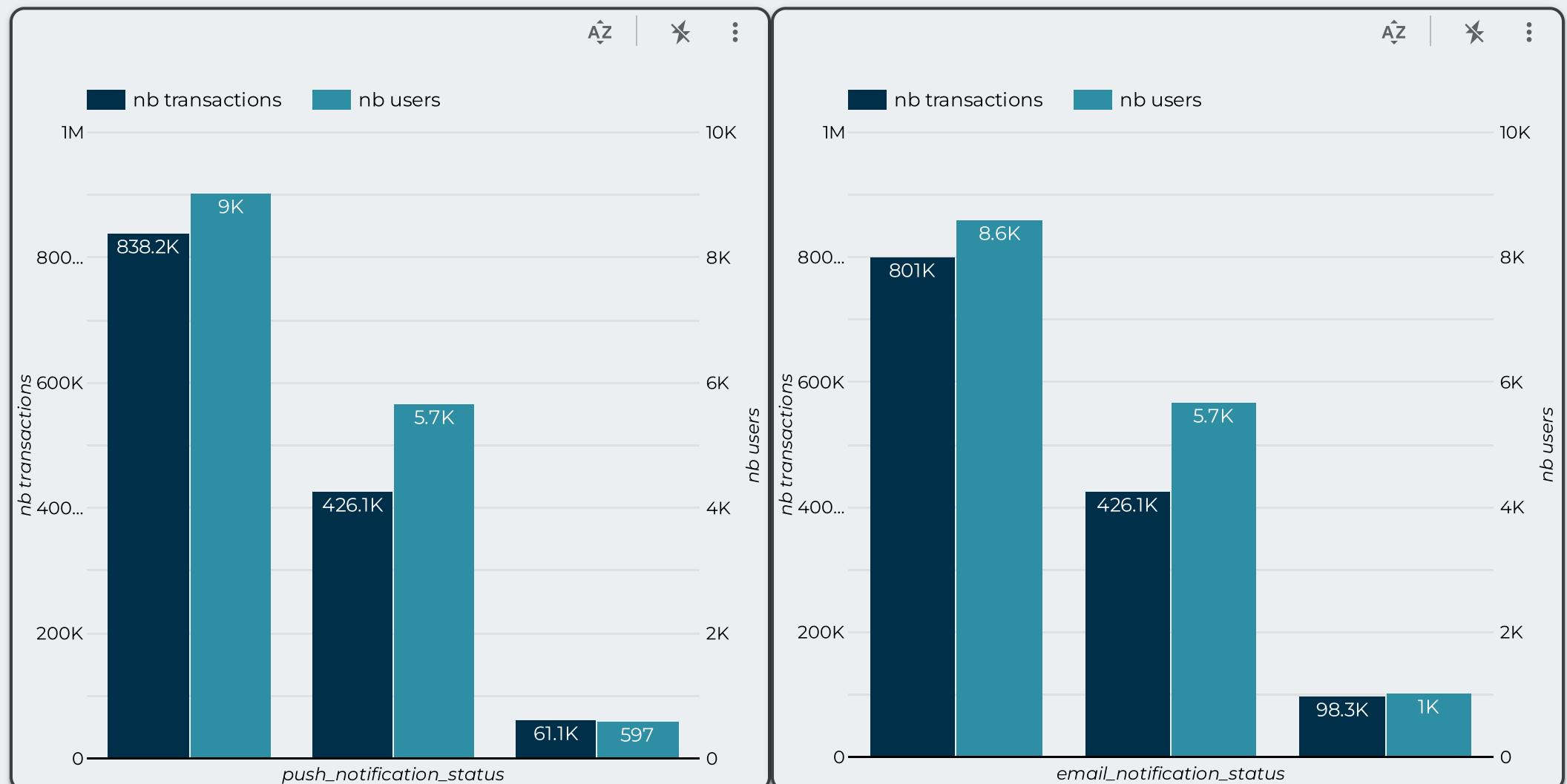
user_plan

Country filter

user_country

Transactions by Push Notification Status

Transactions by Email Notification Status





End

Finding Neo Bank

Next Generation Banking

Date filter

15 May 2018 - 15 M

User filter

user_id

Age filter

age_group

Plan filter

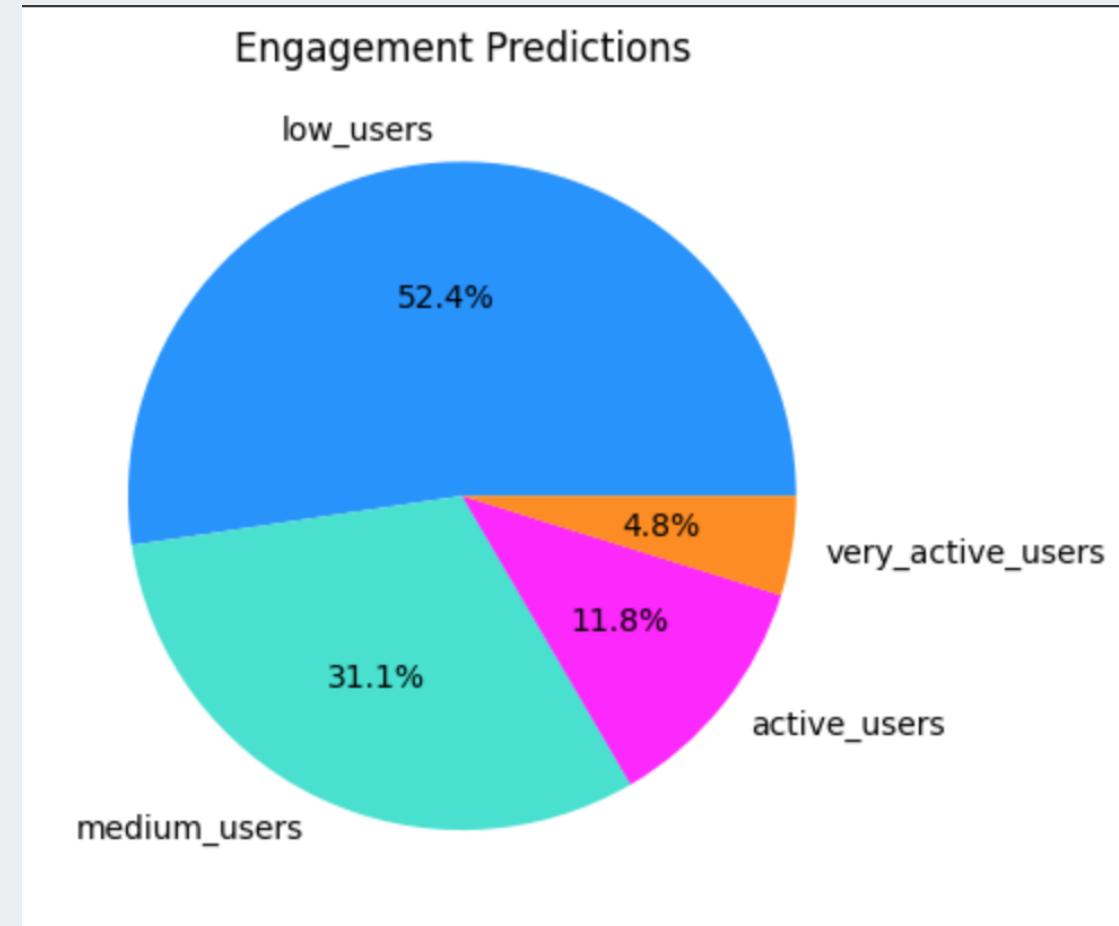
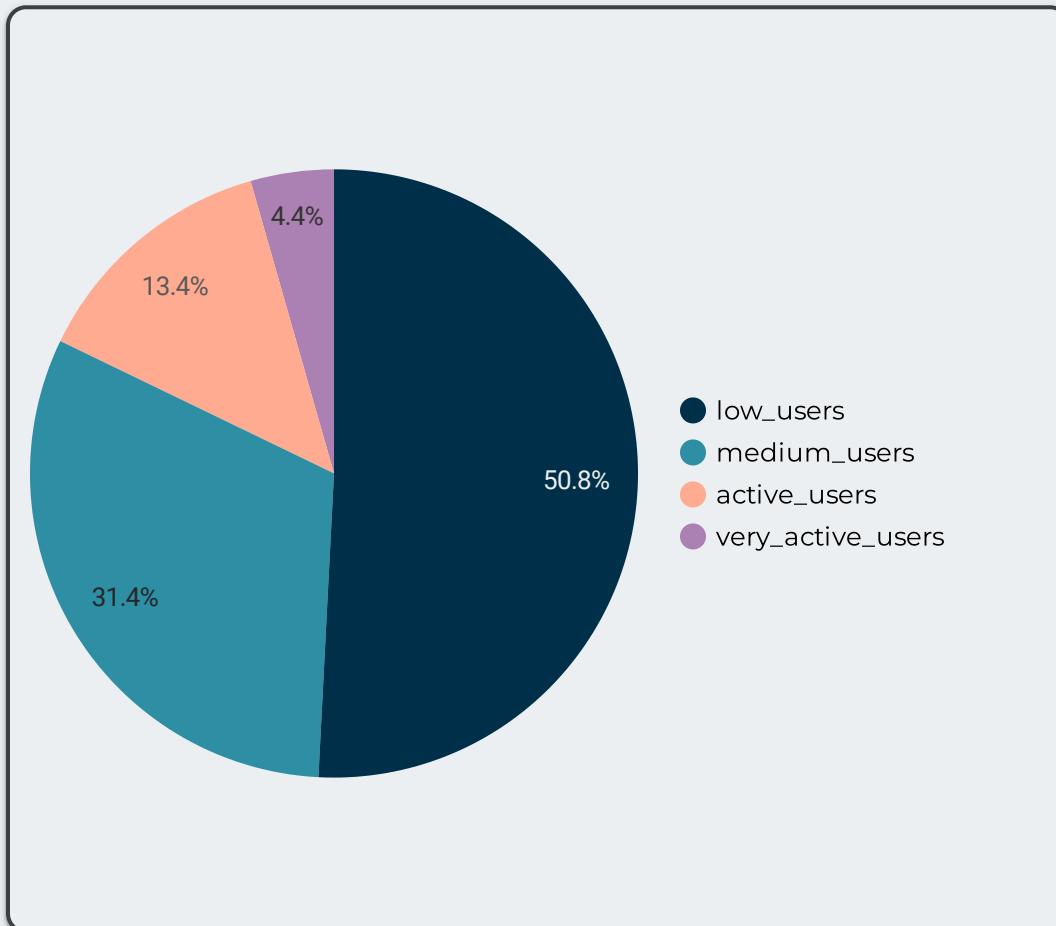
user_plan

Country filter

user_country

Type of User

Prediction of the Yearly Engagement for next year



THANK YOU FOR YOUR ATTENTION

By Team “Finding Neobank”

Nelly Bredillat



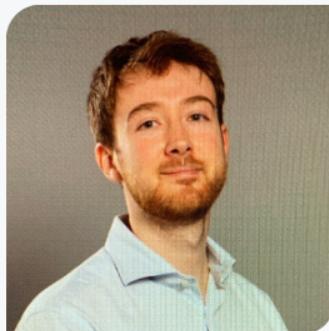
Jerome de Ghellinck



Ahmed Zainab



Sean Dalton



Finding Neo Bank

Next Generation Banking

