



## Finding Neo Bank

Next Generation Banking

# NEOBANK USER ENGAGEMENT

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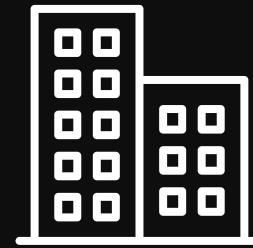
Dashboard

**08**

Closing



# FINDING NEOBANK



Choice for many users



Bank providing B2C banking  
solutions



25M+ Personal users



# FINDING NEOBANK

Global market User Yearly Growth

60M+

40M+

20M+

0M+

2017

2018

2019

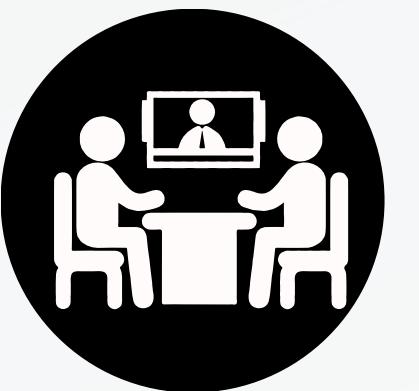
# TASKS



Define a metric to measure user engagement

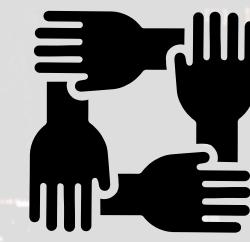


Calculate cohort retention



Analyze Neobank's services

# PLAN



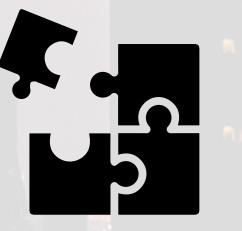
## Data Stack

Discover performance criteria aiding the team's communications, tools availability and size of the data



## Data Cleaning

Remove outliers and provide reliable data



## Data Analysis

Build BI dashboard to provide solutions and recommendations

# ANALYSIS

#

**1.3 M**

Number of Transactions

#

**15.3K**

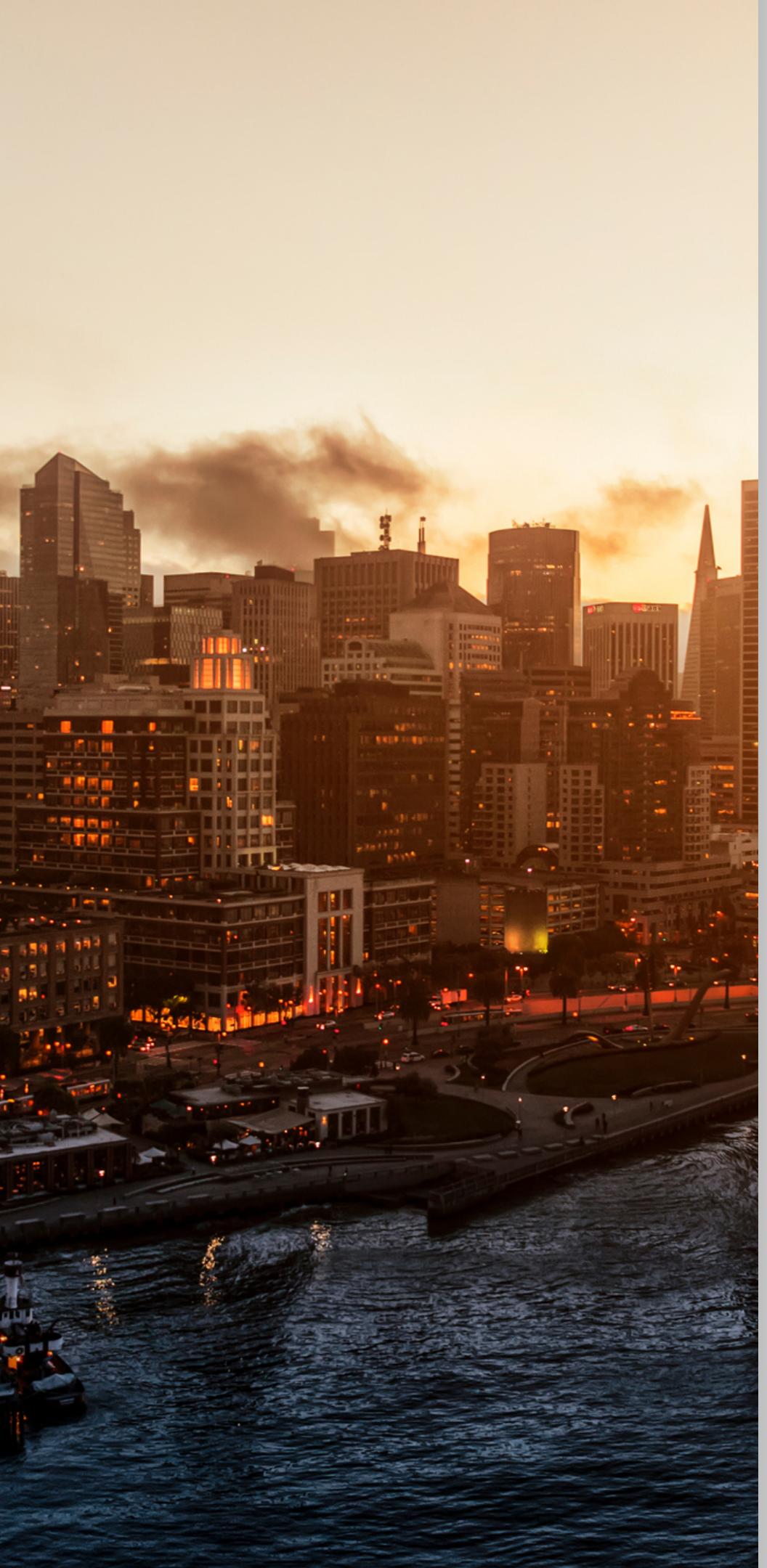
Number of Users

#

**\$28.97M**

Total Spend





# ANALYSIS

Transactions Type

NB TRANSACTIONS

NB USERS



1,250,000

1,000,000

750,000

500,000

250,000

0

Card Payment

ATM

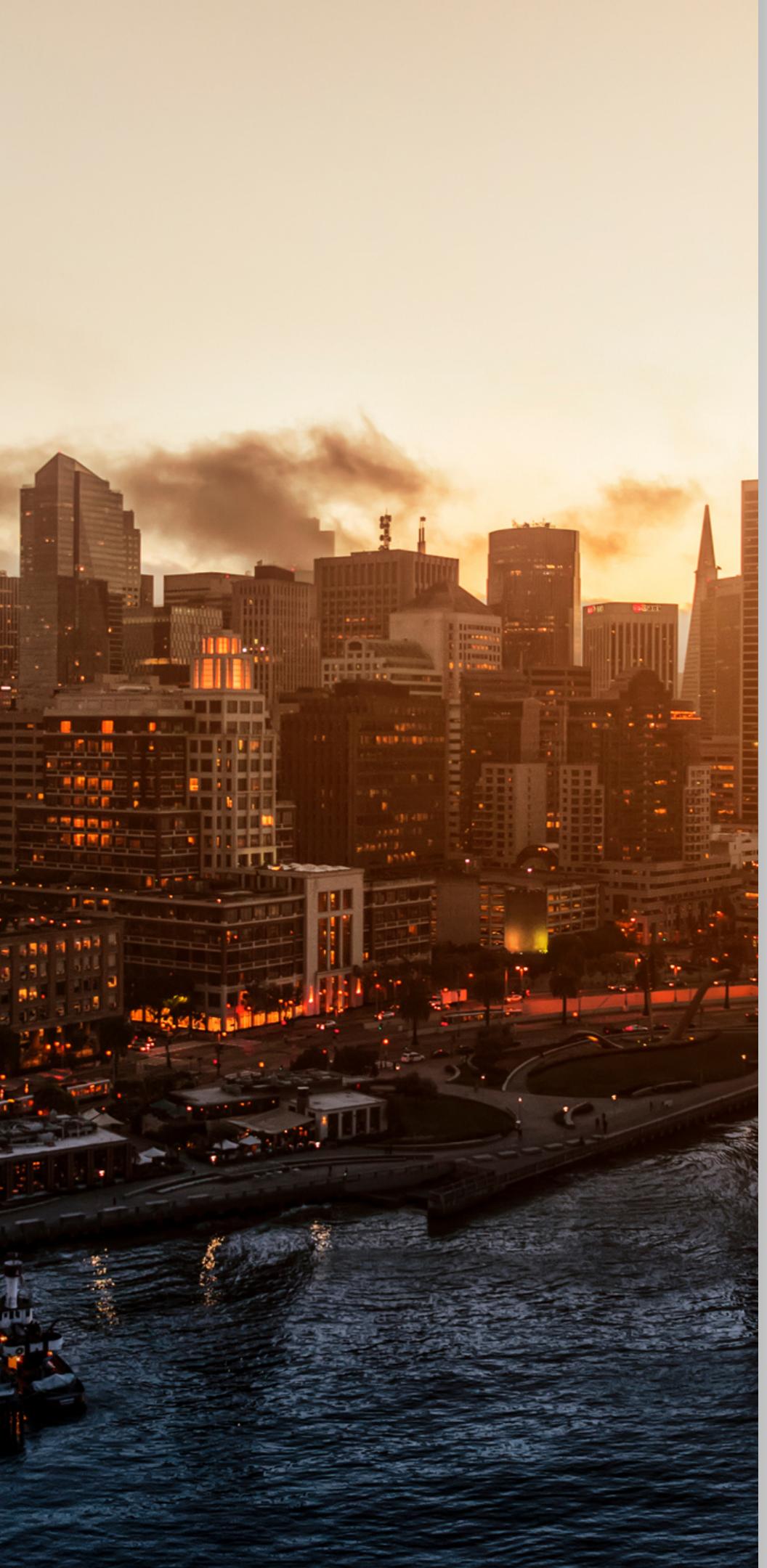
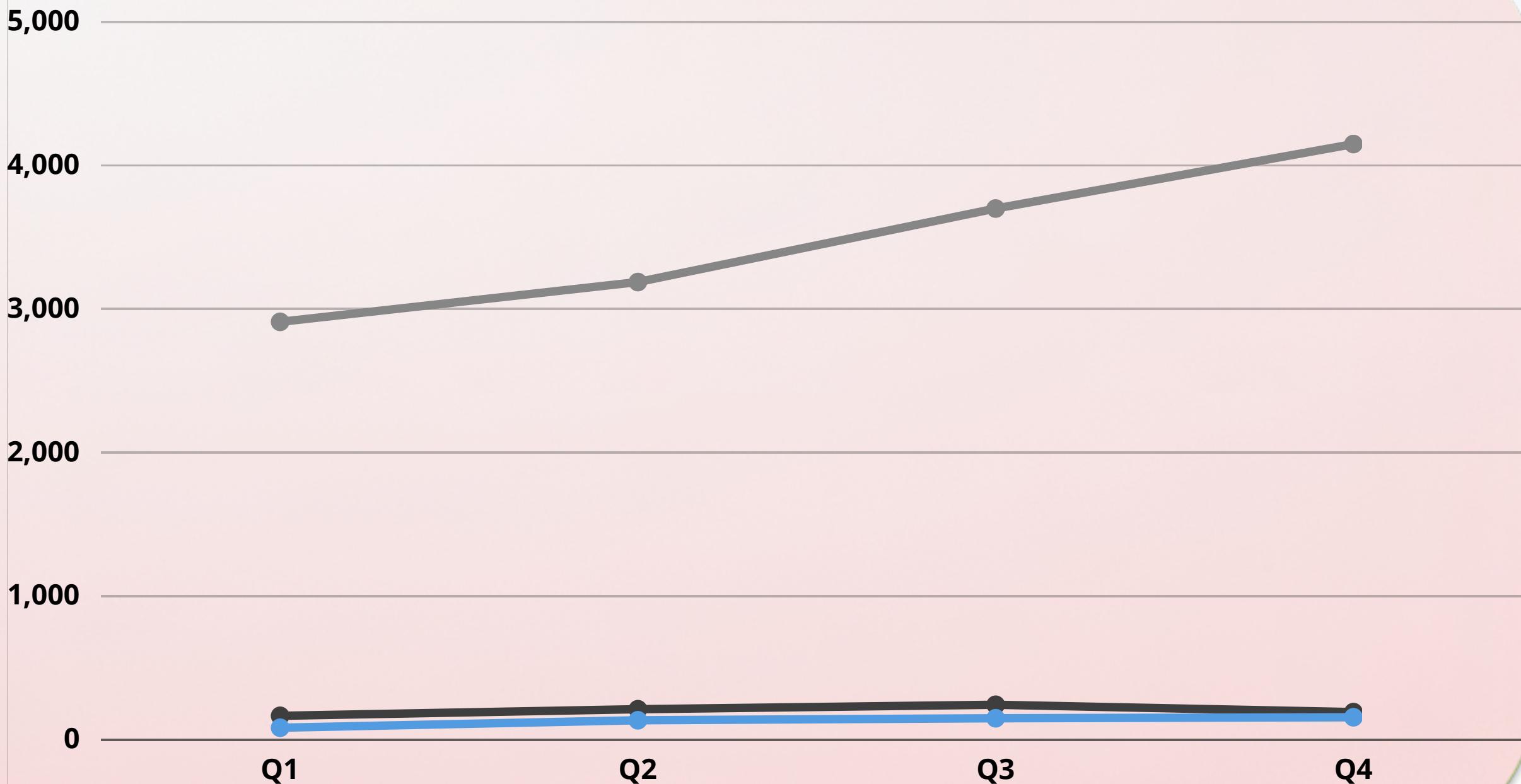


# ANALYSIS

User Plan

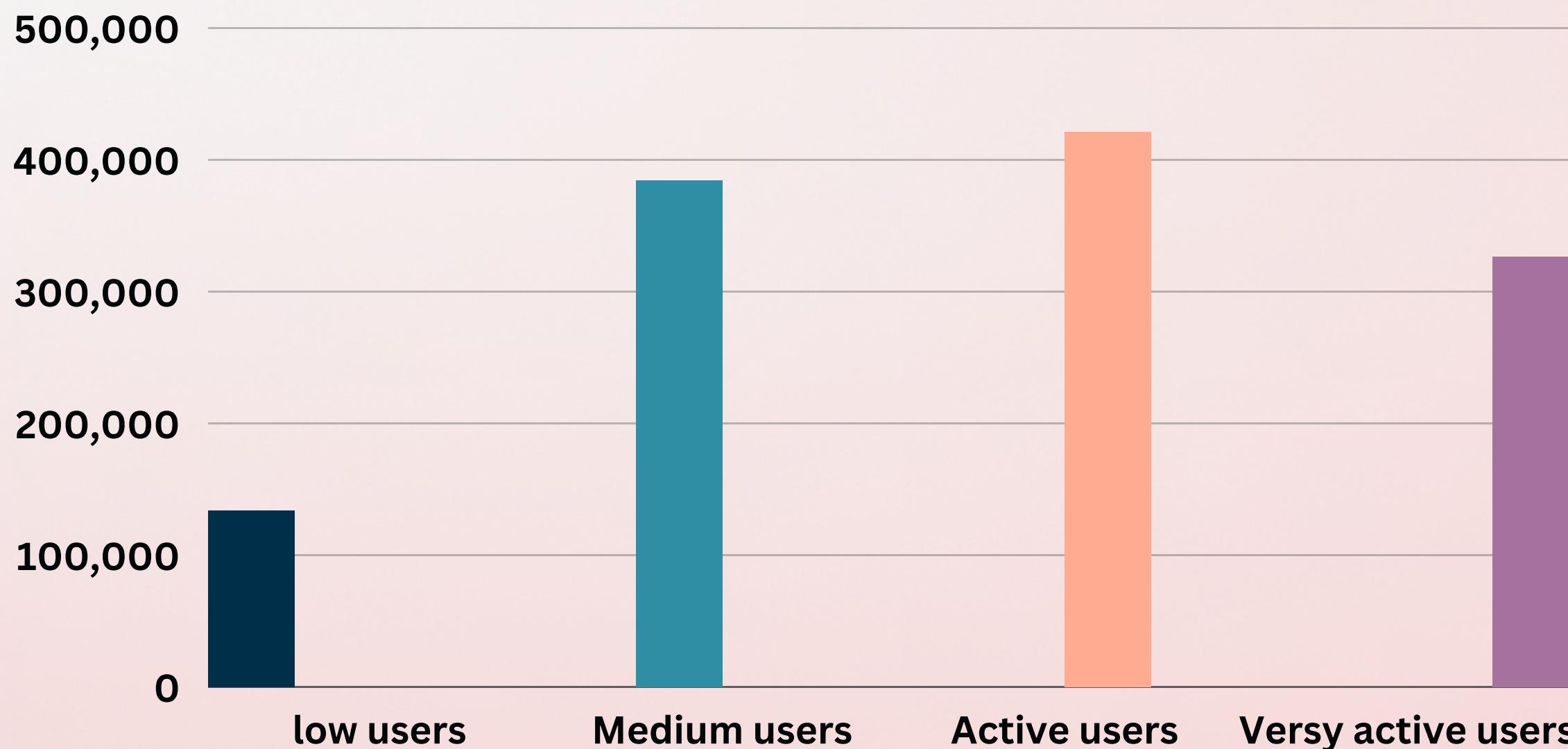


STANDARD PREMIUM METAL



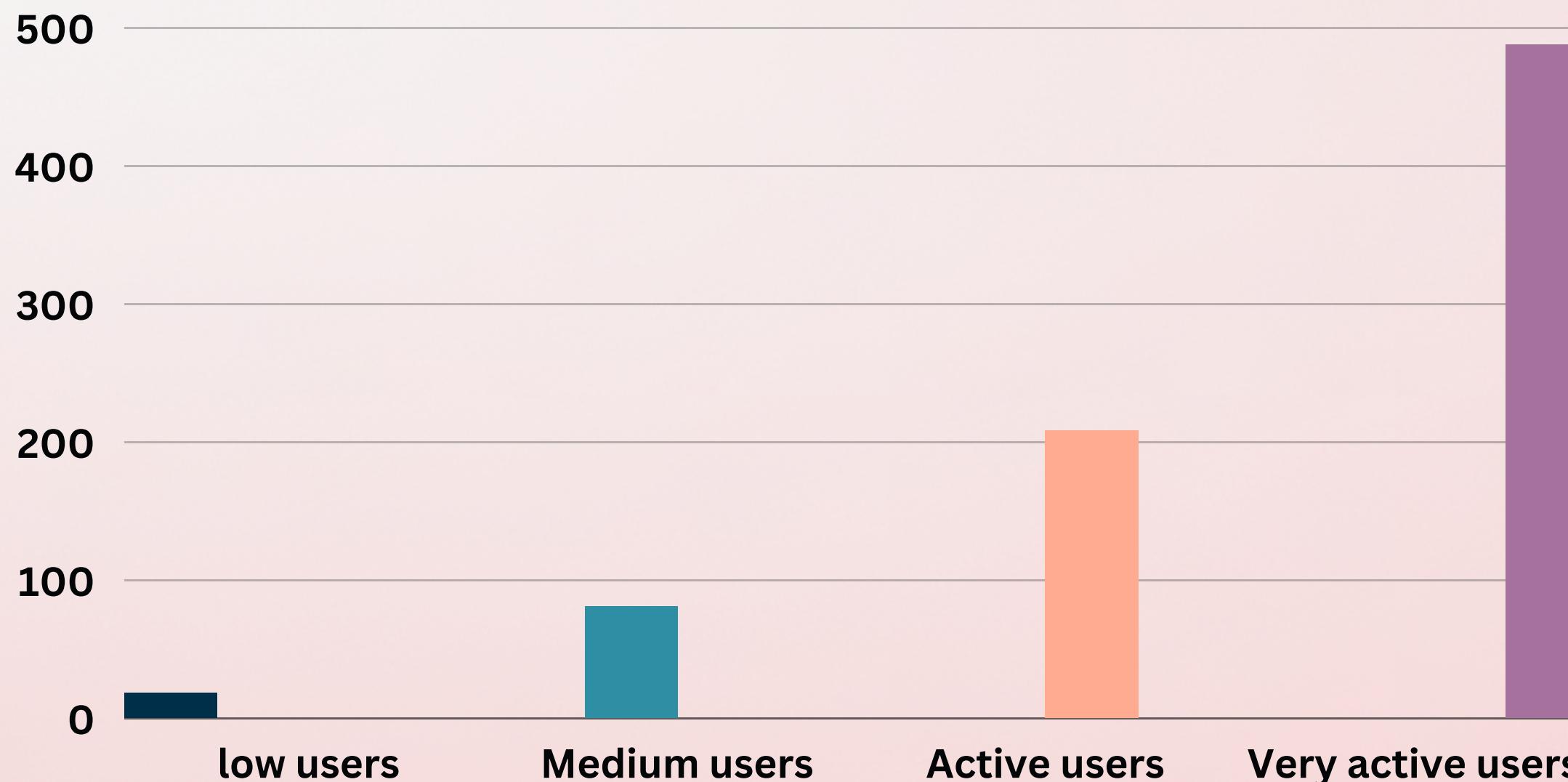
# SOLUTIONS

Sum of Transactions Per Engagement Category

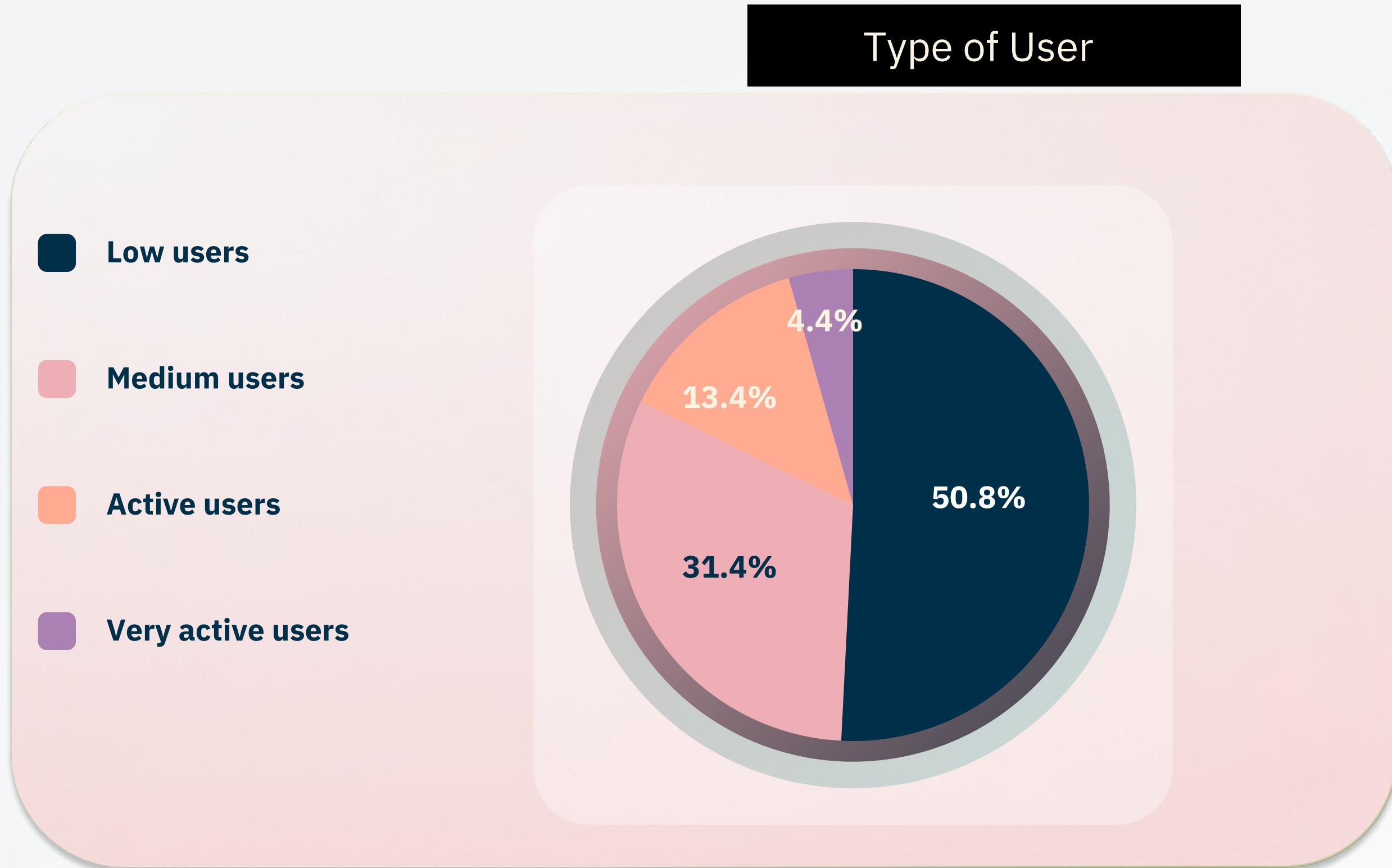


# SOLUTIONS

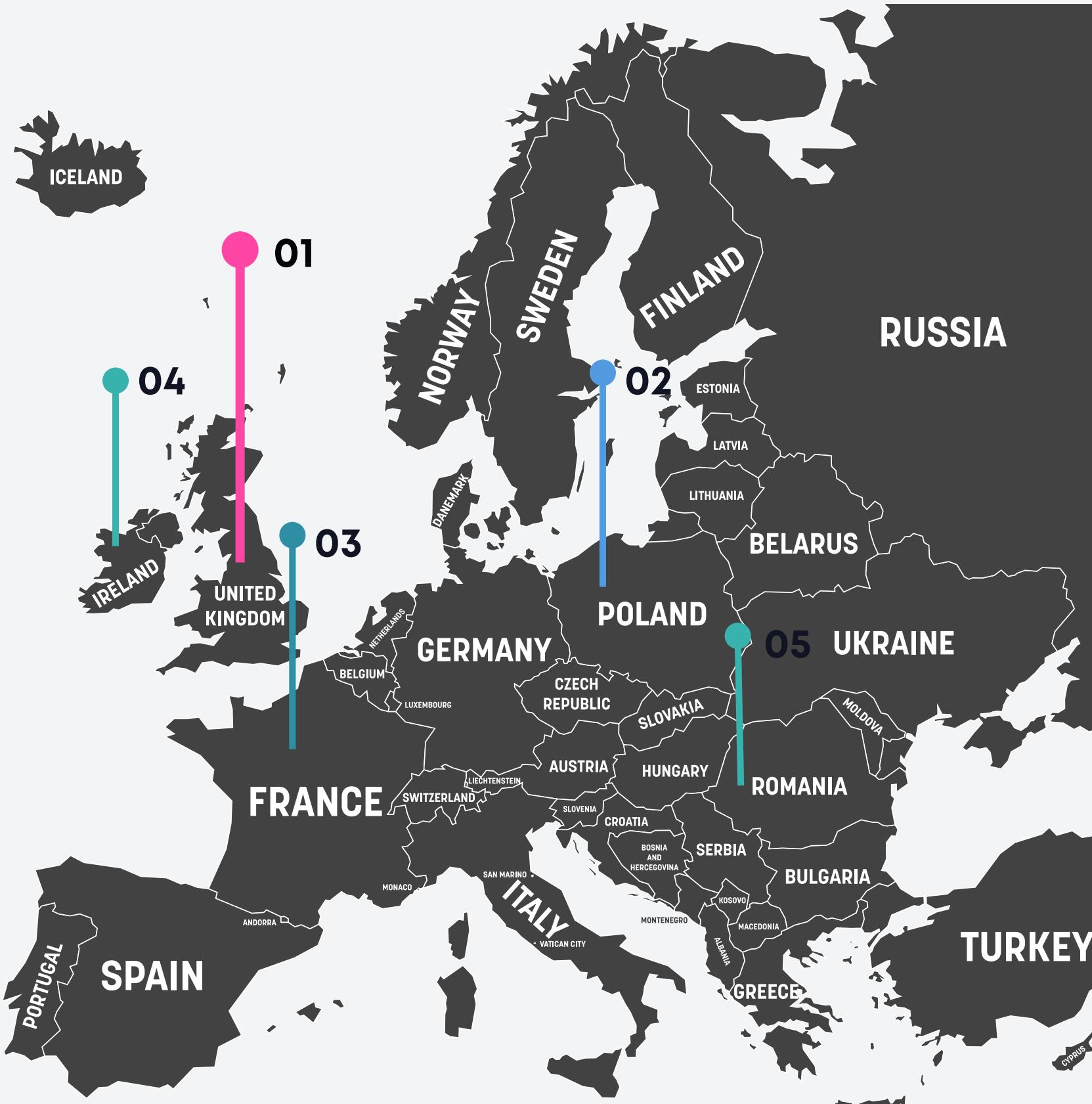
AVG Transactions Per Engagement Category



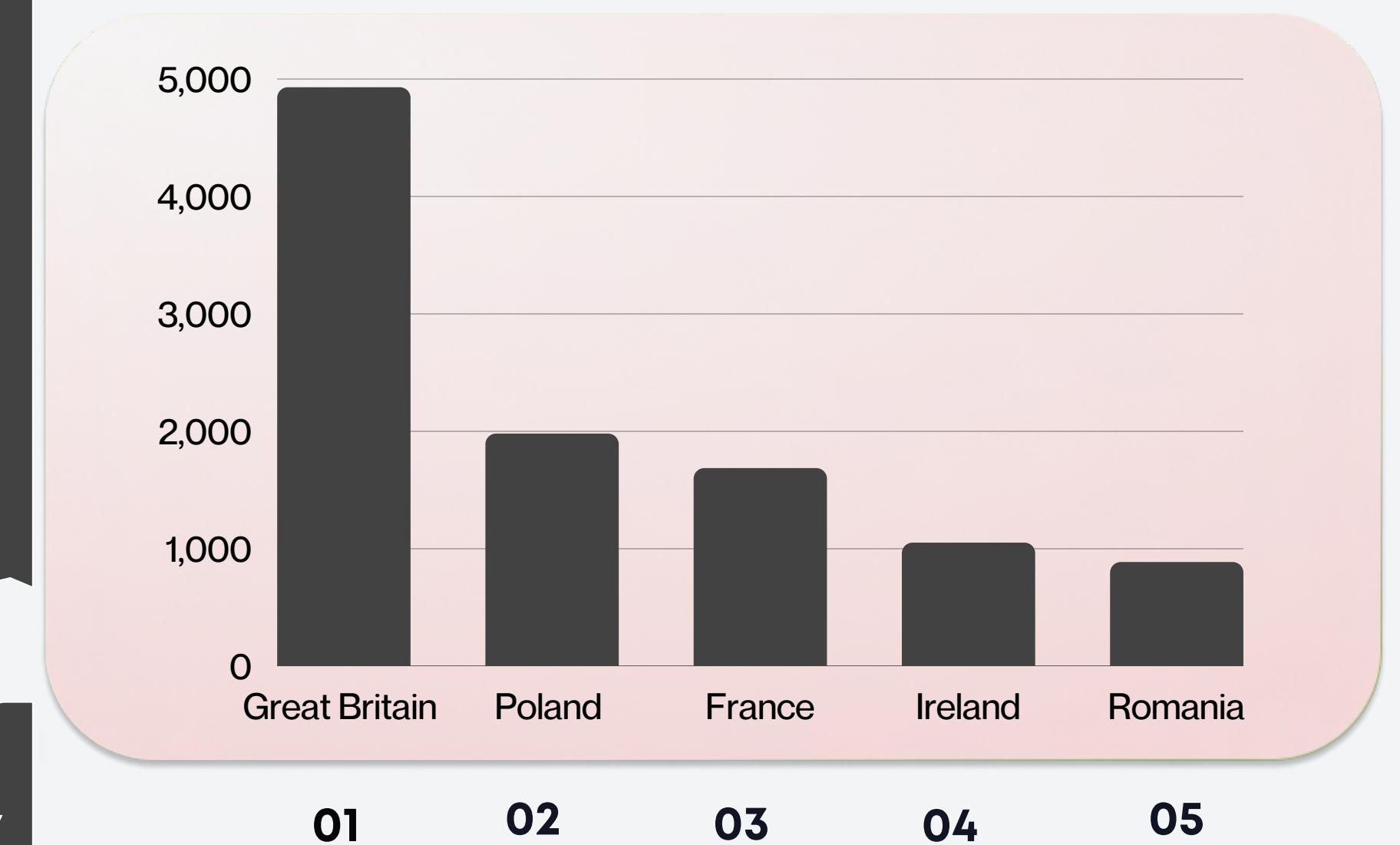
# SOLUTIONS



# SOLUTIONS

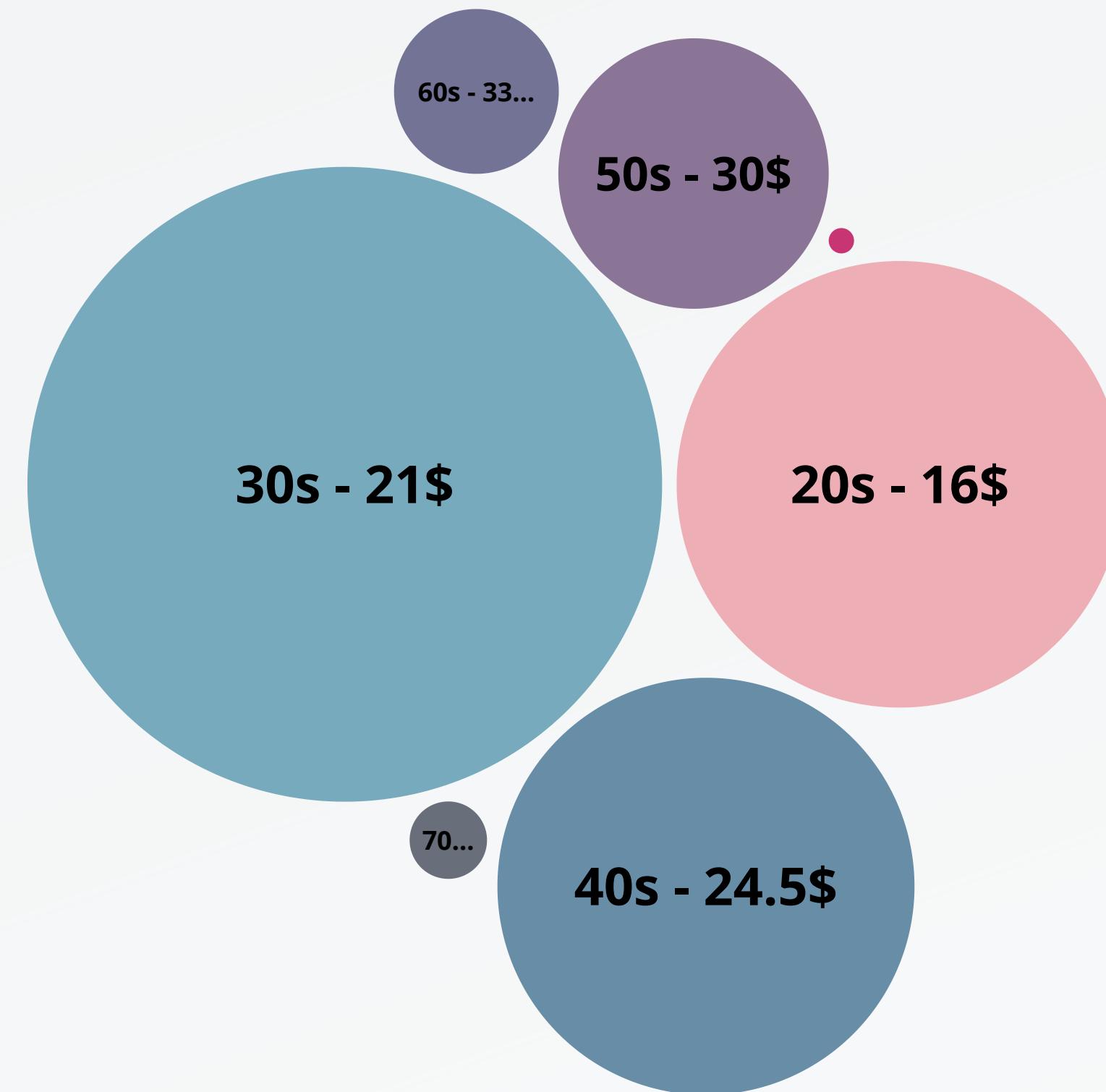


Greatest Number of Users Per Country



# SOLUTION

Average Amount Spent (\$) and NB of transactions by Age



# RECOMMENDATIONS



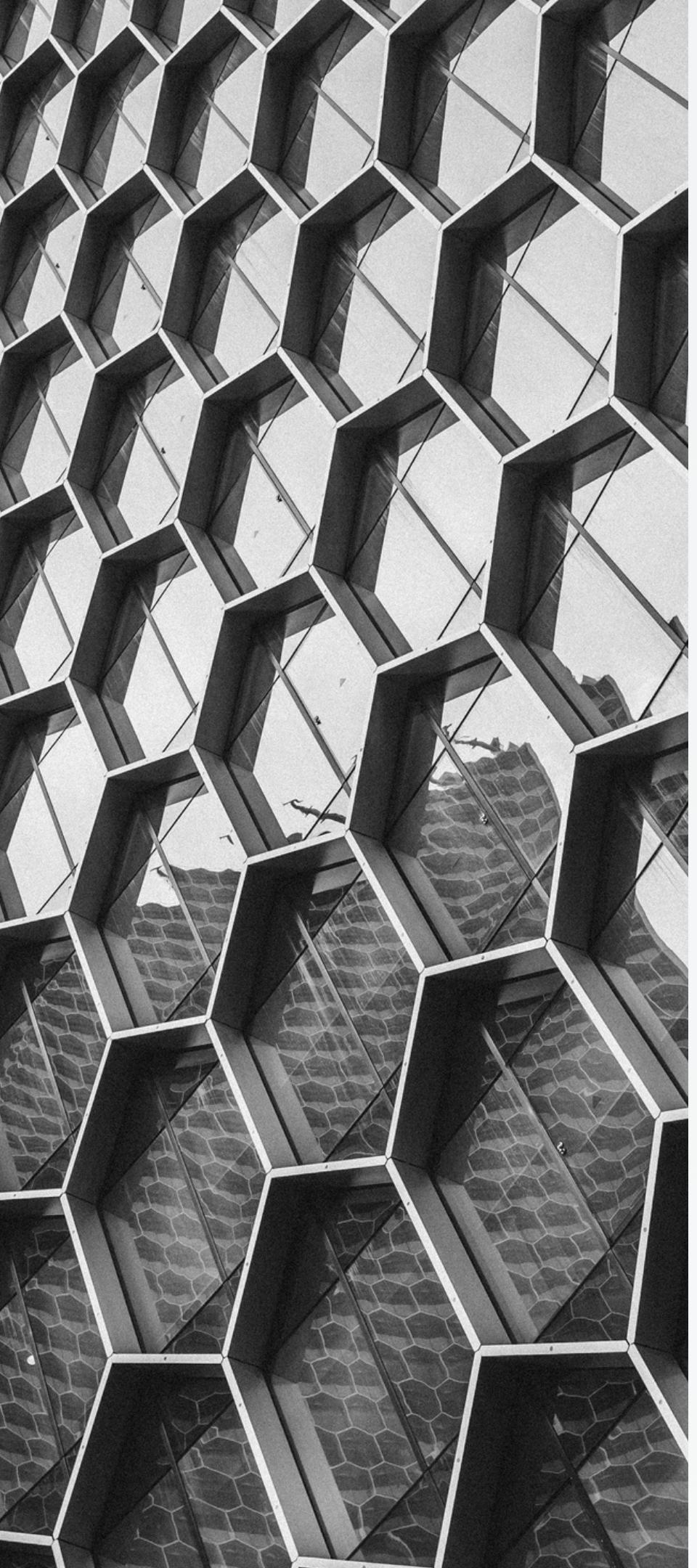
Target the most popular cohorts



Activate notifications



Add a feedback/complaints section



# RECOMMENDATIONS

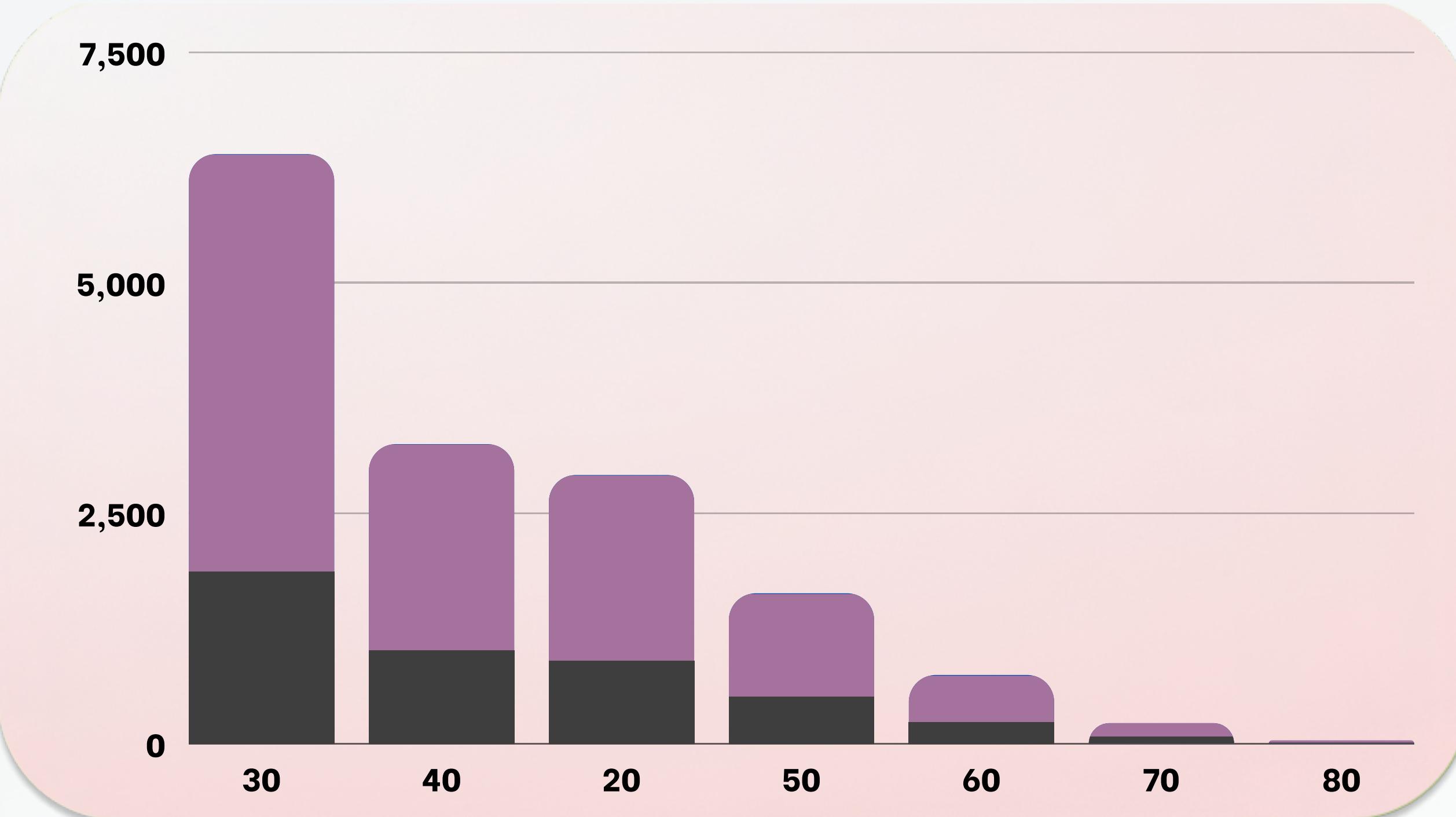
Target the most popular cohorts - 20's-40's churners



POTENTIAL CHURNERS



NON - CHURNERS



# RECOMMENDATIONS

Collaborate with users to activate notifications

■ NB OF TRANSACTIONS

■ NB OF USERS

10,000,000

7,500,000

5,000,000

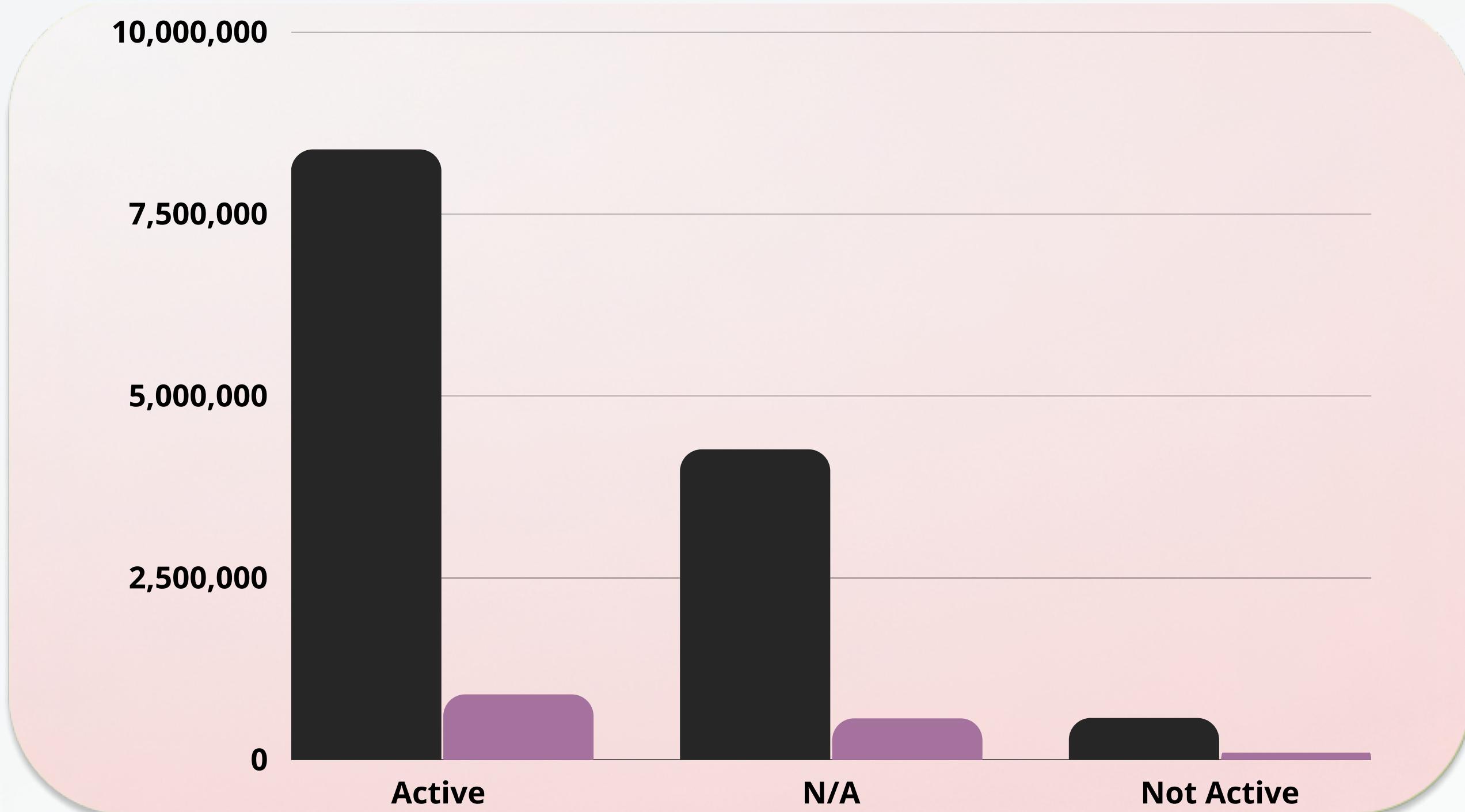
2,500,000

0

Active

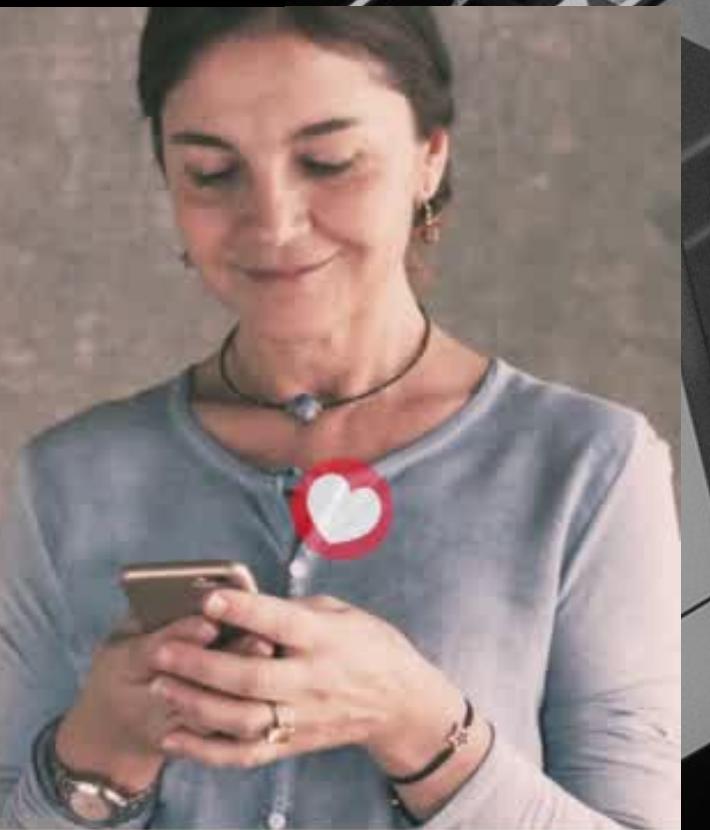
N/A

Not Active

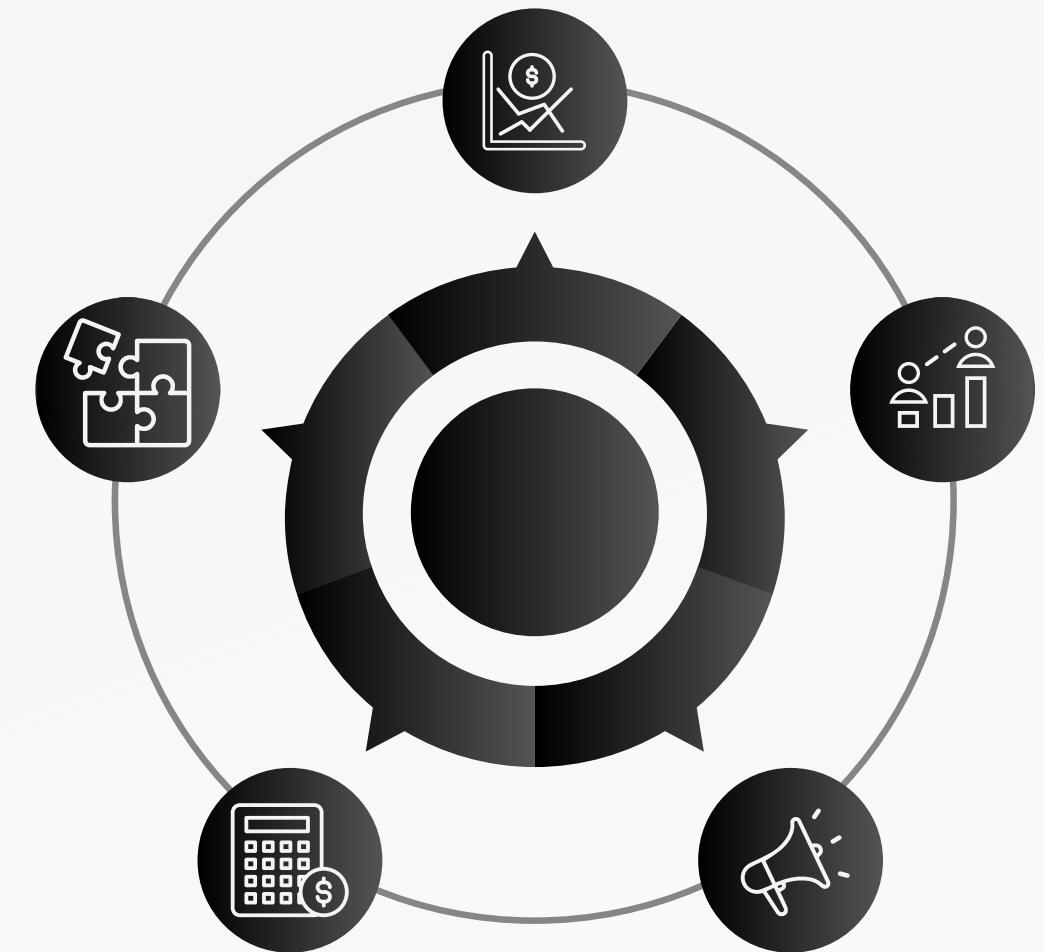


# RECOMMENDATIONS

Add a feedback / complaints section



# DASHBOARD



CLICK HERE

# THANK YOU FOR YOUR ATTENTION

By Team “Finding Neobank”

**Nelly Bredillat**



**Jerome de Ghellinck**



**Ahmed Zainab**



**Sean Dalton**



**Finding Neo Bank**

Next Generation Banking

