

ATM TRANSACTIONS ANALYSIS

From January 1, 2022 to December 31, 2022





CUSTOMER ANALYSIS

Total Customers

7.62K

Male

3.87K

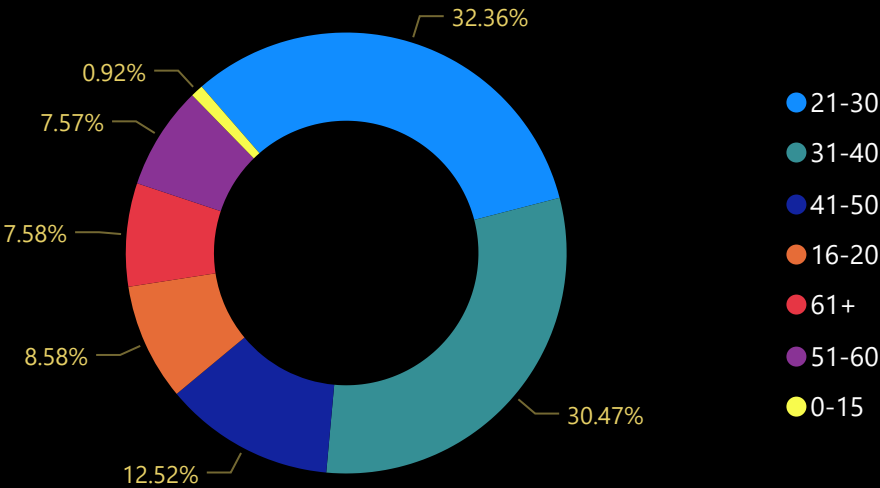
50.42%

Female

3.81K

49.58%

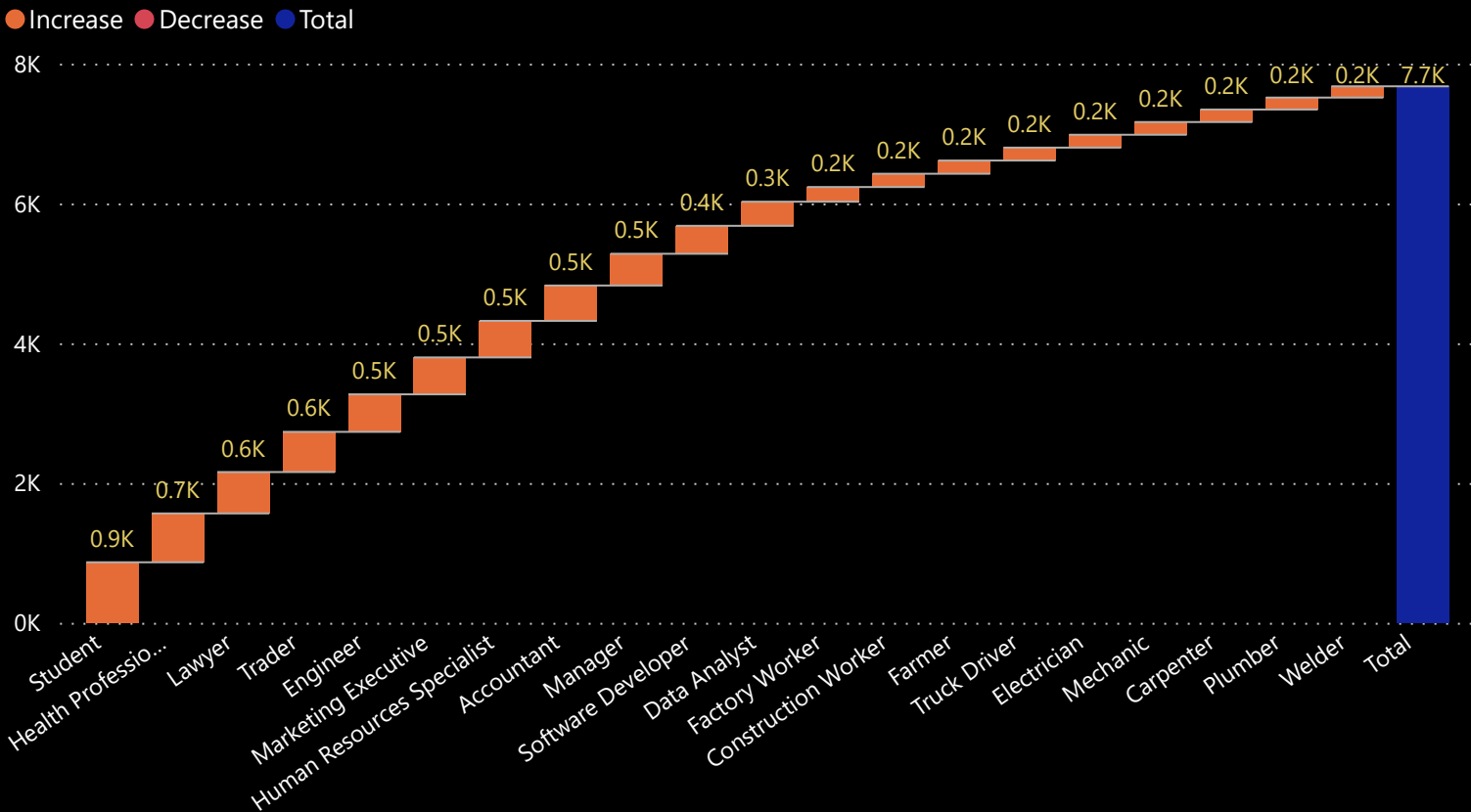
Customer_count by Age Group



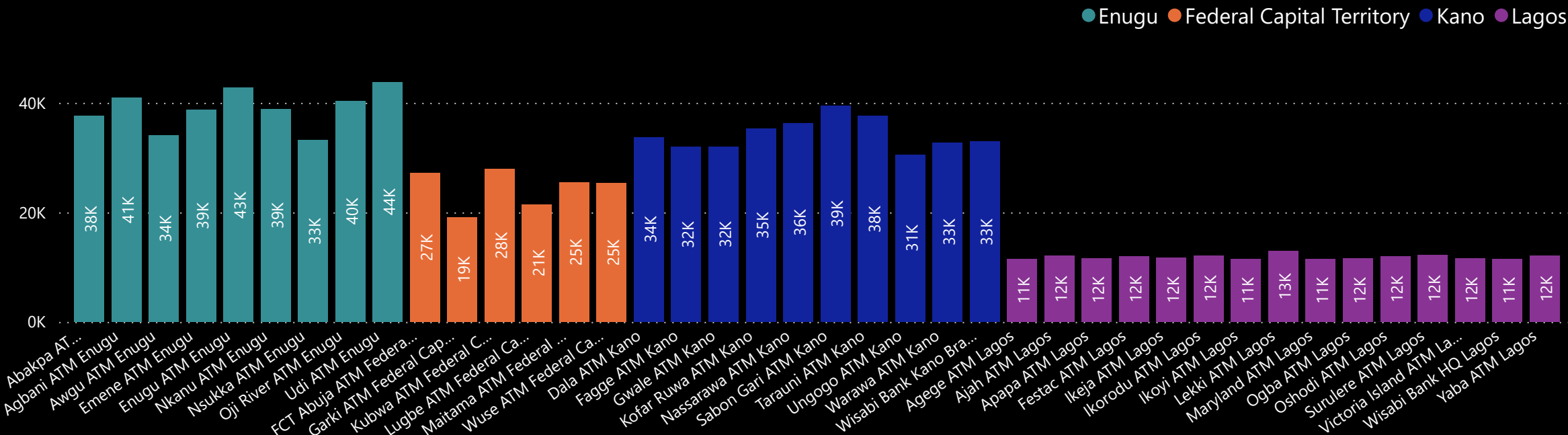
Average Transactions by each customer

132.50

Customers by Occupation



ATM use of Customers by Location

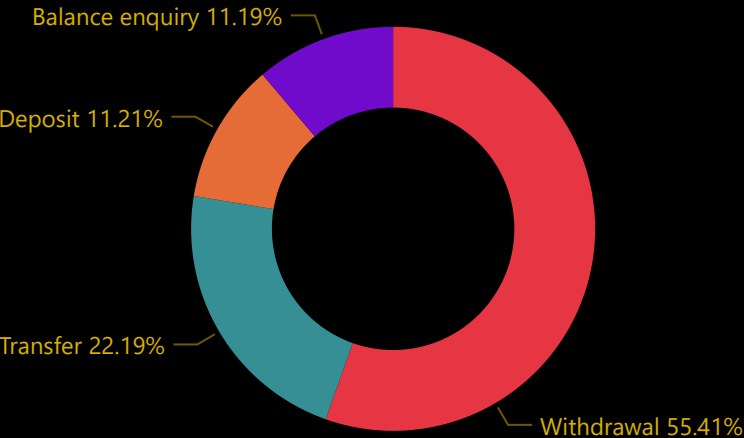


Insights

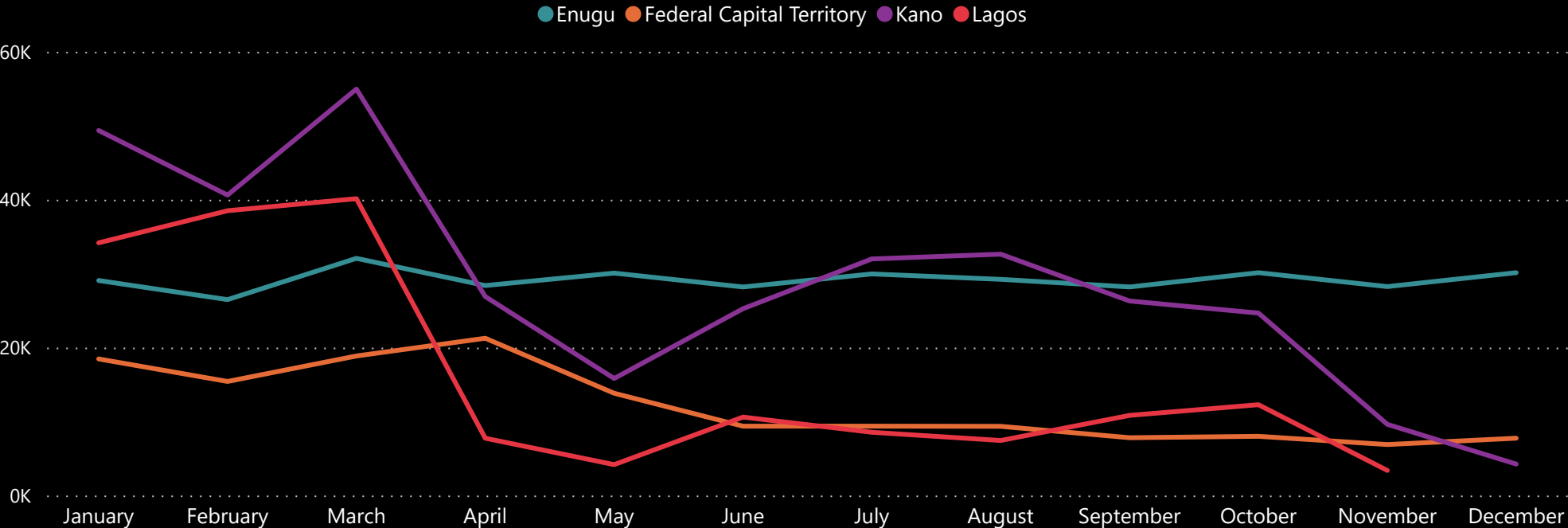
- ❖ There is an equal ratio of male and female customers.
- ❖ Even though only about 11% of total customers use ATMs in Enugu state, they have the highest transaction activities compared to any other state.
- ❖ About 86% of total customers use ATMs in Lagos state but the ATM activity in the state is relatively low. This implies a potential issue of reduced ATM availability for customers in Lagos. The low ATM activity might lead to increased waiting times or limited access to ATMs, impacting the overall convenience for customers.
- ❖ Customers with labor intensive professions are comparatively less. Offering financial literacy workshops can assist these individuals in understanding the advantages of banking and using ATMs. Additionally, providing information on budgeting, saving, and the benefits of electronic banking services for convenience and security has the potential to increase the customer count.

Transaction Analysis

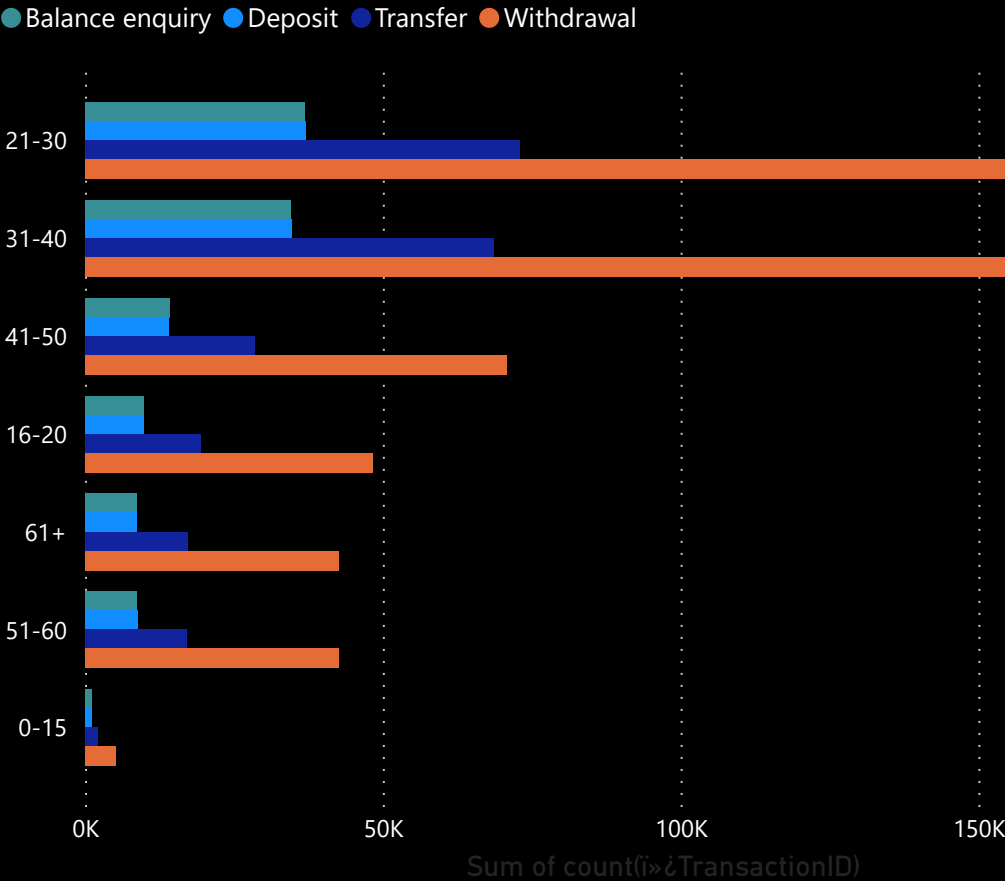
Transaction Distribution by Type



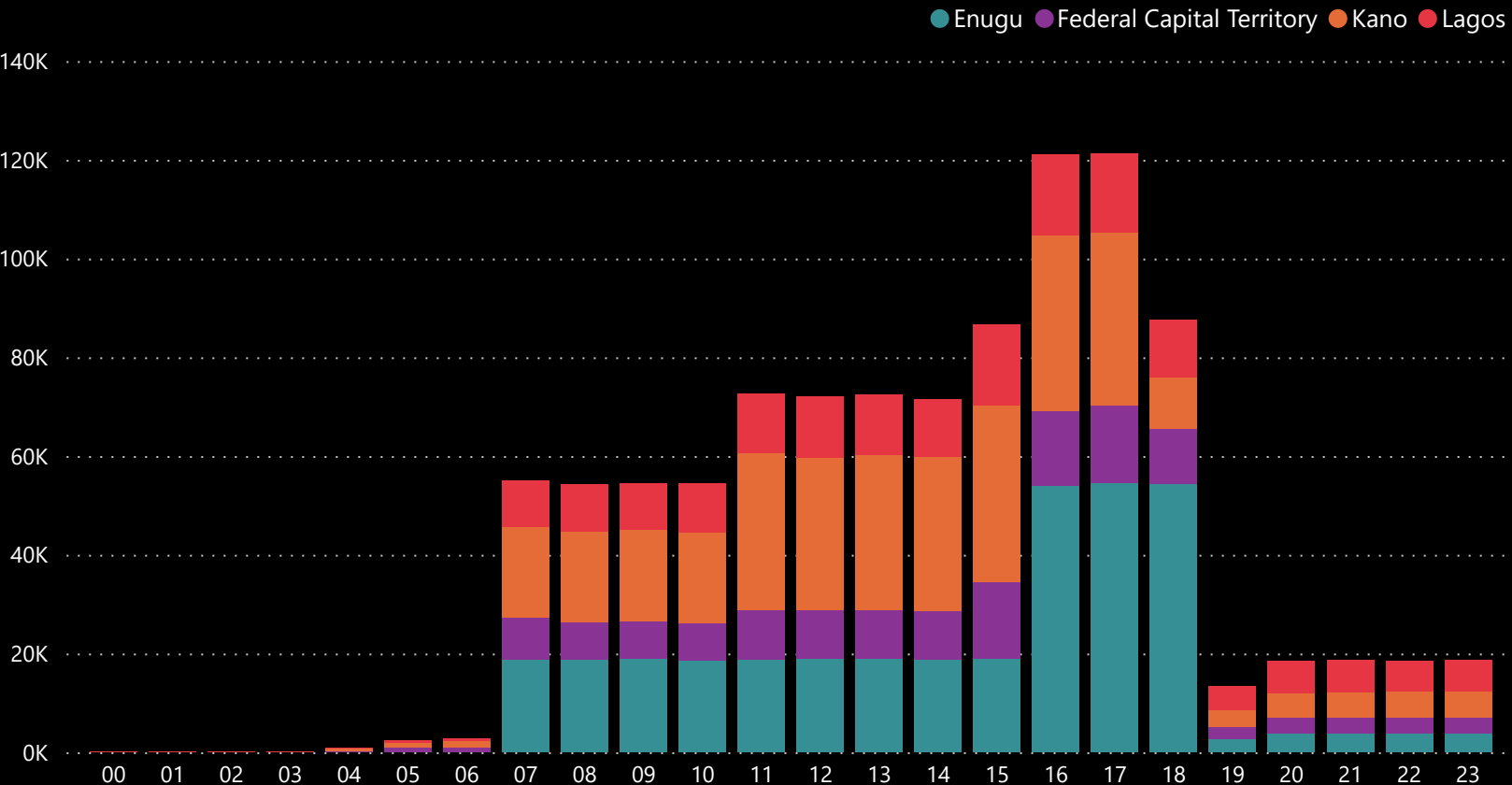
Transactions over the Months



Transaction_count by Age Group



Count of Transactions by hour in each State

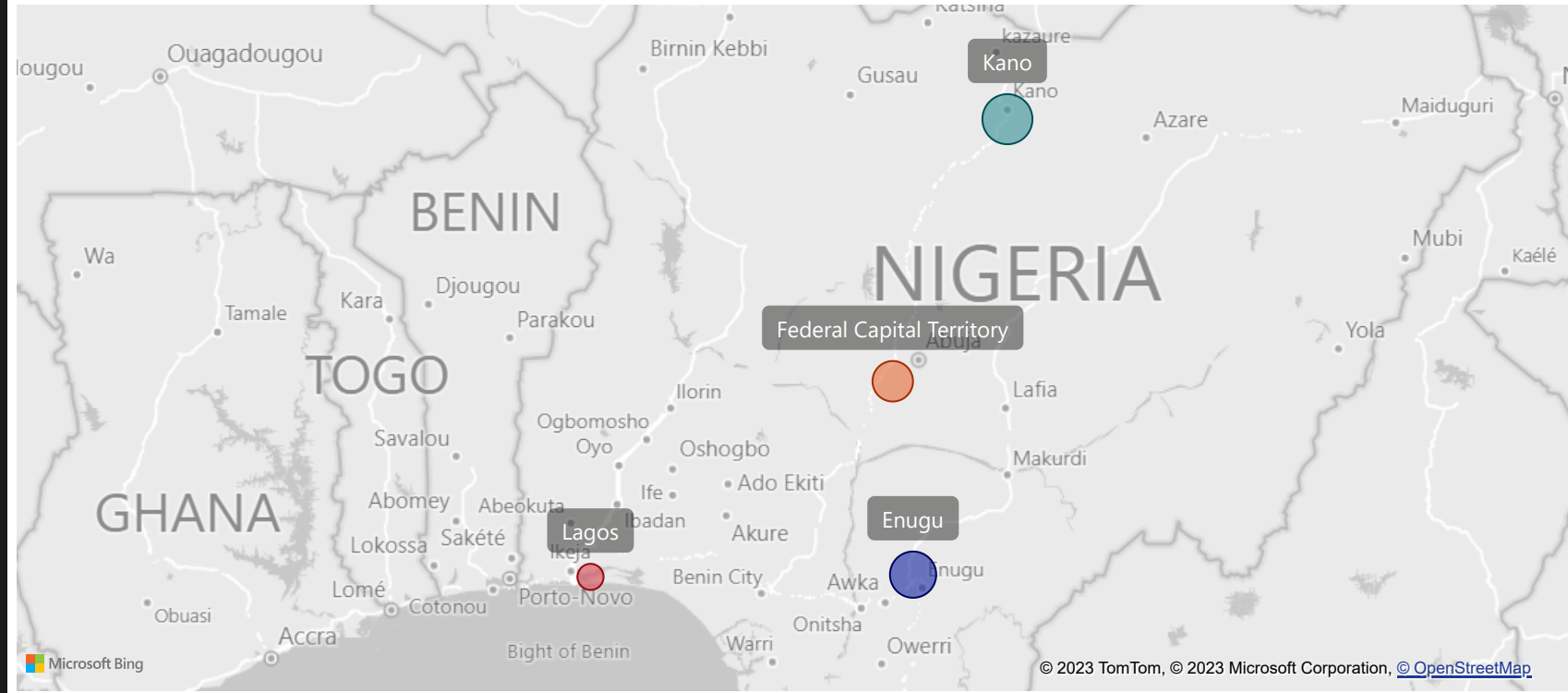


Insights

- ❖ Customers between the age of 21 to 40 have the highest frequency of transactions.
- ❖ Across all age groups, withdrawals is the common transaction type (>50%), followed by transfers (>20%)
- ❖ The busiest hours are from 7 am - 6pm, where ATMs in Enugu and Kano have higher transaction frequency.
- ❖ Transaction frequency(TF) over the months for states:
 - i. **Kano**- TF reaches its peak in March gradually declines until May, experiences a subsequent surge for the next three months, and then undergoes a consistent decrease in the following months, ultimately reaching its lowest point among all states in December.
 - ii. **Lagos**- TF pattern closely mirrors that of Kano until May, after which it experiences a notable increase and subsequent slight fluctuations throughout the remaining months.
 - iii. **Federal Capital Territory**- TF reaches maximum in April, before gradually declining through the remaining months of the year and reaching its lowest point in December.
 - iv. **Enugu**- TF demonstrates remarkable stability over the months showing only marginal fluctuations.inal

Utilization rate by State

● Kano ● Enugu ● Federal Capital Territory ● Lagos



Utilization_rate of Atms

7.79%

- ❖ ATMs in Kano have the highest Utilization Rate (13.88%).
- ❖ ATMs in Enugu have the Utilization Rate 11.62% and in FCT have 8.61%.
- ❖ Lagos has the lowest Utilization Rate (3.04%)

Utilization rate in the Lagos is comparatively low. This can be resolved by taking the following measures:

- ❖ Ensure ATMs easy accessible to customers. This could involve relocating the ATMs to more prominent locations like hotels, gas stations, shopping centers and industrial zones.
- ❖ Provide offers to customers such as waived transaction fees or cashback rewards.
- ❖ Conduct surveys to understand the preferences and habits of customers who use the ATM, and tailor the ATM's services and features to better meet their needs.

Average Transaction Duration



- ❖ Kano exhibits a lengthier average transaction duration compared to other locations, suggesting potential congestion and wait times at ATMs. Enhancing customer experience involves strategies to address this issue.
- ❖ Increasing the number of ATMs can alleviate congestion and upgrading to newer more efficient models can expedite transactions. Regular maintenance is crucial to prevent technical issues leading to extended transaction times.
- ❖ Educating customers on efficient ATM usage is key. Highlighting common errors to avoid and offering guidance on quicker transaction completion can empower users to make optimal use of the ATMs, improving overall service efficiency and customer satisfaction.