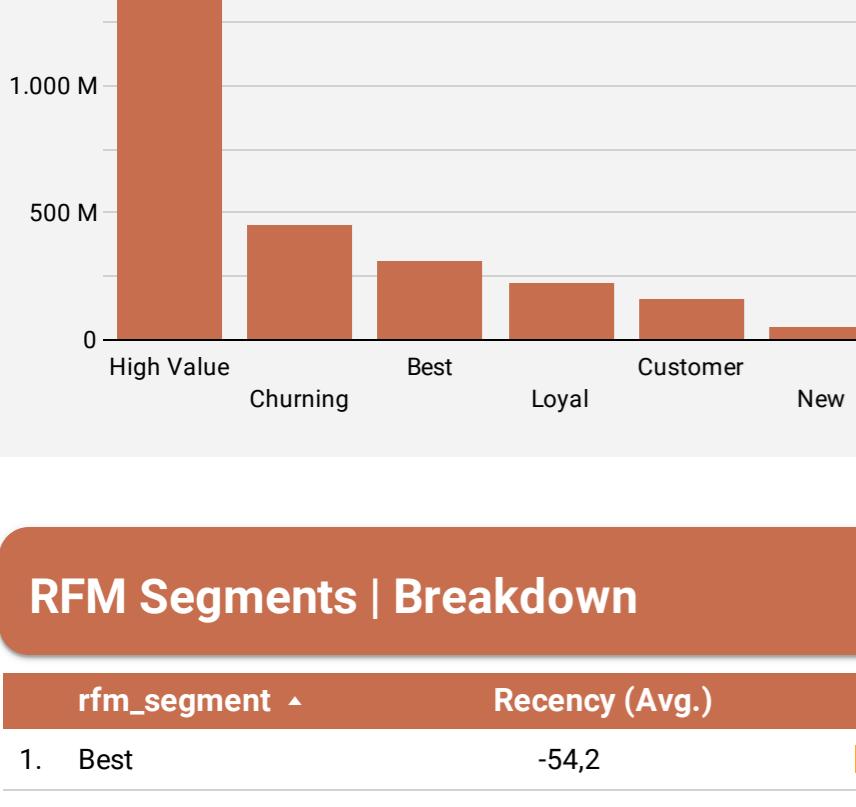
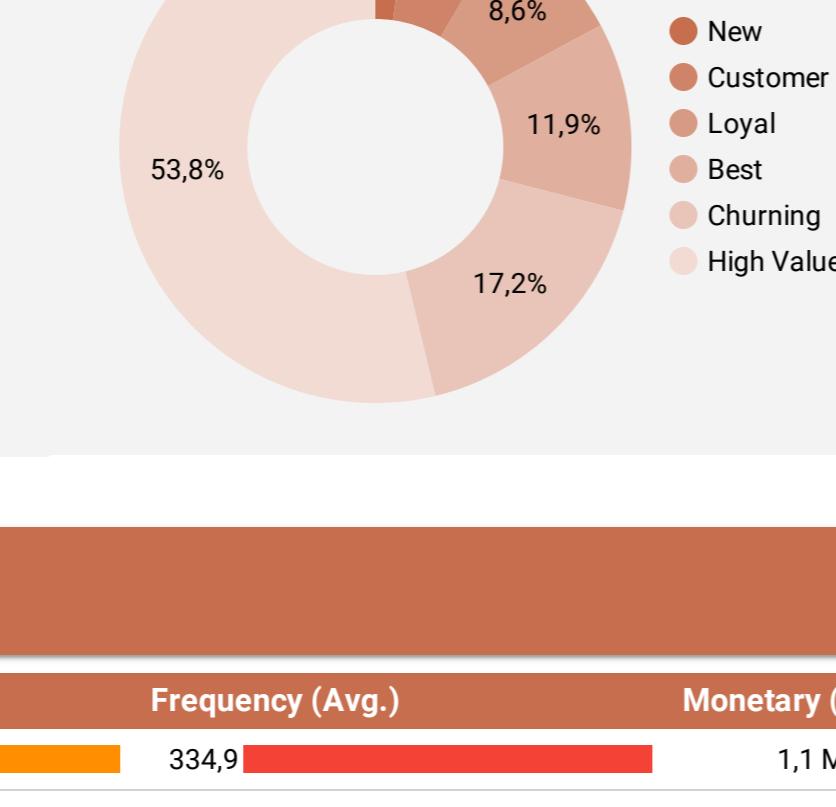


Segments | RFM Method

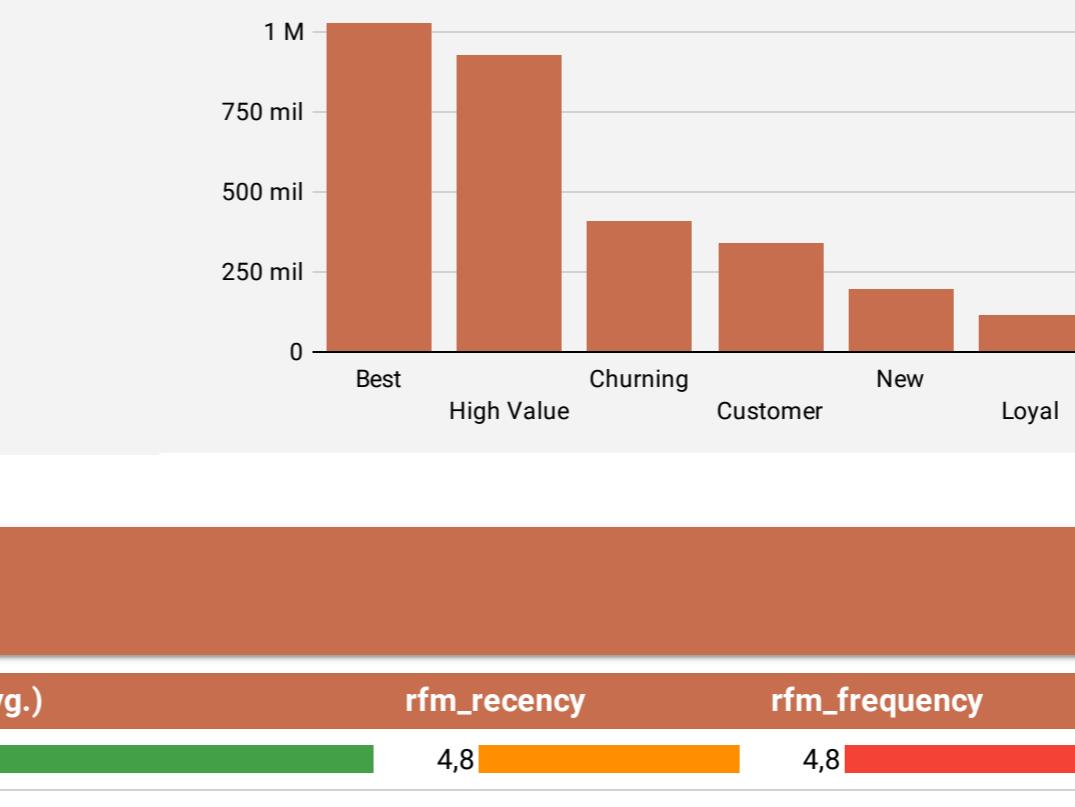
Spent



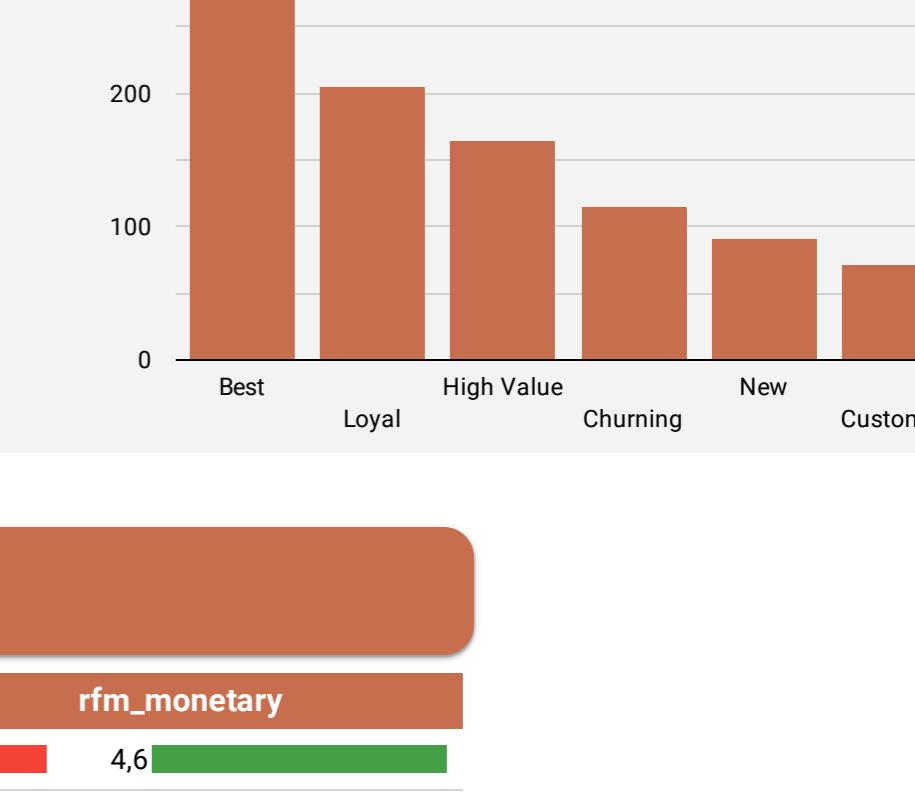
Spent



Spent/User



Transactions/User



RFM Segments | Breakdown

rfm_segment	Recency (Avg.)	Frequency (Avg.)	Monetary (Avg.)	rfm_recency	rfm_frequency	rfm_monetary
1. Best	-54,2	334,9	1,1 M	4,8	4,8	4,6
2. Churning	-138,4	148,3	381,7 mil	1	2,9	2,7
3. Customer	-58,8	78,9	328,7 mil	2,4	1,3	2,6
4. High Value	-57,8	232,5	1 M	2,9	3,7	4,6
5. Loyal	-57,3	237,3	137,5 mil	3,9	4,1	2
6. New	-55,6	101,5	158,8 mil	4,5	1,7	1,6
Total	-68,3	223,5	515,9 mil	3,3	3,7	3,1

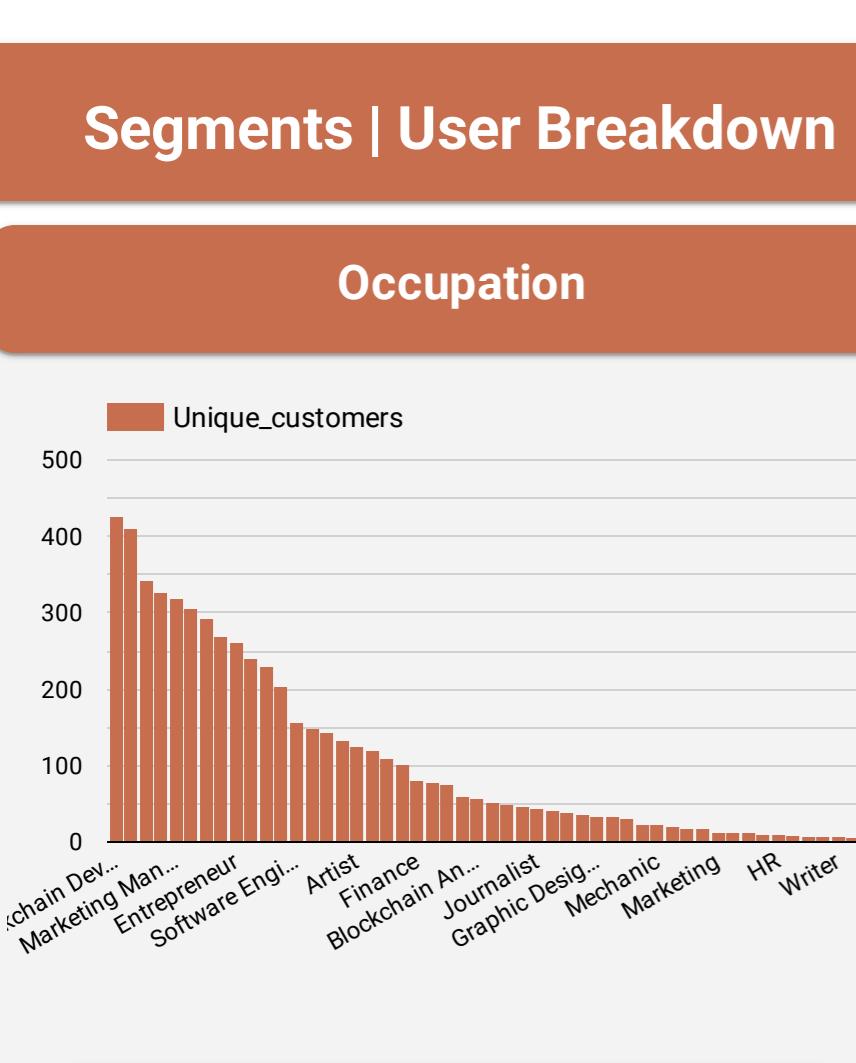
1 - 6 / 6 < >

RFM Segments | behaviour

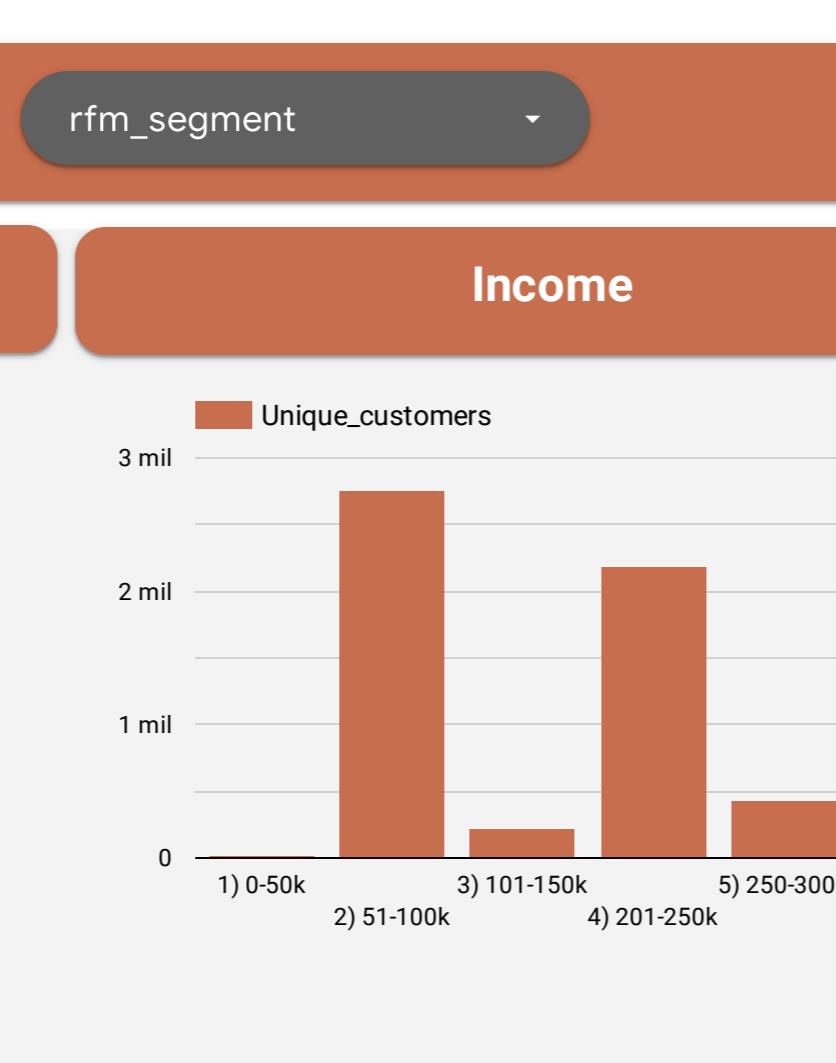
rfm_segment	Unique_customers	(%)	Unique_transactions	(%)	Amount Spent	(%)	Spent/user	Trans/user	AOV
1. Best	307	5,44 %	91,7 mil	9,9 %	317,2 M	11,89 %	1 M	298,9	3,5 mil
2. Churning	1,1 mil	19,61 %	127,6 mil	13,77 %	459,2 M	17,22 %	415,2 mil	115,3	3,6 mil
3. Customer	488	8,65 %	35 mil	3,78 %	168,6 M	6,32 %	345,5 mil	71,7	4,8 mil
4. High Value	1,5 mil	27,35 %	255 mil	27,52 %	1.434 M	53,77 %	929,4 mil	165,2	5,6 mil
5. Loyal	1,9 mil	33,82 %	390,9 mil	42,19 %	229,3 M	8,6 %	120,2 mil	204,9	586,5
6. New	289	5,12 %	26,4 mil	2,85 %	58,6 M	2,2 %	91,3		2,2 mil
Total	5,6 mil	100 %	926,6 mil	100 %	2.667 M	100 %	472,8 mil	164,3	2,9 mil

1 - 6 / 6 < >

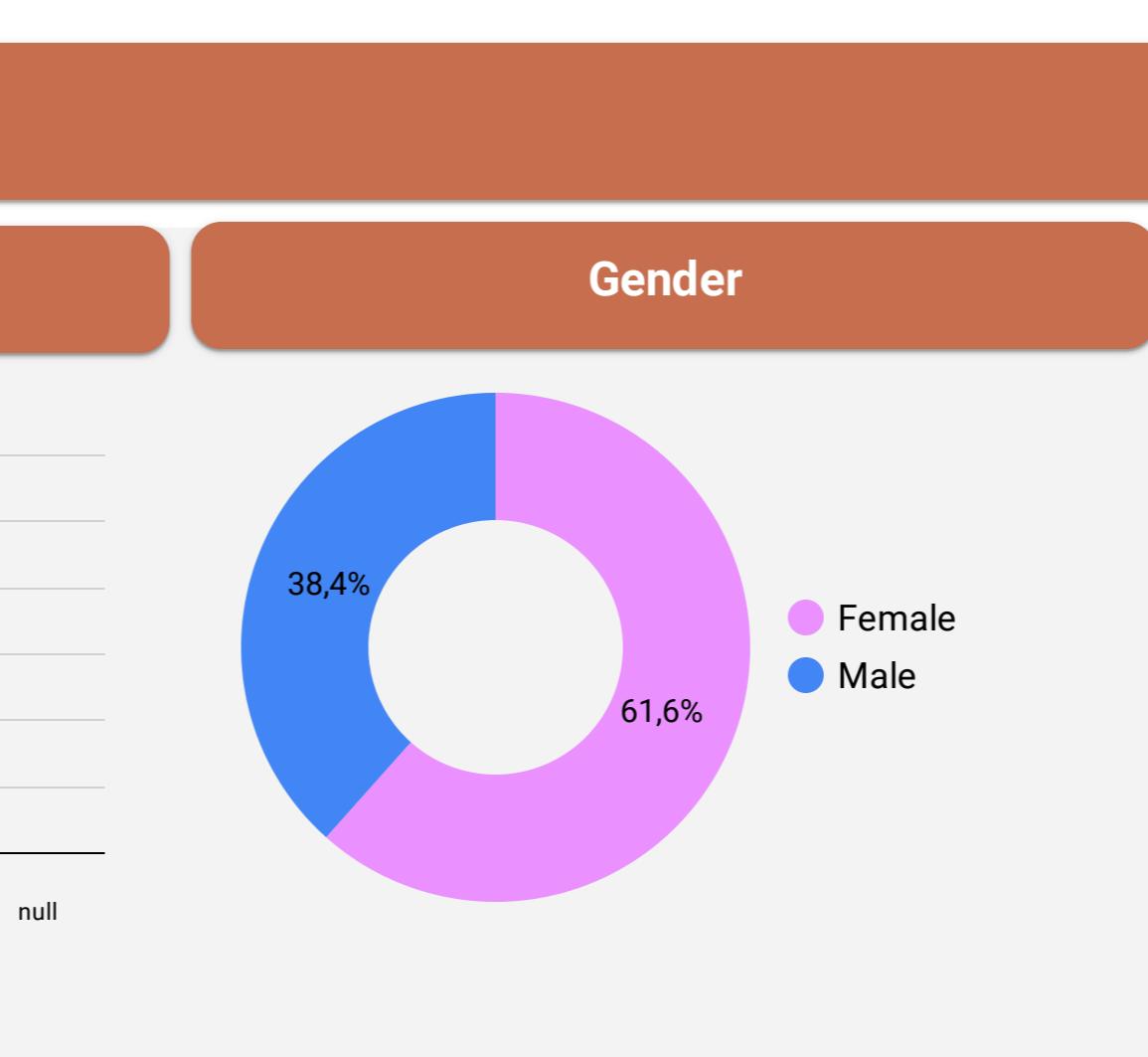
Users



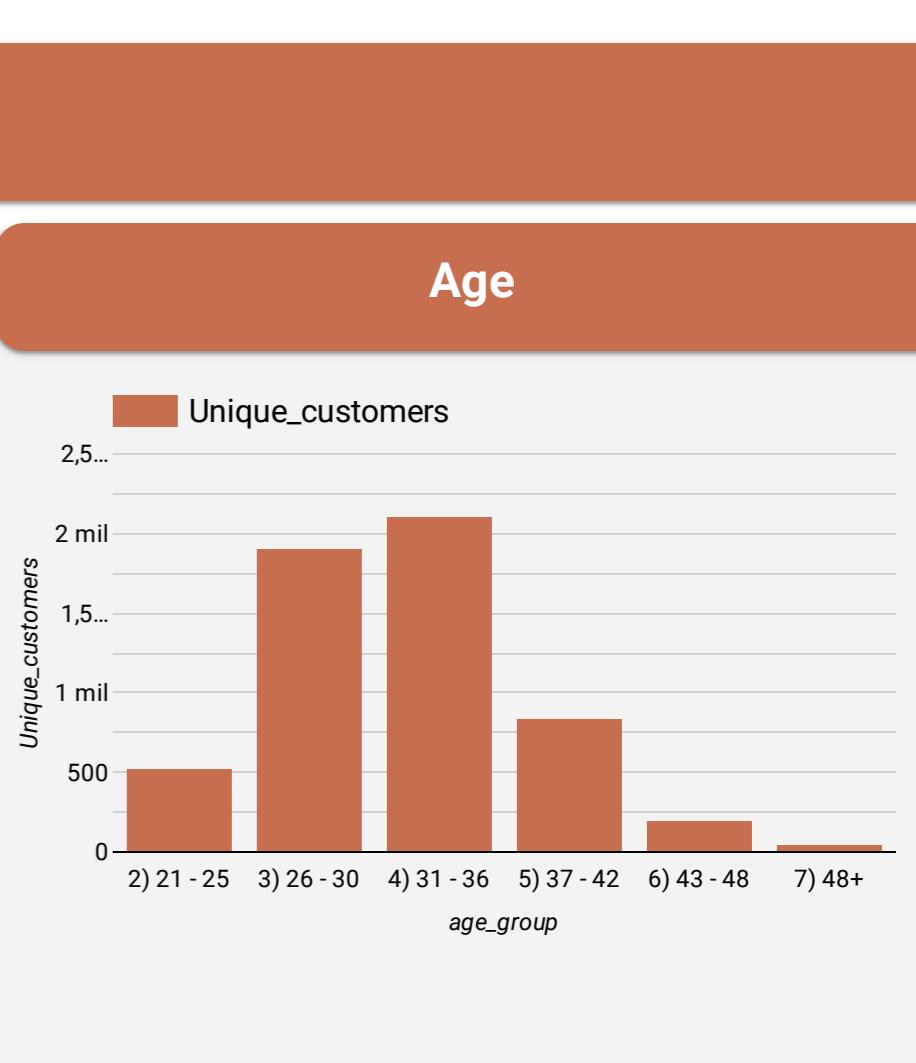
Transactions



Amount Spent



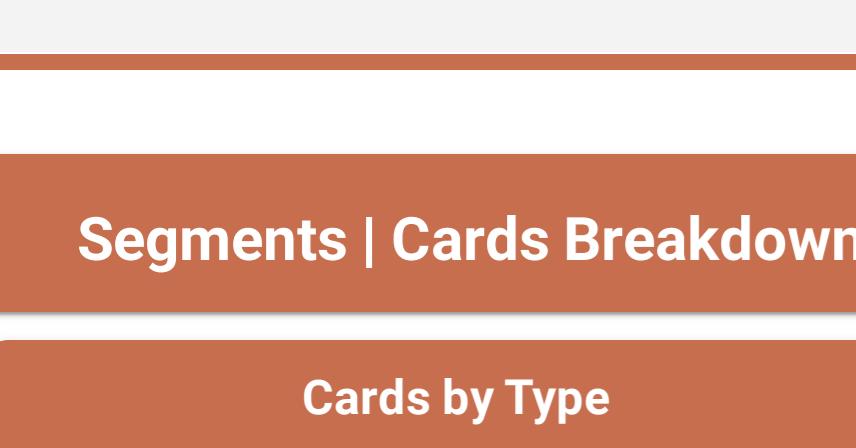
Cards Issued



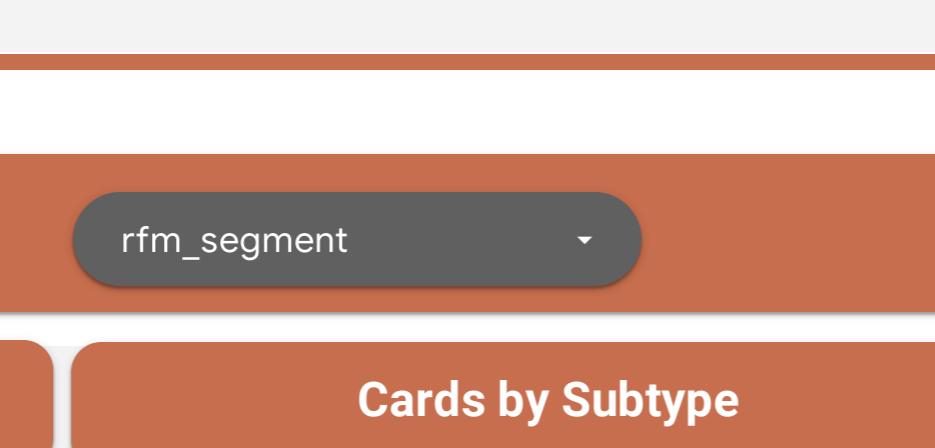
Segments | User Breakdown

rfm_segment

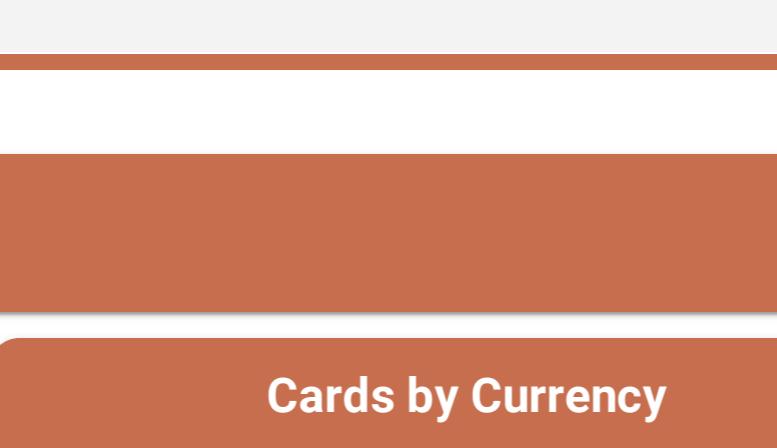
Occupation



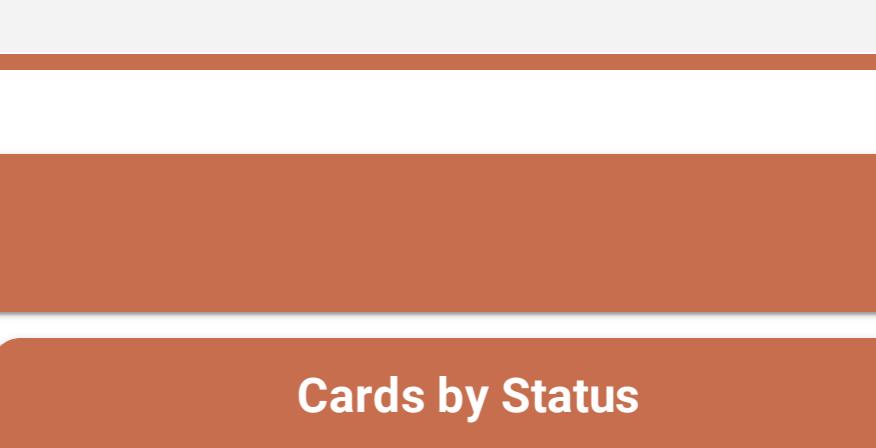
Income



Gender



Age



Demographic_Dimension: Occupation

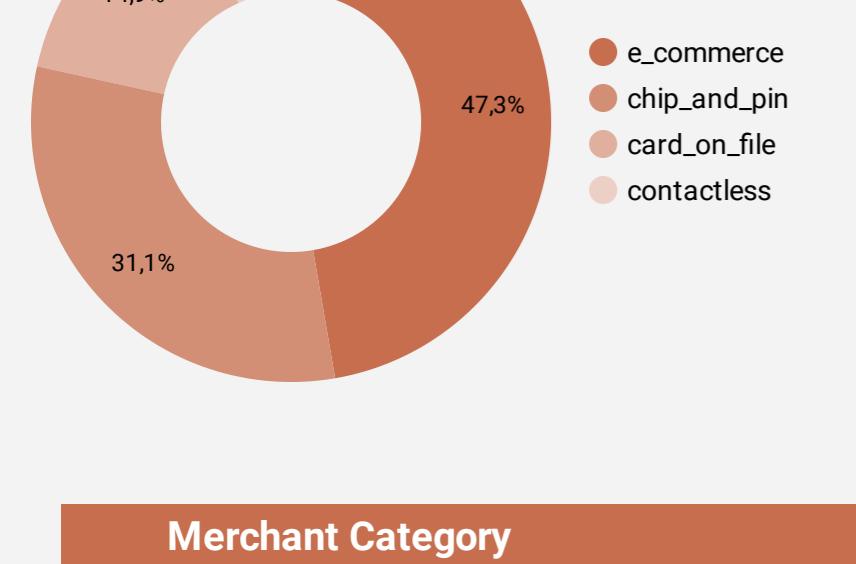
Demographic dimension	Unique_customers	Unique_transactions	Amount Spent	Trans/user	Spent/user	AOV
1. Blockchain Developer	426	69,7 mil	201,9 M	163,6	474 mil	2,9 mil
2. Crypto Trader	411	69,2 mil	182,1 M	168,5	443 mil	2,6 mil
3. Web Developer	343	56 mil	148 M	163,3	431,4 mil	2,6 mil
4. Data Analyst	327	53,2 mil	155,2 M	162,6	474,6 mil	2,9 mil
5. Marketing Manager	319	53,2 mil	160,1 M	166,8	501,9 mil	3 mil
6. Financial Advisor	305	50,4 mil	151,4 M	165,1	496,4 mil	3 mil
Total	5,6 mil	926,6 mil	2.667 M	164,3	472,8 mil	2,9 mil

1 - 52 / 52 < >

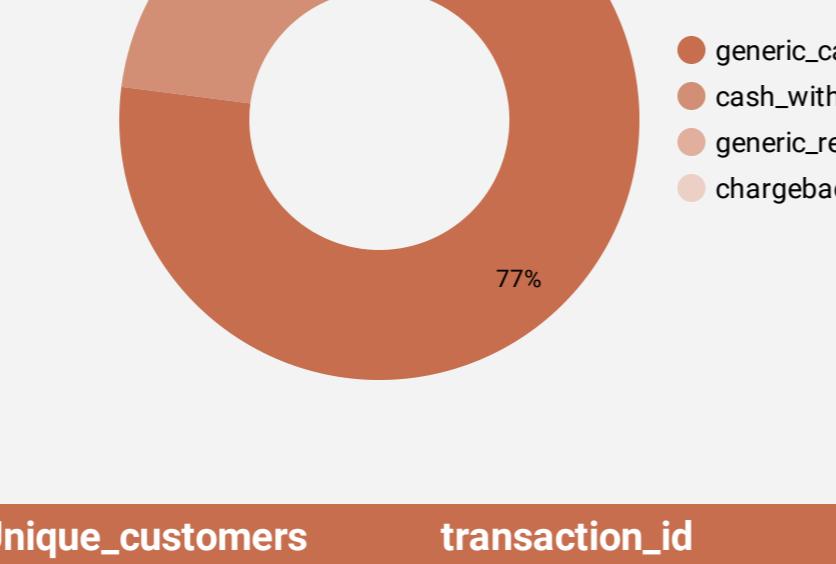
Segments | Cards Breakdown

rfm_segment

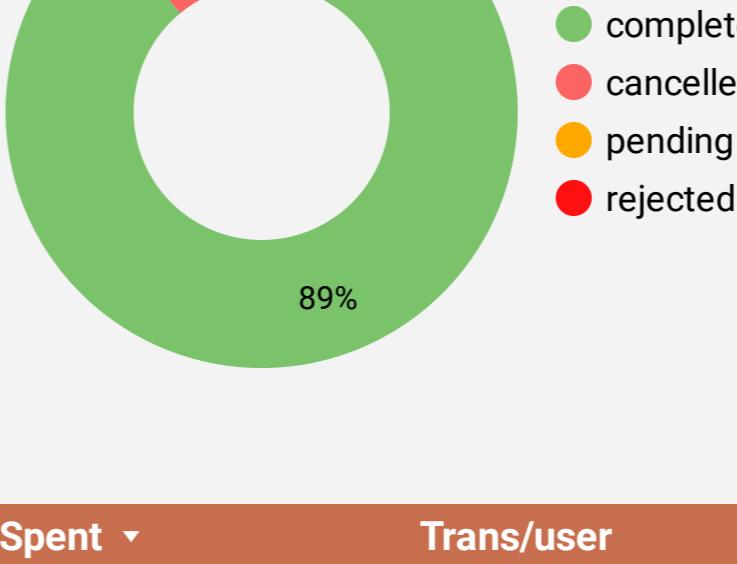
Cards by Type



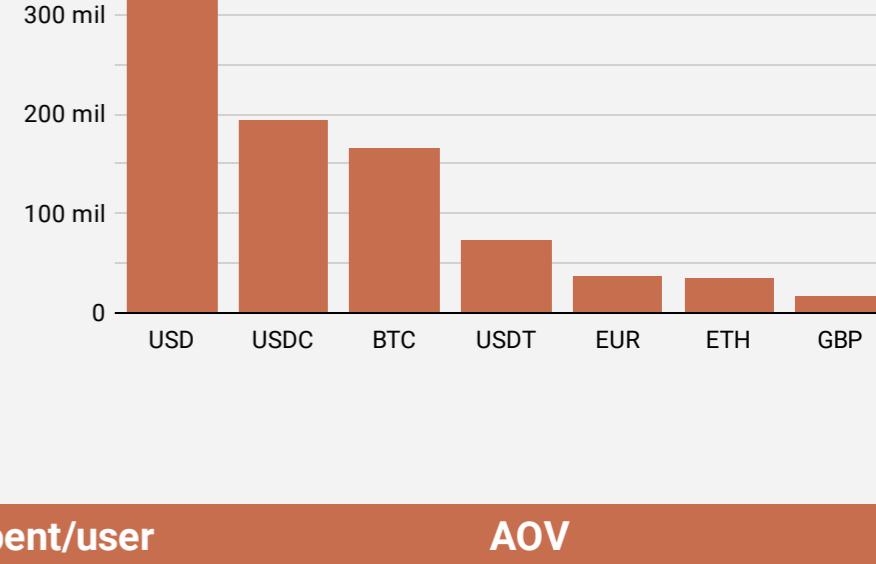
Cards by Subtype



Cards by Currency



Cards by Status



Card_Dimension: Currency

Card Dimension	Unique_customers	Unique_transactions	Amount Spent	Trans/user	Spent/user	AOV
1. BTC	2,5 mil	338,5 mil	971,3 M	136,1	390,5 mil	2,9 mil
2. USDT	2 mil	255,3 mil	737,1 M	130,2	376,1 mil	2,9 mil
3. USDC	1,6 mil	199,4 mil	582,1 M	124,3	362,9 mil	2,9 mil
4. ETH	1,1 mil	133,3 mil	376,6 M	125,9	355,6 mil	2,8 mil
Total	5,6 mil	926,6 mil	2.667 M	164,3	472,8 mil	2,9 mil

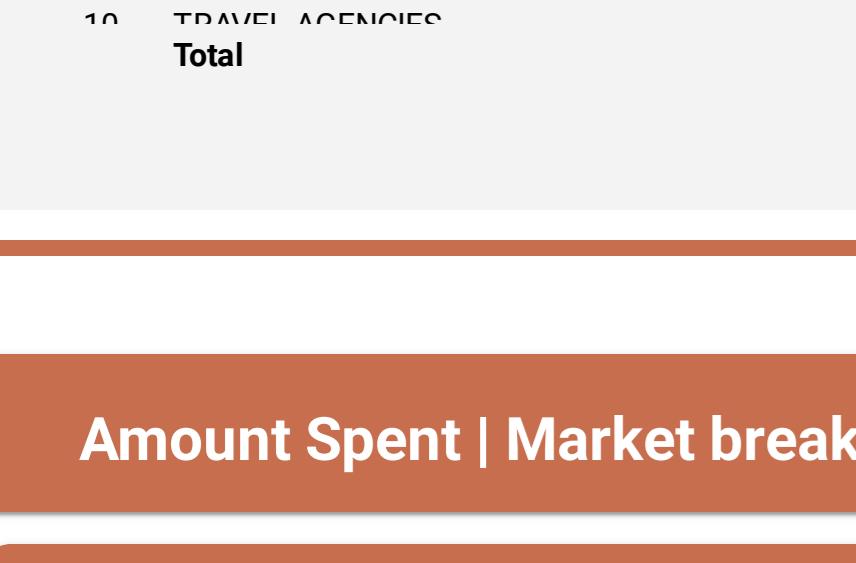
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Transactions

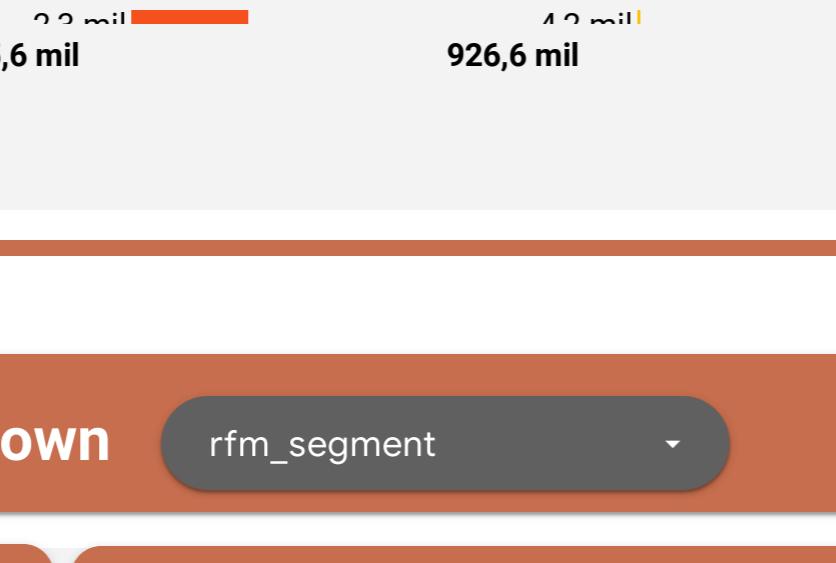
rfm_segment

MCC_Category

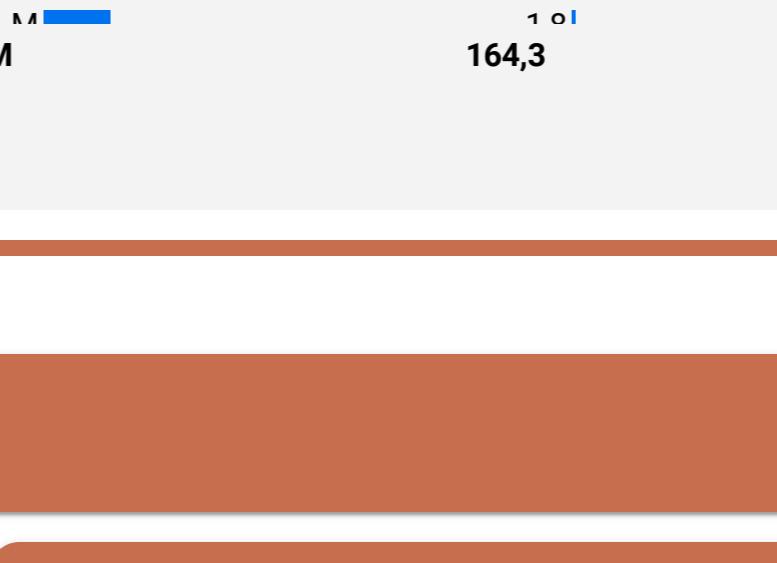
Payment Method



Type



Status



sub_region

Country

card_type

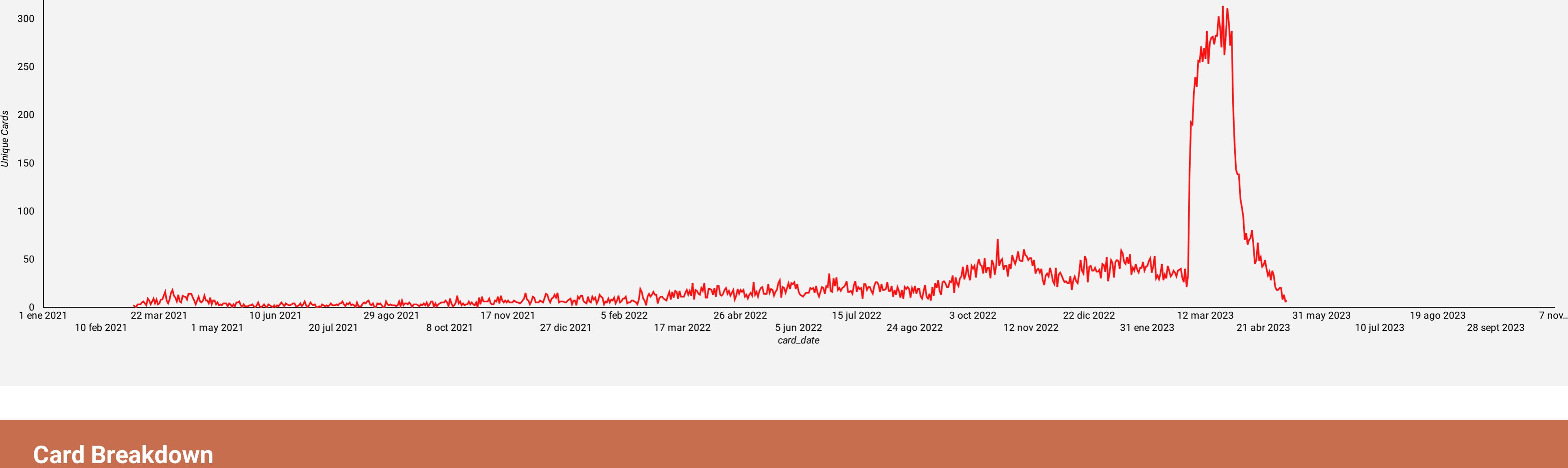
subtype

subtype

card_status

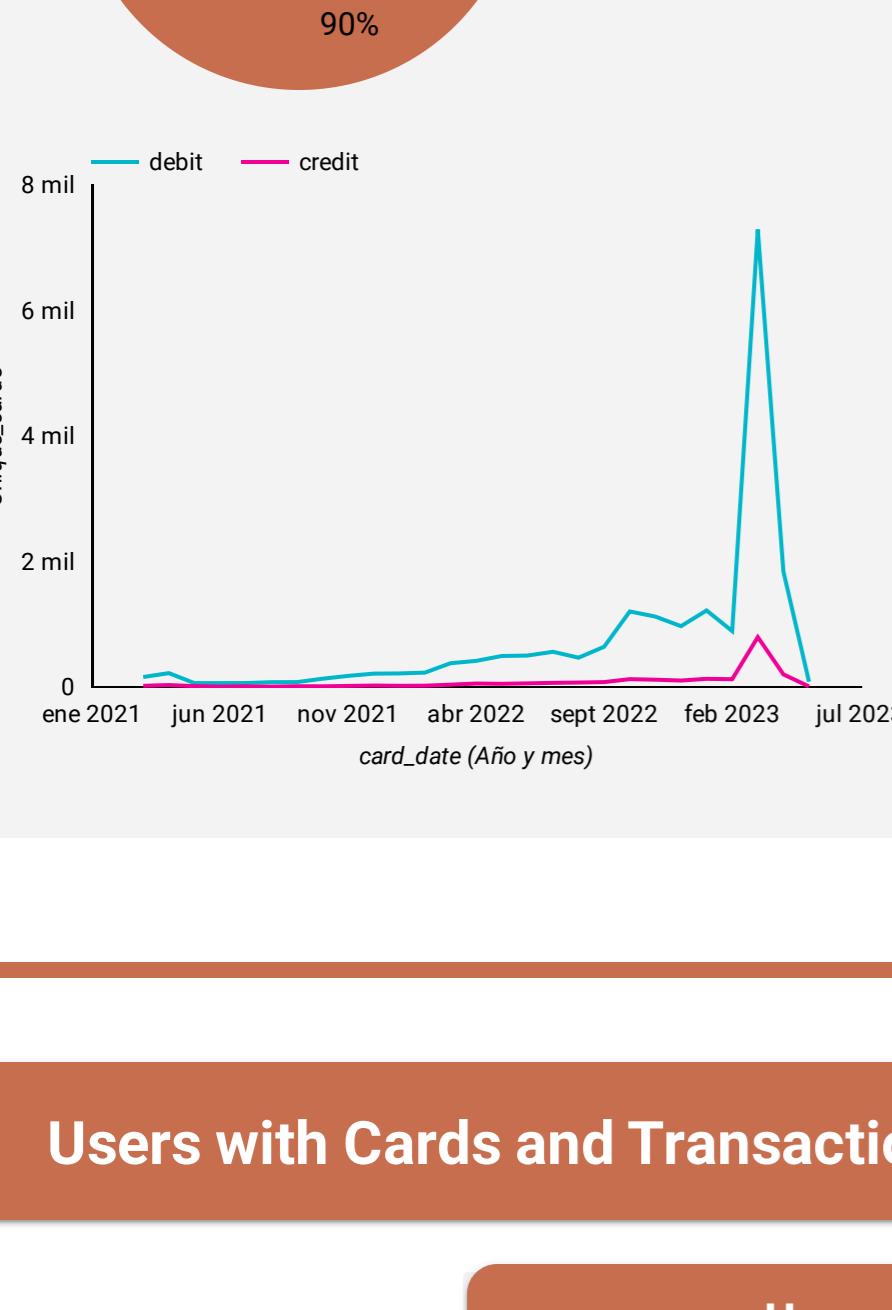
Cards Issued | by Date

Unique Cards
22,0 mil
+ No corresponde

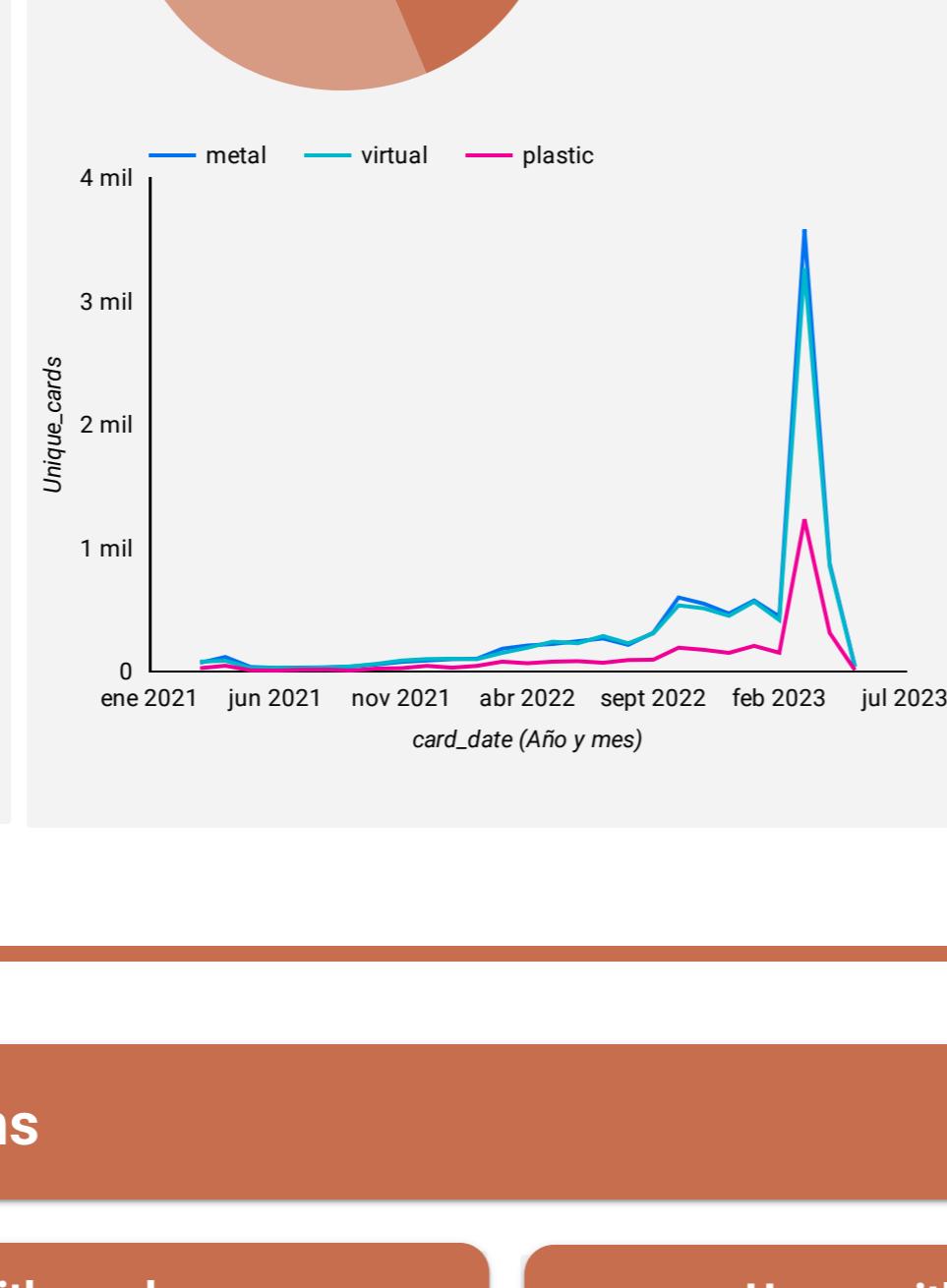


Card Breakdown

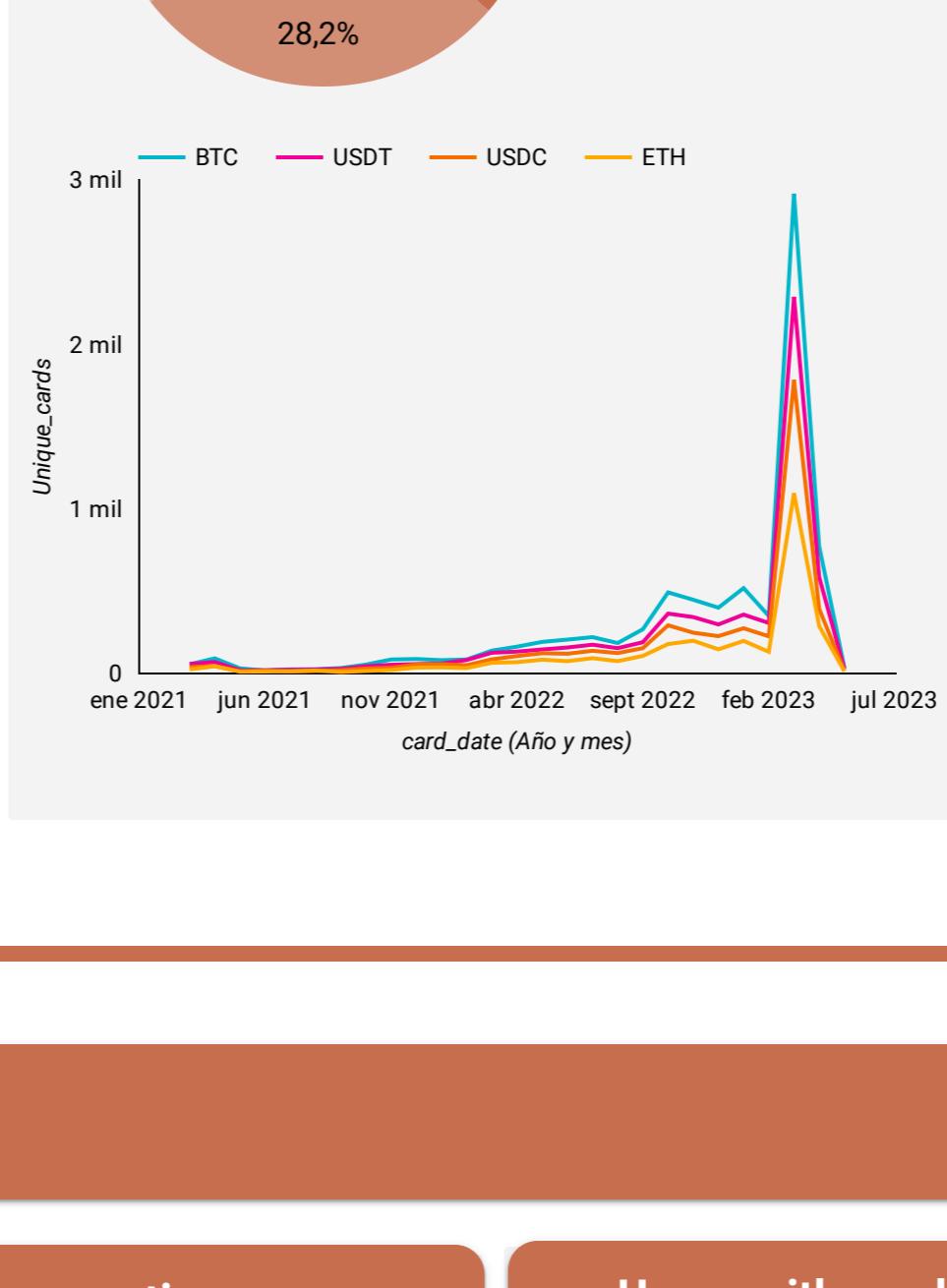
Cards by Type



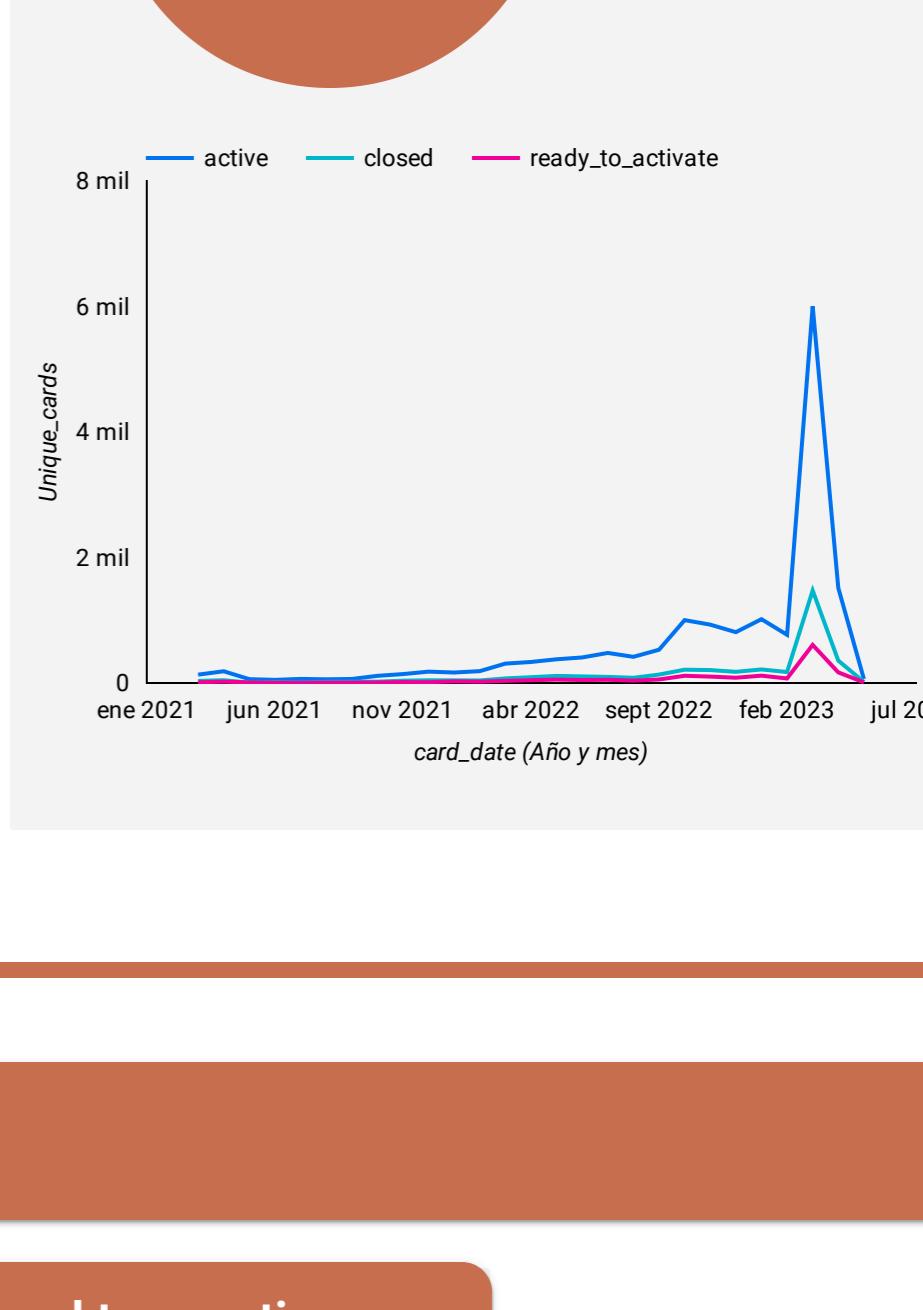
Cards by Subtype



Cards by Currency

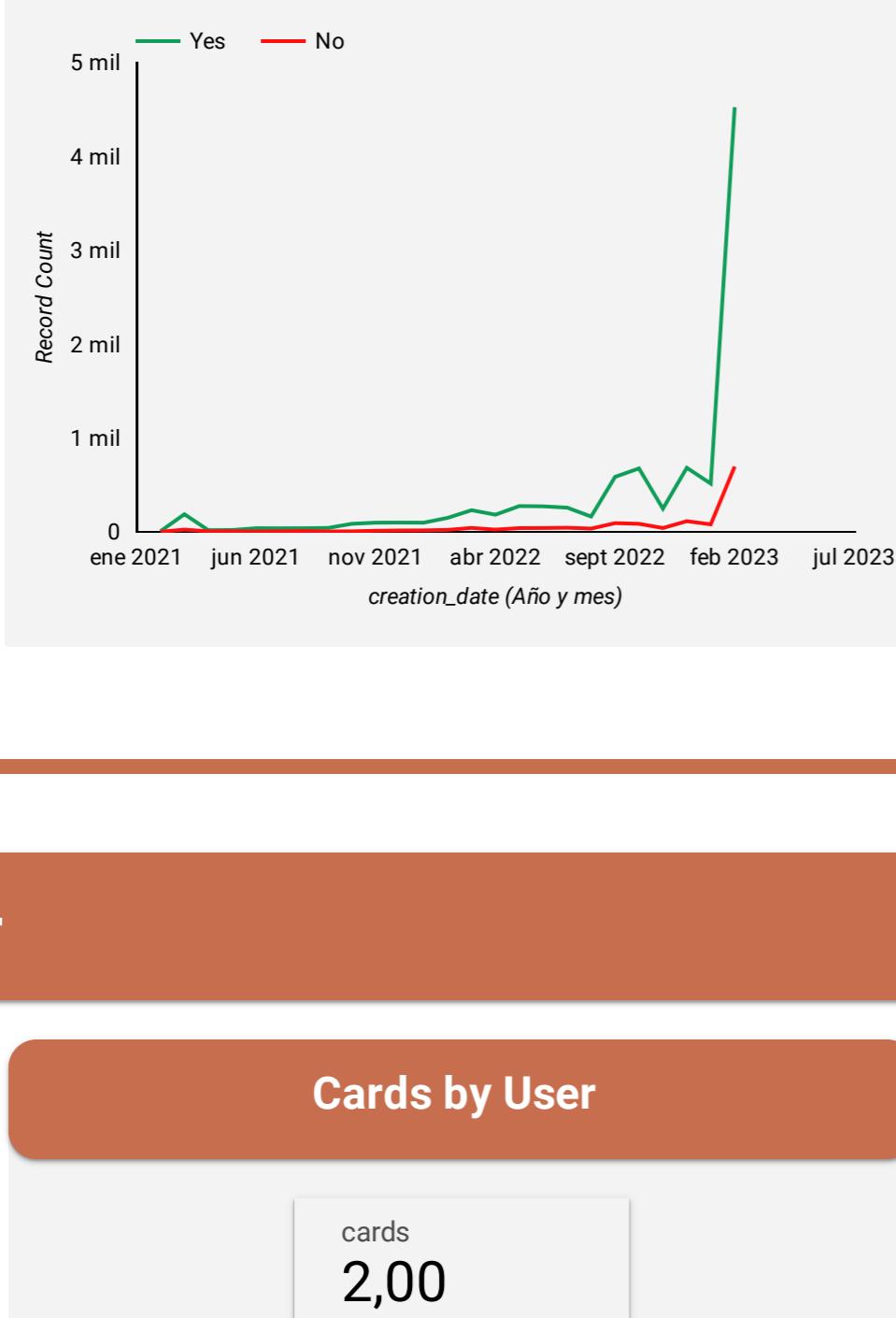


Cards by Status

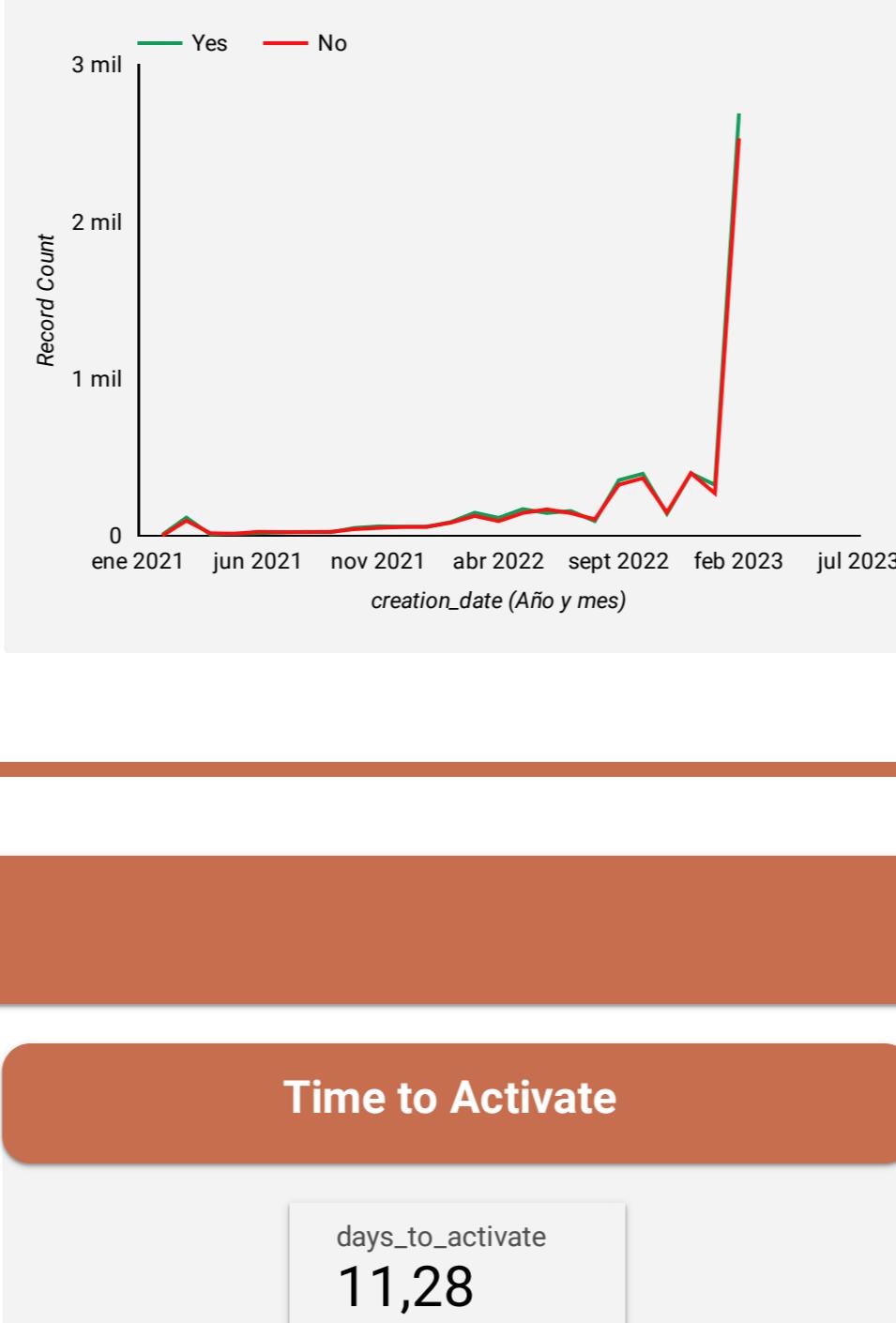


Users with Cards and Transactions

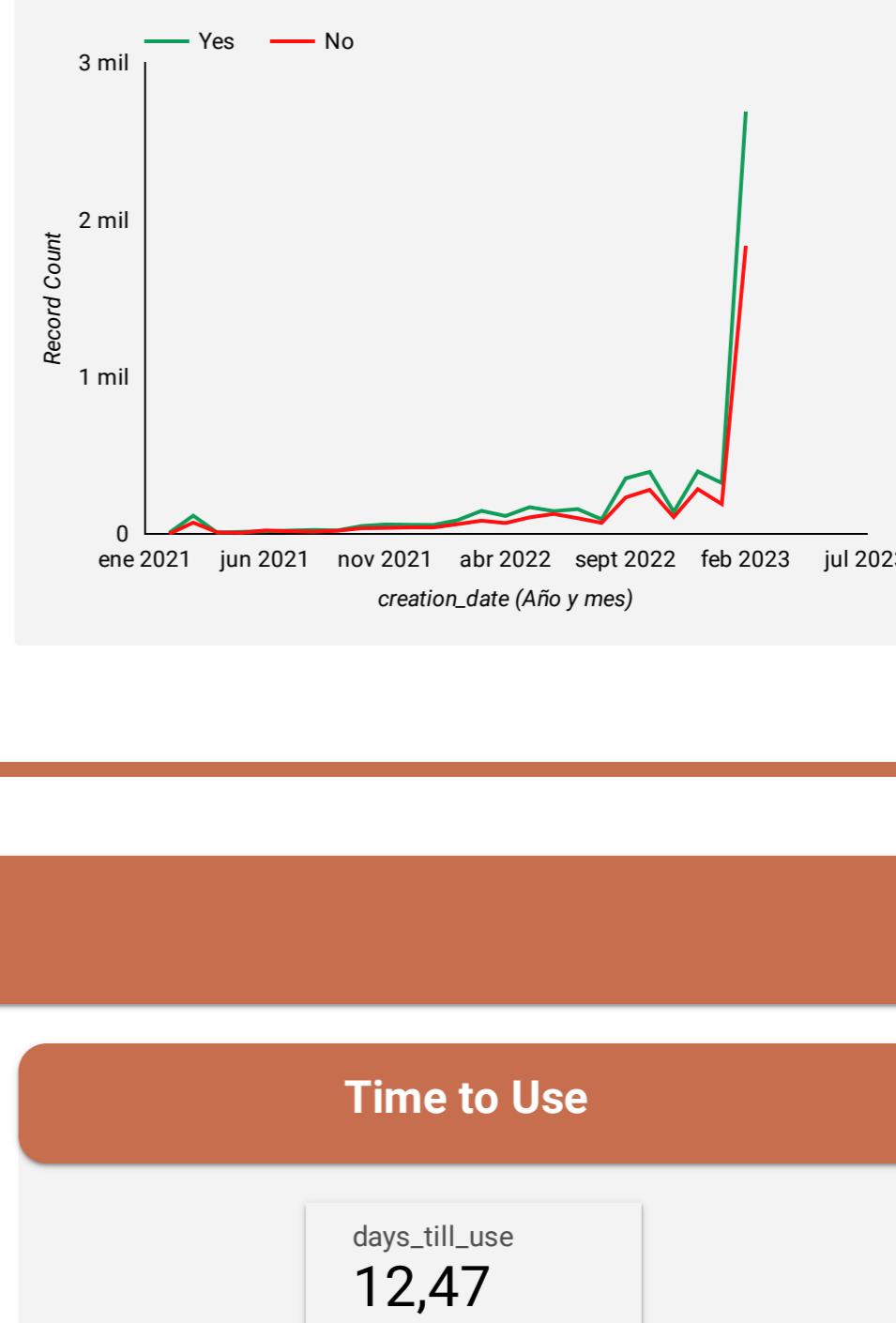
Users with cards



Users with transactions

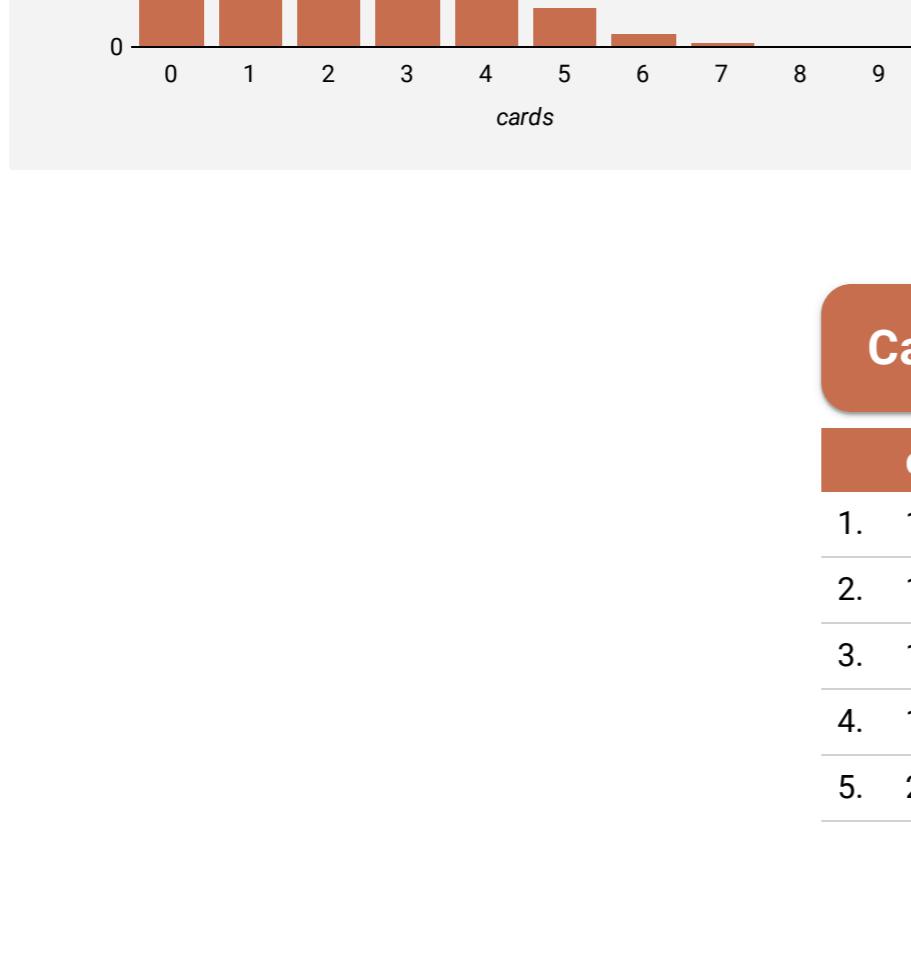


Users with cards and transactions



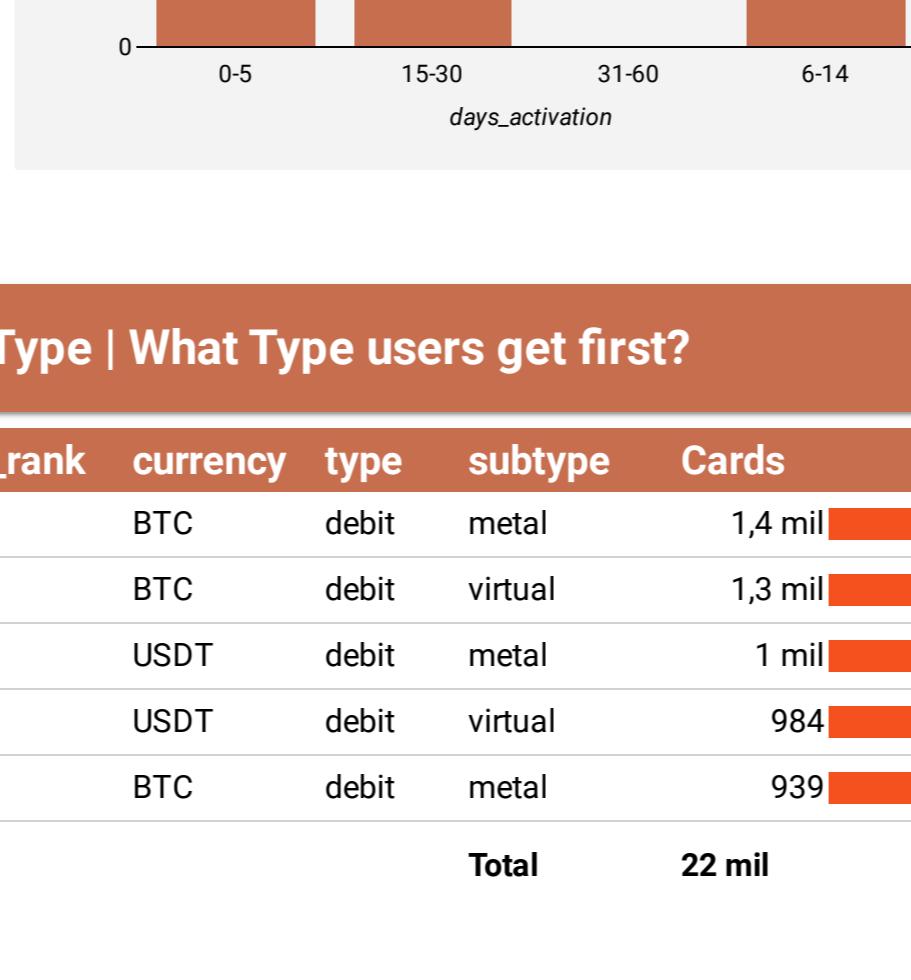
Card Behaviour

Cards by User



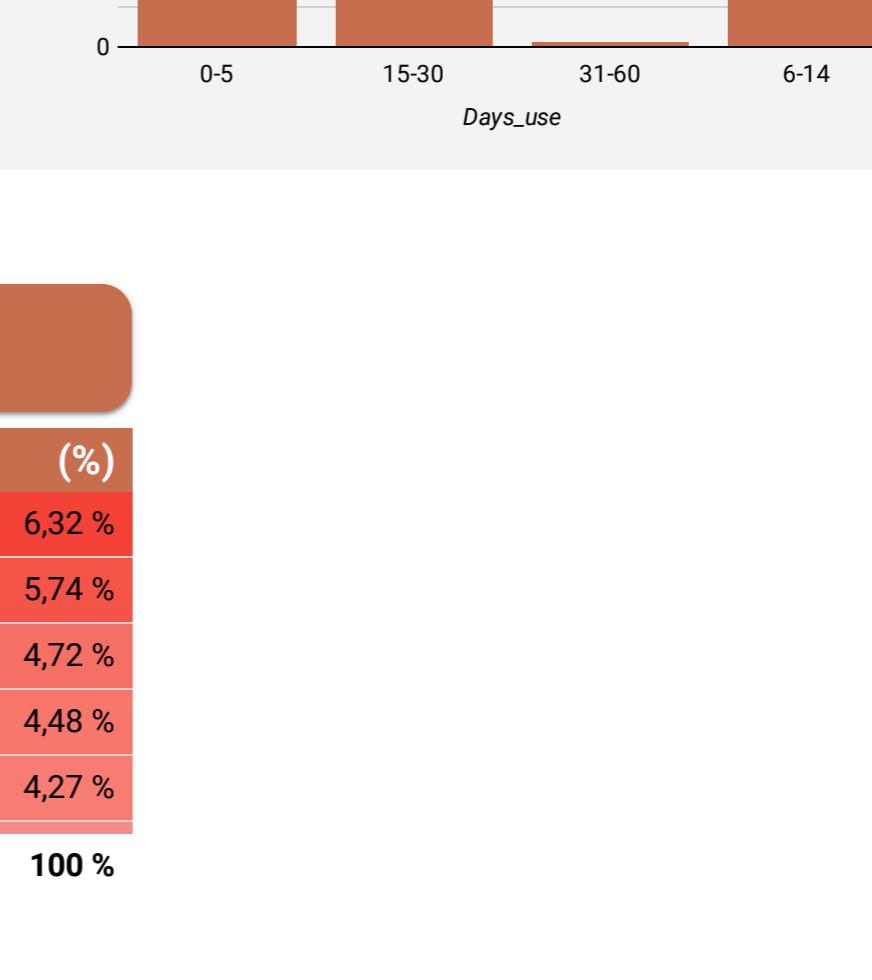
Time to Activate

days_to_activate
11,28
No hay datos



Time to Use

days_till_use
12,47
No hay datos



Card Type | What Type users get first?

card_rank	currency	type	subtype	Cards	(%)
1. 1	BTC	debit	metal	1,4 mil	6,32 %
2. 1	BTC	debit	virtual	1,3 mil	5,74 %
3. 1	USDT	debit	metal	1 mil	4,72 %
4. 1	USDT	debit	virtual	984	4,48 %
5. 2	BTC	debit	metal	939	4,27 %
Total				22 mil	100 %

100 % 22 mil 943,7 mil 100 % \$2.714,69 M 100 % \$2,88 mil \$284,74 mil 99

Card Type Drilldown

Card Type | User Behaviour

card_currency	card_type	subtype	Cards	(%)	Transactions	(%)	Amount Spent	(%)	AOV	Spent/user	Trans/user	
1. BTC	debit	metal	3,2 mil	14,52 %	139,6 mil	14,8 %	\$409,48 M	15,08 %	\$2,93 mil	\$149,17 mil	50,9	
2. BTC	debit	virtual	2,9 mil	13,36 %	125,5 mil	13,3 %	\$335,8 M	12,37 %	\$2,68 mil	\$129,55 mil	48,4	
3. USDT	debit	metal	2,4 mil	11,03 %	102,6 mil	10,88 %	\$280,79 M	10,34 %	\$2,74 mil	\$129,04 mil	47,2	
4. USDT	debit	virtual	2,3 mil	10,5 %	98,9 mil	10,48 %	\$295,7 M	10,89 %	\$2,99 mil	\$142,64 mil	47,7	
5. USDC	debit	virtual	1,8 mil	8,13 %	78,5 mil	8,32 %	\$247,64 M	9,12 %	\$3,16 mil	\$150,54 mil	47,7	
6. USDC	debit	metal	1,8 mil	8,2 %	73,7 mil	7,81 %	\$213,02 M	7,85 %	\$2,89 mil	\$127,71 mil	44,2	
7. ETH	debit	metal	1,2 mil	5,54 %	56,3 mil	5,96 %	\$159,11 M	5,86 %	\$2,83 mil	\$137,76 mil	48,7	
8. ETH	debit	virtual	1,1 mil	5,23 %	49,5 mil	5,24 %	\$140,4 M	5,17 %	\$2,84 mil	\$129,05 mil	45,5	
9. BTC	debit	plastic	1,1 mil	4,82 %	45,7 mil	4,85 %	\$149,67 M	5,51 %	\$3,27 mil	\$148,04 mil	45,2	
Total				22 mil	100 %	943,7 mil	100 %	\$2.714,69 M	100 %	\$2,88 mil	\$284,74 mil	99

Card_Dimension: Currency

Card Dimension	Cards	(%)	Transactions	(%)	Amount Spent	(%)	AOV	Spent/user	Trans/user
1. BTC	8 mil	36,32 %	344,4 mil	36,5 %	\$989,54 M	36,45 %	\$2,87 mil	\$174,25 mil	60,6
2. USDT	6,2 mil	28,18 %	260,3 mil	27,58 %	\$749,03 M	27,59 %	\$2,88 mil	\$158,02 mil	54,9
3. USDC	4,7 mil	21,4 %	203 mil	21,51 %	\$592,52 M	21,83 %	\$2,92 mil	\$155,03 mil	53,1
4. ETH	3,1 mil	14,09 %	136 mil	14,41 %	\$383,59 M	14,13 %	\$2,82 mil	\$142,76 mil	50,6

Total 22 mil 100 % 943,7 mil 100 % \$2.714,69 M 100 % \$2,88 mil \$284,74 mil 99

sub_region

Country

occupation

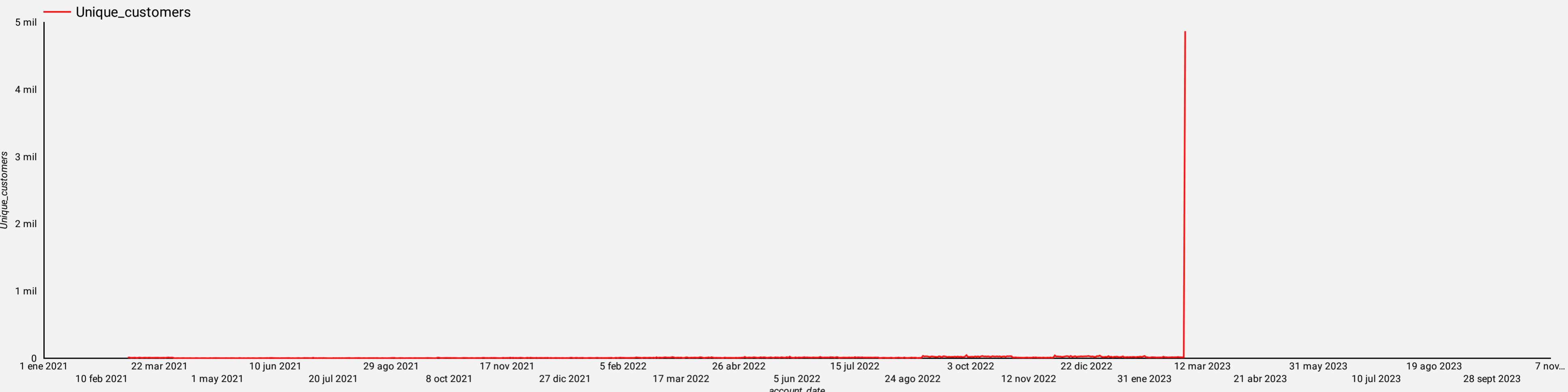
income group

gender

age_group

Customers Acquired | by Date

Unique_customers
11,0 mil
† No corresponde



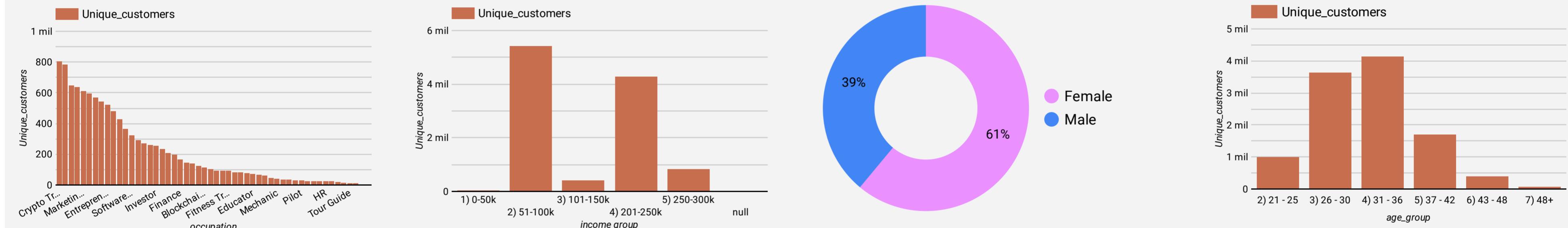
User Breakdown

Occupation

Income

Gender

Age



Demography | User Behaviour

occupation	income group	gender	age_group	Unique_customers	(%)	Transactions	(%)	Amount Spent	(%)	AOV	Spent/user	Trans/user
1. Blockchain Developer	2) 51-100k	Female	3) 26 - 30	87	0,79 %	8,6 mil	0,92 %	\$23,59 M	0,87 %	\$2,73 mil	\$271,2 mil	99,4
2. Blockchain Developer	4) 201-250k	Female	4) 31 - 36	85	0,77 %	8,5 mil	0,9 %	\$20,33 M	0,75 %	\$2,39 mil	\$239,21 mil	100
3. Crypto Trader	2) 51-100k	Female	3) 26 - 30	80	0,73 %	7,9 mil	0,84 %	\$20,24 M	0,75 %	\$2,56 mil	\$253 mil	98,6
4. Crypto Trader	4) 201-250k	Female	4) 31 - 36	72	0,65 %	7,4 mil	0,79 %	\$15,21 M	0,56 %	\$2,05 mil	\$211,25 mil	103,1
5. Data Analyst	2) 51-100k	Female	3) 26 - 30	66	0,6 %	7,4 mil	0,79 %	\$22,2 M	0,82 %	\$2,99 mil	\$336,36 mil	112,4
6. Financial Advisor	2) 51-100k	Female	4) 31 - 36	71	0,65 %	7,2 mil	0,76 %	\$18,81 M	0,69 %	\$2,63 mil	\$264,99 mil	100,8
7. Crypto Trader	2) 51-100k	Female	4) 31 - 36	88	0,8 %	6,8 mil	0,72 %	\$20,41 M	0,75 %	\$3,01 mil	\$231,99 mil	77,1
8. Blockchain Developer	2) 51-100k	Female	4) 31 - 36	76	0,69 %	6,6 mil	0,7 %	\$17,33 M	0,64 %	\$2,62 mil	\$228,03 mil	87,2
9. Marketing Manager	2) 51-100k	Female	4) 31 - 36	60	0,63 %	6,5 mil	0,69 %	\$20,82 M	0,77 %	\$2,21 mil	\$201,67 mil	94
Total				11 mil	100 %	943,7 mil	100 %	\$2.714,69 M	100 %	\$2,88 mil	\$246,79 mil	85,8

1 - 100 / 1378 < >

Demographic_Dimension: Occupation

Demographic Dimension	Unique_customers	(%)	Transactions	(%)	Amount Spent	(%)	AOV	Spent/user	Trans/user
1. Blockchain Developer	784	7,13 %	71,1 mil	7,54 %	\$207,63 M	7,65 %	\$2,92 mil	\$264,84 mil	90,7
2. Crypto Trader	805	7,32 %	70,4 mil	7,46 %	\$183,75 M	6,77 %	\$2,61 mil	\$228,26 mil	87,5
3. Web Developer	640	5,82 %	56,8 mil	6,02 %	\$150,31 M	5,54 %	\$2,64 mil	\$234,85 mil	88,8
4. Data Analyst	648	5,89 %	54,6 mil	5,79 %	\$158,14 M	5,83 %	\$2,9 mil	\$244,04 mil	84,3
5. Marketing Manager	613	5,57 %	54,3 mil	5,76 %	\$163,35 M	6,02 %	\$3,01 mil	\$266,47 mil	88,7
6. Financial Advisor	599	5,45 %	51,4 mil	5,45 %	\$154,11 M	5,68 %	\$3 mil	\$257,28 mil	85,9
7. Engineer	573	5,21 %	48,8 mil	5,17 %	\$149,18 M	5,5 %	\$3,06 mil	\$260,34 mil	85,1
8. Consultant	542	4,93 %	48 mil	5,09 %	\$120,4 M	4,44 %	\$2,51 mil	\$222,14 mil	88,6
9. Entrepreneur	522	4,75 %	42,1 mil	4,56 %	\$126,12 M	5,01 %	\$2,16 mil	\$260,29 mil	82,3
Total	11 mil	100 %	943,7 mil	100 %	\$2.714,69 M	100 %	\$2,88 mil	\$246,79 mil	85,8

1 - 52 / 52 < >

payment_method

transaction_type

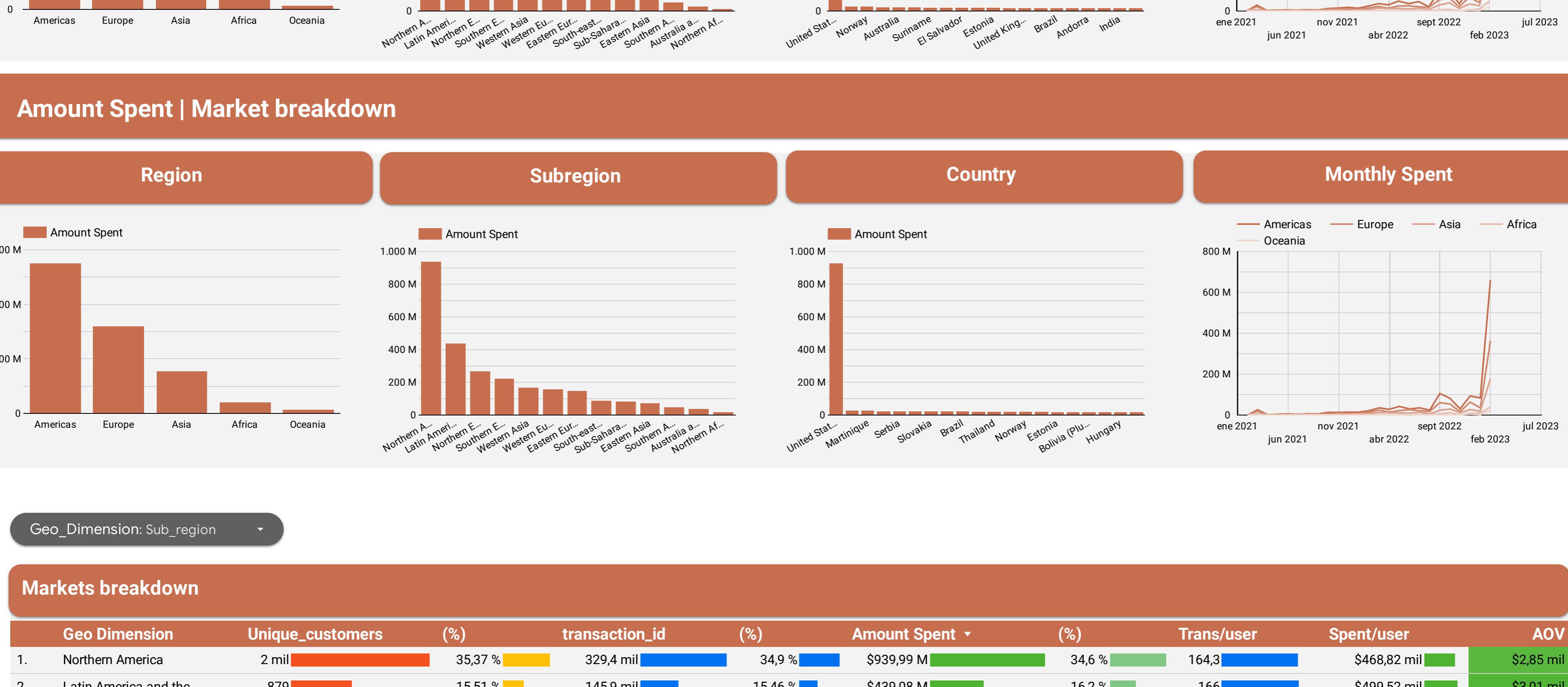
trans_status

trans_currency

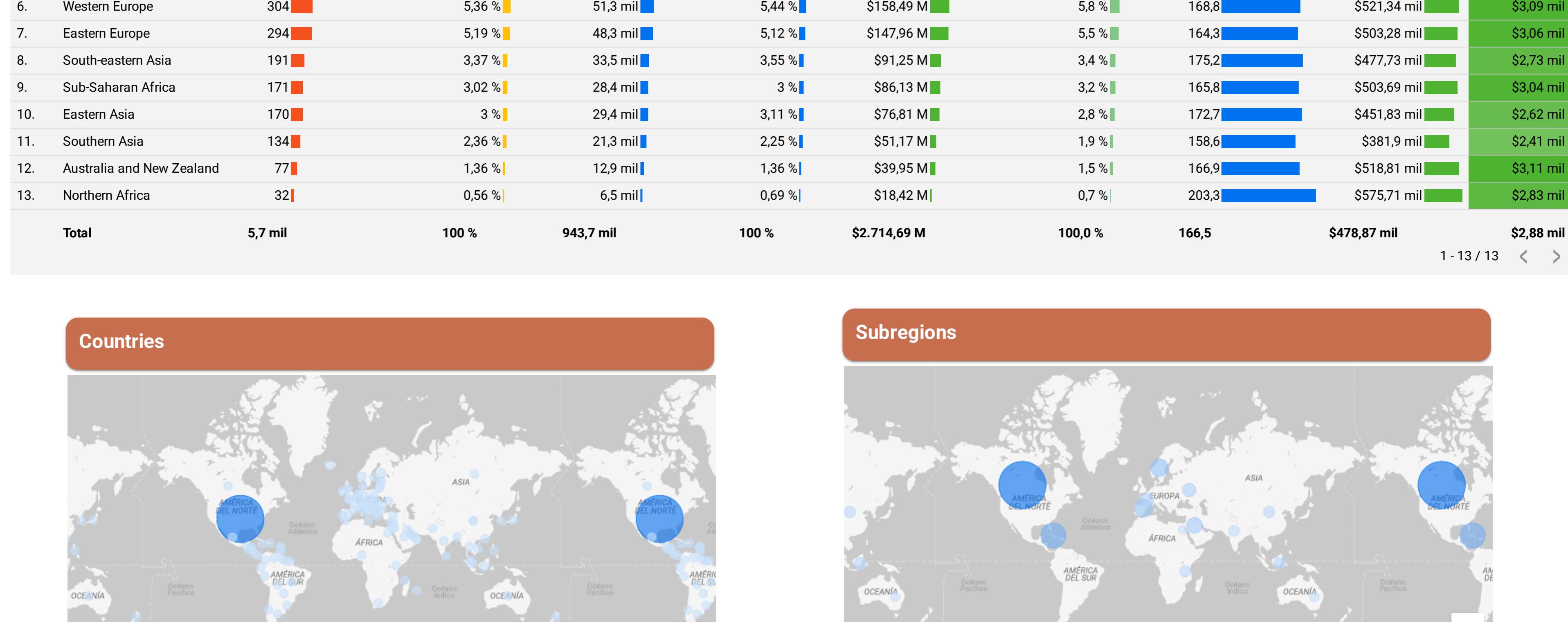
MCC_category

MCC_description

Customers | Market breakdown



Amount Spent | Market breakdown



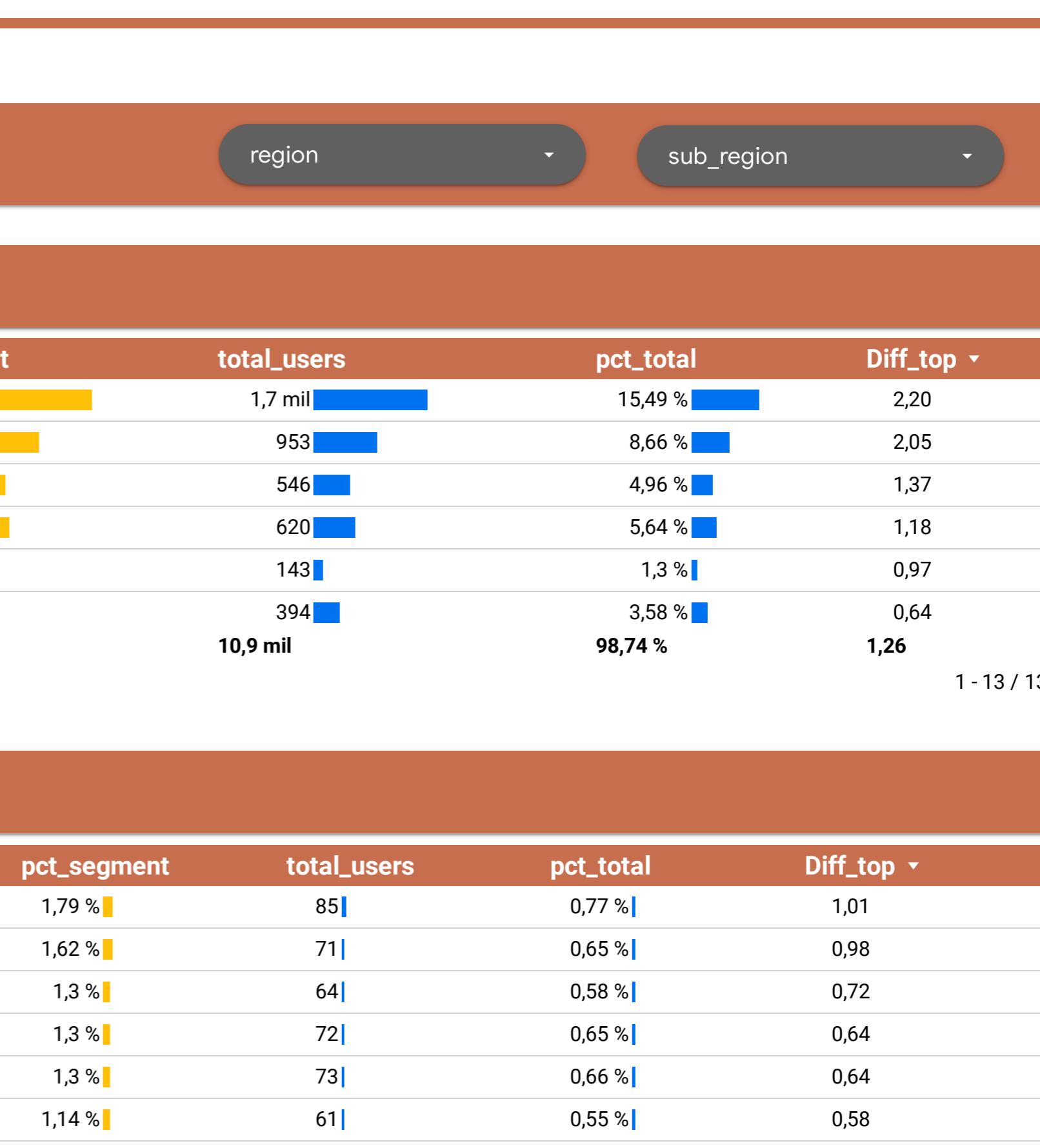
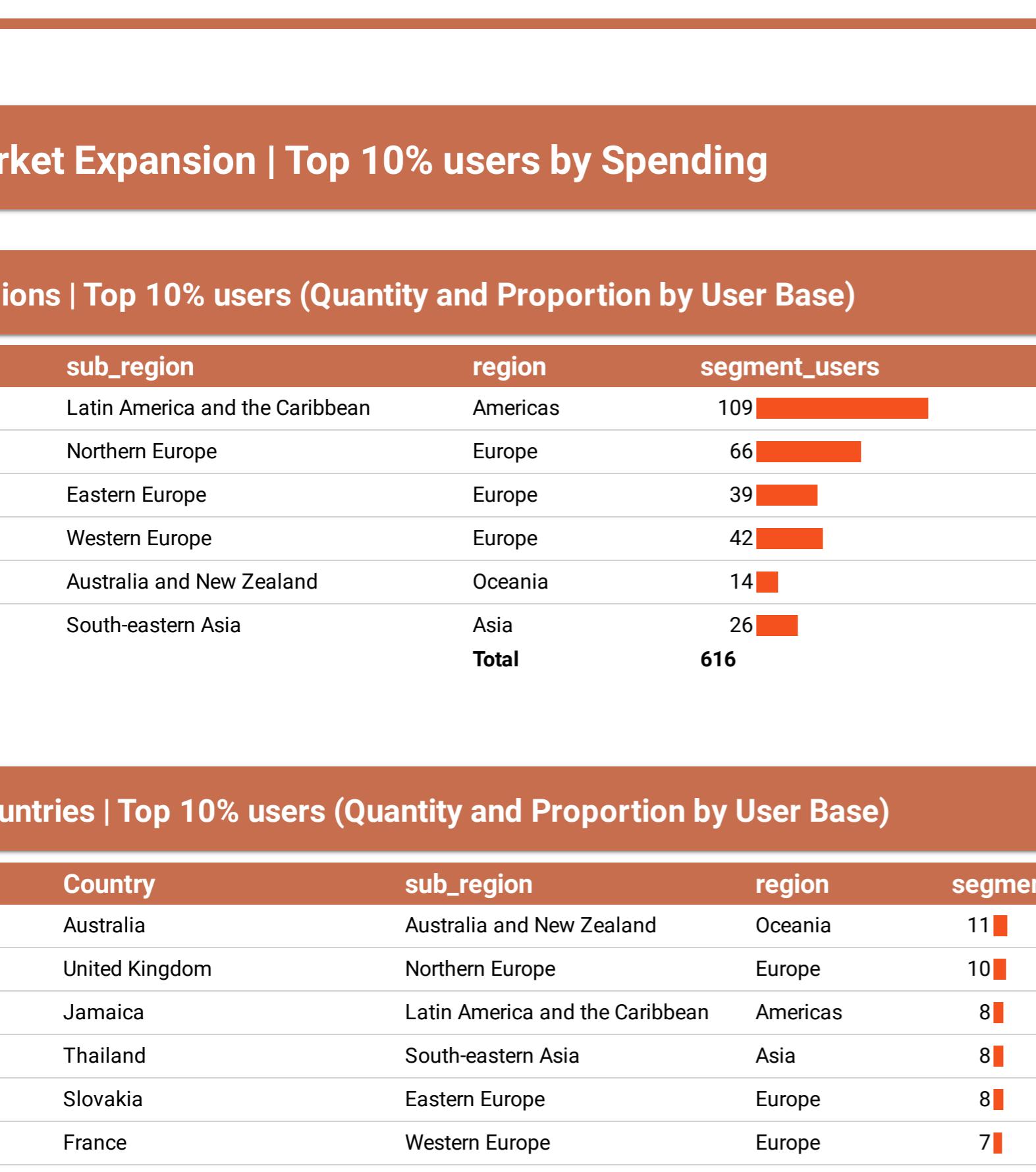
Geo_Dimension: Sub_region

Markets breakdown

Geo Dimension	Unique_customers	(%)	transaction_id	(%)	Amount Spent	(%)	Trans/user	Spent/user	AOV
1. Northern America	2 mil	35,37 %	329,4 mil	34,9 %	\$939,99 M	34,6 %	164,3	\$468,82 mil	\$2,85 mil
2. Latin America and the Caribbean	879	15,51 %	145,9 mil	15,46 %	\$439,08 M	16,2 %	166	\$499,52 mil	\$3,01 mil
3. Northern Europe	529	9,33 %	89,9 mil	9,53 %	\$271,27 M	10,0 %	170	\$512,79 mil	\$3,02 mil
4. Southern Europe	502	8,86 %	83,9 mil	8,89 %	\$223,95 M	8,2 %	167,2	\$446,12 mil	\$2,67 mil
5. Western Asia	381	6,72 %	63,2 mil	6,7 %	\$170,22 M	6,3 %	165,9	\$446,7 mil	\$2,69 mil
6. Western Europe	304	5,36 %	51,3 mil	5,44 %	\$158,49 M	5,8 %	168,8	\$521,34 mil	\$3,09 mil
7. Eastern Europe	294	5,19 %	48,3 mil	5,12 %	\$147,95 M	5,5 %	164,3	\$503,28 mil	\$3,06 mil
8. South-eastern Asia	191	3,37 %	33,5 mil	3,55 %	\$91,25 M	3,4 %	175,2	\$477,73 mil	\$2,73 mil
9. Sub-Saharan Africa	171	3,02 %	28,4 mil	3 %	\$86,13 M	3,2 %	165,8	\$503,69 mil	\$3,04 mil
10. Eastern Asia	170	3 %	29,4 mil	3,11 %	\$76,81 M	2,8 %	172,7	\$451,83 mil	\$2,62 mil
11. Southern Asia	134	2,36 %	21,3 mil	2,25 %	\$51,17 M	1,9 %	158,6	\$381,9 mil	\$2,41 mil
12. Australia and New Zealand	77	1,36 %	12,9 mil	1,36 %	\$39,95 M	1,5 %	166,9	\$518,81 mil	\$3,11 mil
13. Northern Africa	32	0,56 %	6,5 mil	0,69 %	\$18,42 M	0,7 %	203,3	\$575,71 mil	\$2,83 mil
Total	5,7 mil	100 %	943,7 mil	100 %	\$2,714,69 M	100,0 %	166,5	\$478,87 mil	\$2,88 mil

Countries

Subregions



Market Expansion | Countries where we don't have Customers

region

sub_region

Country breakdown | Economic, Banking & Crypto Indicators

Country1	CPI_Change	GDP_capita	internet_pct	Crypto Ownership	Percent_people_with_bank_accounts	Population	Total_tax_rate
1. Iran (Islamic Republic of)	39,9 %	5,4 mil	88,8 %	13,46 %	89,6 %	82,9 M	44,7 %
2. Morocco	0,2 %	3,2 mil	59,5 %	4,9 %	42,2 %	36,9 M	45,8 %
3. Nepal	5,6 %	1,1 mil	53,3 %	4,43 %	52,8 %	28,6 M	41,3 %
4. Ethiopia	15,8 %	857,5	16,2 %	4,01 %	34,8 %	112,1 M	37,7 %
5. Cambodia	2,5 %	1,6 mil	32,8 %	3,34 %	32,6 %	16,5 M	23,1 %
6. Belarus	5,6 %	6,7 mil	73,6 %	2,92 %	81,2 %	9,5 M	53,3 %
7. Tanzania	3,5 %	1,1 mil	52 %	2,34 %	23,8 %	58,0 M	43,6 %
8. Georgia	4,9 %	4,8 mil	91,7 %	2,32 %	70,5 %	3,7 M	9,9 %
9. Algeria	2 %	3,9 mil	59,6 %	2,18 %	44,1 %	43,1 M	66,1 %
10. Ghana	7,2 %	2,2 mil	45,9 %	2,16 %	39,2 %	30,8 M	55,4 %
11. Moldova	4,8 %	4,5 mil	100,7 %	2,05 %	64,3 %	2,7 M	38,7 %
12. Tunisia	6,7 %	3,3 mil	52,2 %	2,01 %	35,7 %	11,7 M	60,7 %
13. Somalia	0	3057	1,7 %	1,89 %	0	15,4 M	0
Total	631,8 %	443,2 mil	1.302,7 %	80,31 %	1,4 mil	1.376,6 M	3,794 %

Sub region breakdown | Economic, Banking & Crypto Indicators

sub_region	CPI_Change	GDP_capita	internet_pct	Crypto Ownership	Percent_people_with_bank_accounts	Population	Total_tax_rate
1. Southern Asia	10,14 %	4,2 mil	50,93 %	6,26 %	50,7 %	30,2 M	44,68 %
2. Northern Africa	12,5 %	3,7 mil	47,97 %	2,5 %	46,9 %	28,2 M	50,12 %
3. Eastern Europe	5,2 %	5,6 mil	87,15 %	2,49 %	72,7 %	6,1 M	46 %
4. Western Asia	9,02 %	3,8 mil	67,55 %	2,07 %	43,1 %	17,0 M	28,88 %
5. South-eastern Asia	3,34 %	7,4 mil	33,47 %	2,04 %	32 %	163 M	20,74 %
6. Sub-Saharan Africa	9,54 %	2,3 mil	19,97 %	1,56 %	28,5 %	18,2 M	49,13 %
7. Central Asia	4,1 %	4,1 mil	44,25 %	1,43 %	51,3 %	14,8 M	39,08 %
8. Latin America and the Caribbean	2,44 %	12,9 mil	11,8 %	0,93 %	32,6 %	2,2 M	38,8 %
Total	7,35 %	4,7 mil	35,21 %	2,11 %	38,6	14,5 M	42,63 %

Market Expansion | Top 10% users by Spending

region

sub_region

Regions | Top 10% users (Quantity and Proportion by User Base)

sub_region	region	segment_users	pct_segment	total_users	pct_total	Diff_top
1. Latin America and the Caribbean	Americas	109	17,69 %	1,7 mil	15,49 %	2,20
2. Northern Europe	Europe	66	10,71 %	953	8,66 %	2,05
3. Eastern Europe	Europe	39	6,33 %	546	4,96 %	1,37
4. Western Europe	Europe	42	6,82 %	620	5,64 %	1,18
5. Australia and New Zealand	Oceania	14	2,27 %	143	1,3 %	0,97
6. South-eastern Asia	Asia	26	4,22 %	394	3,58 %	0,64
Total		616	100 %	10,9 mil	98,74 %	1,26

Countries | Top 10% users (Quantity and Proportion by User Base)

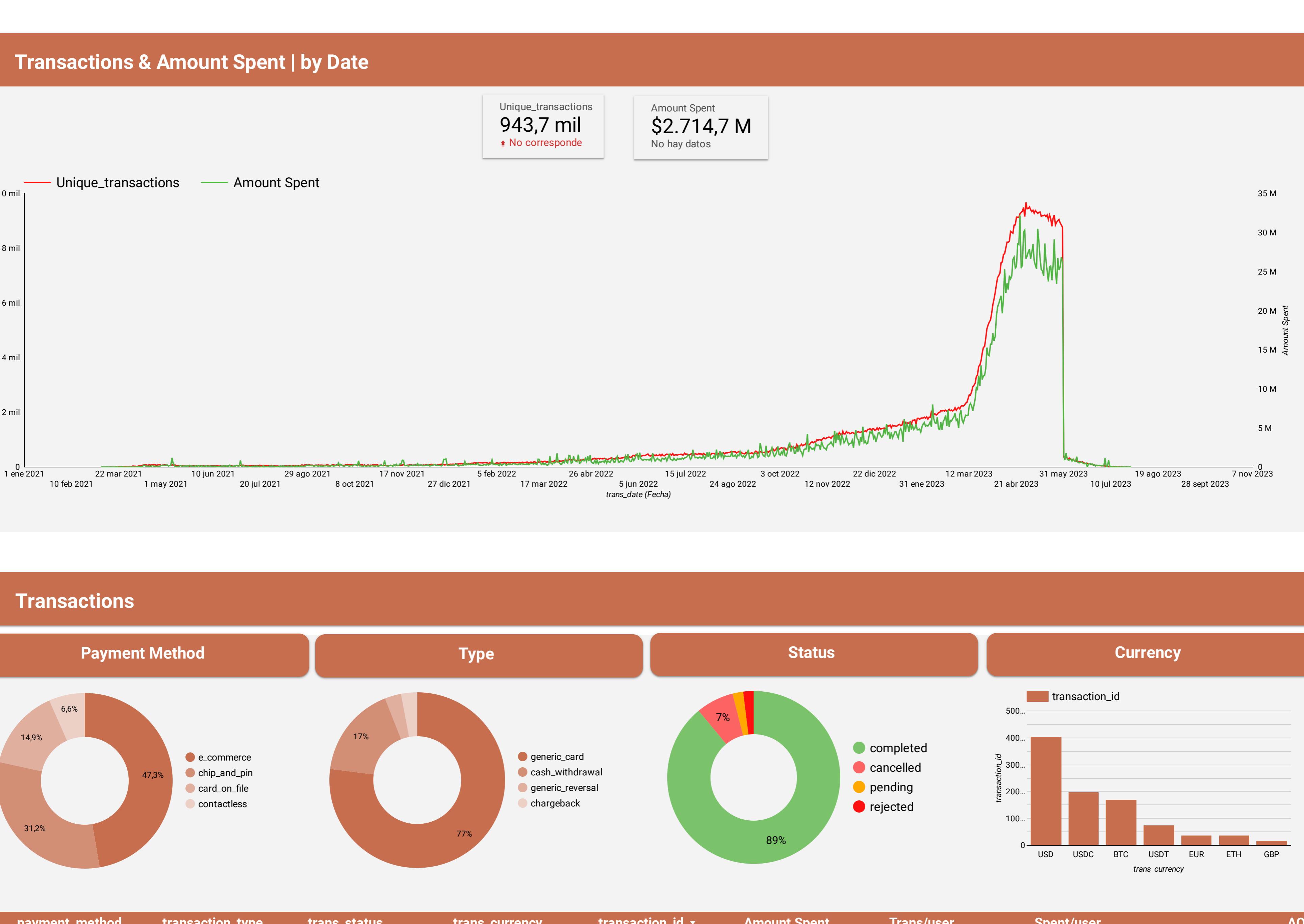
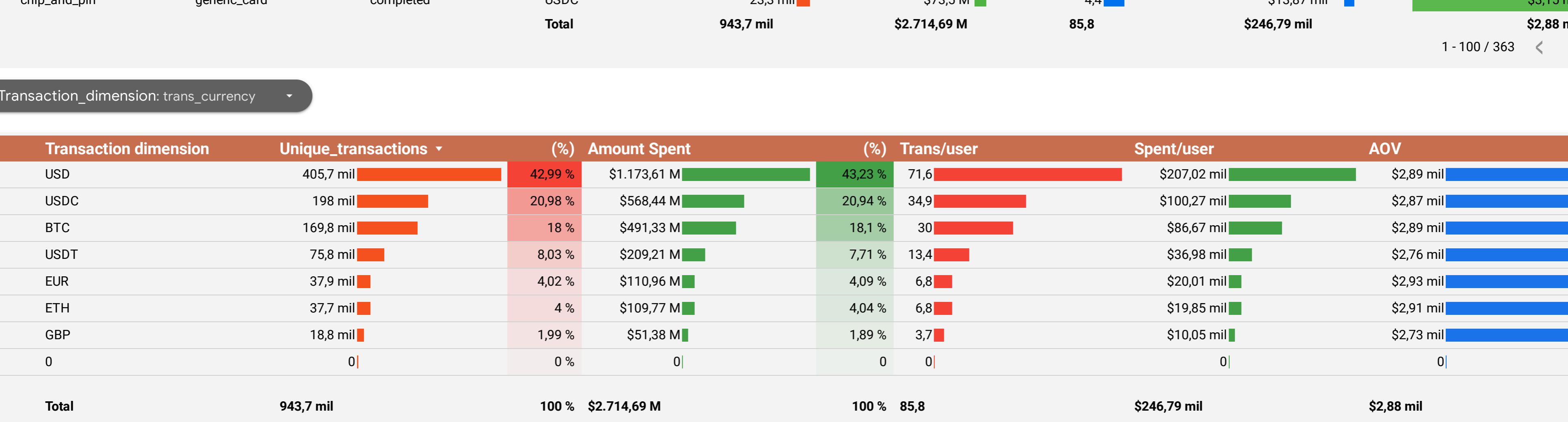
Country	sub_region	region	segment_users	pct_segment	total_users	pct_total	Diff_top
1. Australia	Australia and New Zealand	Oceania	11	1,79 %	85	0,77 %	1,01
2. United Kingdom	Northern Europe	Europe	10	1,62 %	71	0,65 %	0,98
3. Jamaica	Latin America and the Caribbean	Americas	8	1,3 %	64	0,58 %	0,72
4. Thailand	South-eastern Asia	Asia	8	1,3 %	72	0,65 %	0,64
5. Slovakia	Eastern Europe	Europe	7	1,14 %	73	0,66 %	0,64
6. France	Western Europe	Europe	7	1,14 %	61	0,55 %	0,58
7. United Arab Emirates	Western Asia	Asia	7	1,14 %	62	0,56 %	0,57
8. Chile	Latin America and the Caribbean	Americas	7	1,14 %	64	0,58 %	0,55
9. Brazil	Latin America and the Caribbean	Americas	7	1,14 %	67	0,61 %	0,53
10. Jersey	Northern Europe	Europe	7	1,14 %	68	0,62 %	0,52
Total			616	100 %	10,9 mil	98,74 %	1,26

Market Expansion | Best Customers (RFM Segment)

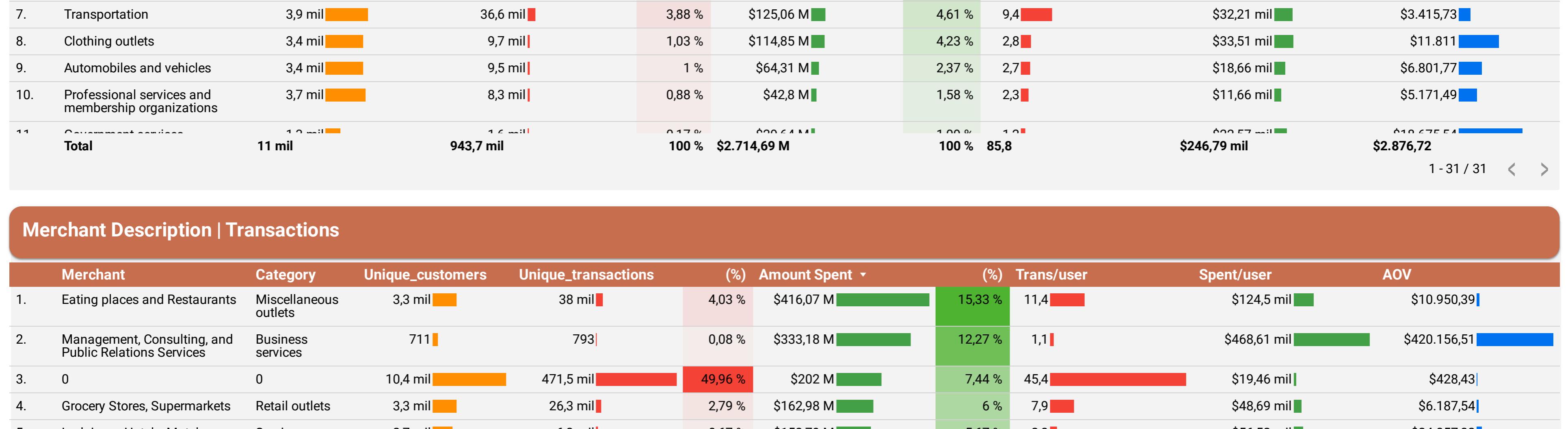
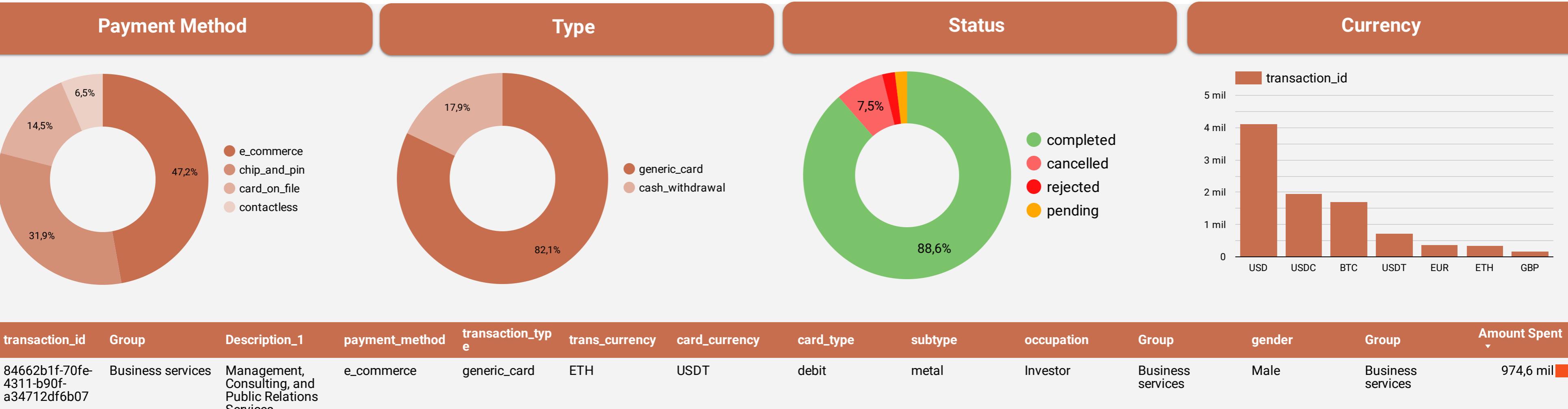
region

sub_region

Regions | Best Customers (Quantity and Proportion

**Transactions**

Transaction_dimension: trans_currency

**MERCHANTS****Merchant Description | Transactions**

Merchant	Category	Unique_customers	Unique_transactions	(%)	Amount Spent	(%)	Trans/user	Spent/user	AOV
1. Eating places and Restaurants	Miscellaneous outlets	3,3 mil	38 mil	4,03 %	\$416,07 M	15,33 %	11,4	\$124,5 mil	\$10.950,39
2. Management, Consulting, and Public Relations Services	Business services	711	793	0,08 %	\$333,18 M	12,27 %	1,1	\$468,61 mil	\$420.156,51
3. 0	0	10,4 mil	471,5 mil	49,96 %	\$202 M	7,44 %	45,4	\$19,46 mil	\$428,43
4. Grocery Stores, Supermarkets	Retail outlets	3,3 mil	26,3 mil	2,79 %	\$162,98 M	6 %	7,9	\$48,69 mil	\$6.187,54
5. Lodging - Hotels, Motels, Resorts, Central Reservation Services	Service providers	2,7 mil	6,3 mil	0,67 %	\$153,79 M	5,67 %	2,3	\$56,52 mil	\$24.357,32
6. Computer Network Services	Utilities	2,6 mil	5,6 mil	0,59 %	\$140,8 M	5,19 %	2,2	\$54,66 mil	\$25.318,41
7. Miscellaneous Food Stores - Convenience Stores and Specialty Markets	Retail outlets	3,1 mil	10,8 mil	1,15 %	\$115,88 M	4,27 %	3,5	\$36,99 mil	\$10.680,78
8. Financial Institutions - Automated Cash Dispensers	Service providers	5,7 mil	132,6 mil	14,05 %	\$107,39 M	3,96 %	23,4	\$18,97 mil	\$809,73
Total		11 mil	943,7 mil	100 %	\$2.714,69 M	100 %	85,8	\$246,79 mil	\$2,876,72

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Top Transactions (1%)

Payment Method

Type

Status

Currency

transaction_id	Group	Description_1	payment_method	transaction_type	trans_status	trans_currency	card_currency	card_type	subtype	occupation	Group	gender	Group	Amount Spent
1. 84662b1f-70fe-4311-b90f-a34712df6b07	Business services	Management, Consulting, and Public Relations Services	e_commerce	generic_card	completed	USD	USDT	debit	metal	Investor	Business services	Male	Business services	974,6 mil
2. 634b2bca-1e8e-4515-b626-b8749057d604	Business services	Management, Consulting, and Public Relations Services	e_commerce	generic_card	completed	USD	BTC	debit	virtual	Interior Designer	Business services	Male	Business services	974 mil
3. 9b6f7f5c-30b6-49d5-93bd-cfc215e533	Business services	Management, Consulting, and Public Relations Services	card_on_file	generic_card	completed	USDC	USDC	debit	virtual	Journalist	Business services	Male	Business services	973,3 mil
4. 37bab33e-b28d-4adc-a231-32632de94baa	Business services	Management, Consulting, and Public Relations Services	e_commerce	generic_card	completed	USD	BTC	debit	metal	Lawyer	Business services	Male	Business services	970,3 mil
5. 68aa9442-0a3d-41b5-9d3b-9c5c3a34a8d	Business services	Management, Consulting, and Public Relations Services	chip_and_pin	generic_card	completed	USDC	USDC	debit	plastic	Real Estate Agent	Business services	Female	Business services	969,2 mil
Total														734,8 M

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First Transaction by User

Payment Method

Type

Status

Currency

transaction_id	Group	Transactions	(%)	Amount Spent	(%)	AOV
1. 0	0	2,1 mil	37,77 %	\$922,51 mil	17,06 %	\$430,88
2. Miscellaneous outlets	Miscellaneous outlets	1 mil	12,65 %	\$754,66 mil	7,9 %	\$3,66 mil
3. Service providers	Service providers	832	14,68 %	\$2,86 M	7,06 %	\$5,62 mil
4. Retail outlets	Retail outlets	596	10,51 %	\$3,98 M	6,1 %	\$44,17 mil
5. Transportation	Transportation	334	5,89 %	\$1,24 M	5,57 %	\$6,09 mil
6. Business services	Business services	123	2,17 %	\$5,71 M	4,82 %	\$4,21 mil
7. Utilities	Utilities	105	1,85 %	\$1,91 M	4,82 %	\$3,67 mil
8. Lodging - Hotels, Motels, Resorts, Central Reservation Services	Lodging - Hotels, Motels, Resorts, Central Reservation Services	100	1,76 %	\$6,571 mil	4,82 %	\$46,41 mil
9. Automobiles and vehicles	Automobiles and vehicles	77	1,36 %	\$756,77 mil	4,82 %	\$18,23 mil
10. Clothing outlets	Clothing outlets	74	1,31 %	\$856,06 mil	4,82 %	\$11,57 mil
Total		5,7 mil	100 %	\$25,97 M	100 %	\$4,58 mil

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