

22 December 2023

Insights through Transactional Data

Analytics Case



Executive summary

1. The Billing amount across the three months indicate **downward trend**

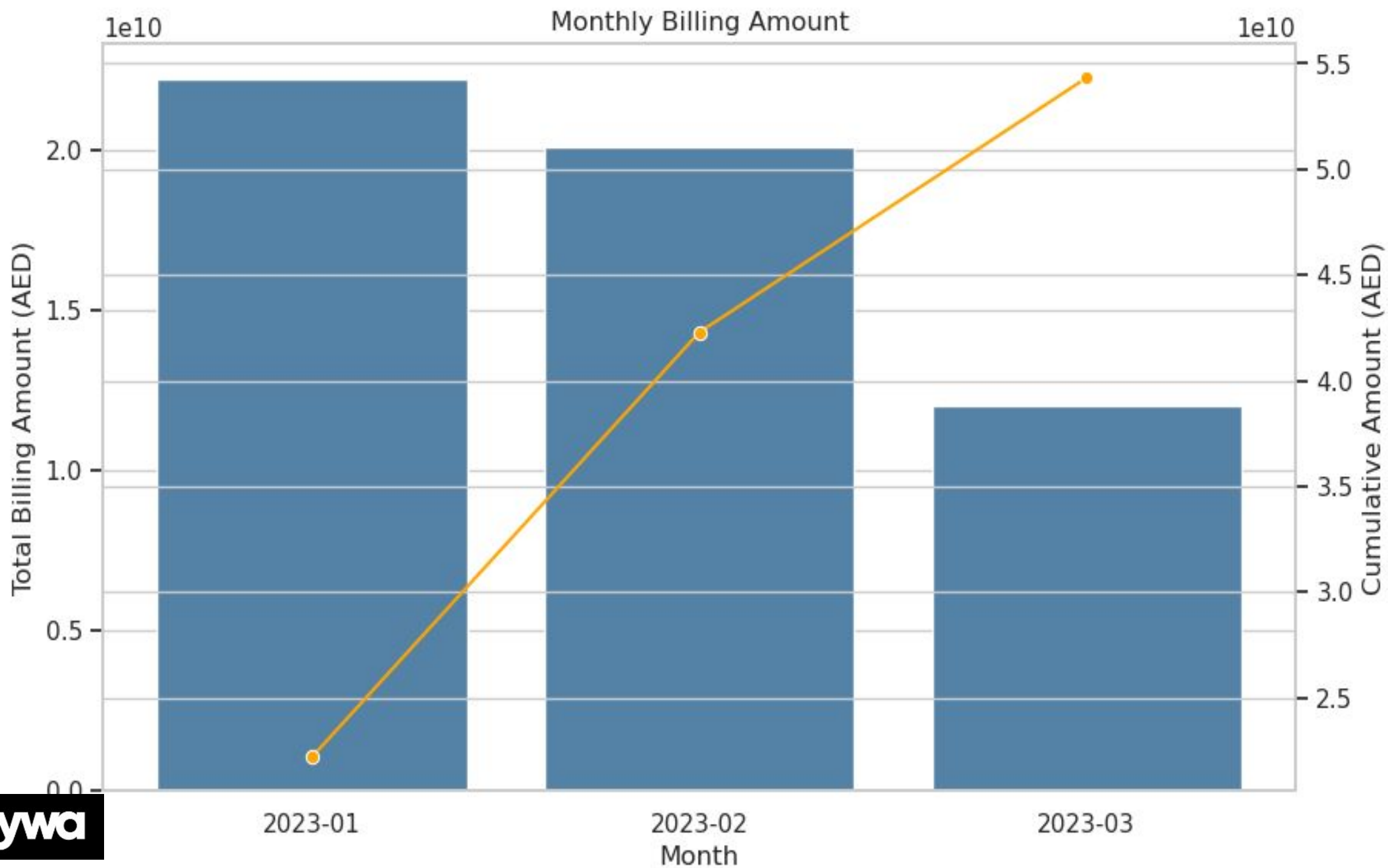
Key Influencing Factors:

- **Decrease in monthly transaction count**
- Consistent average monthly transaction values
- Product Differentiation: transaction volumes for tech products have significantly declined

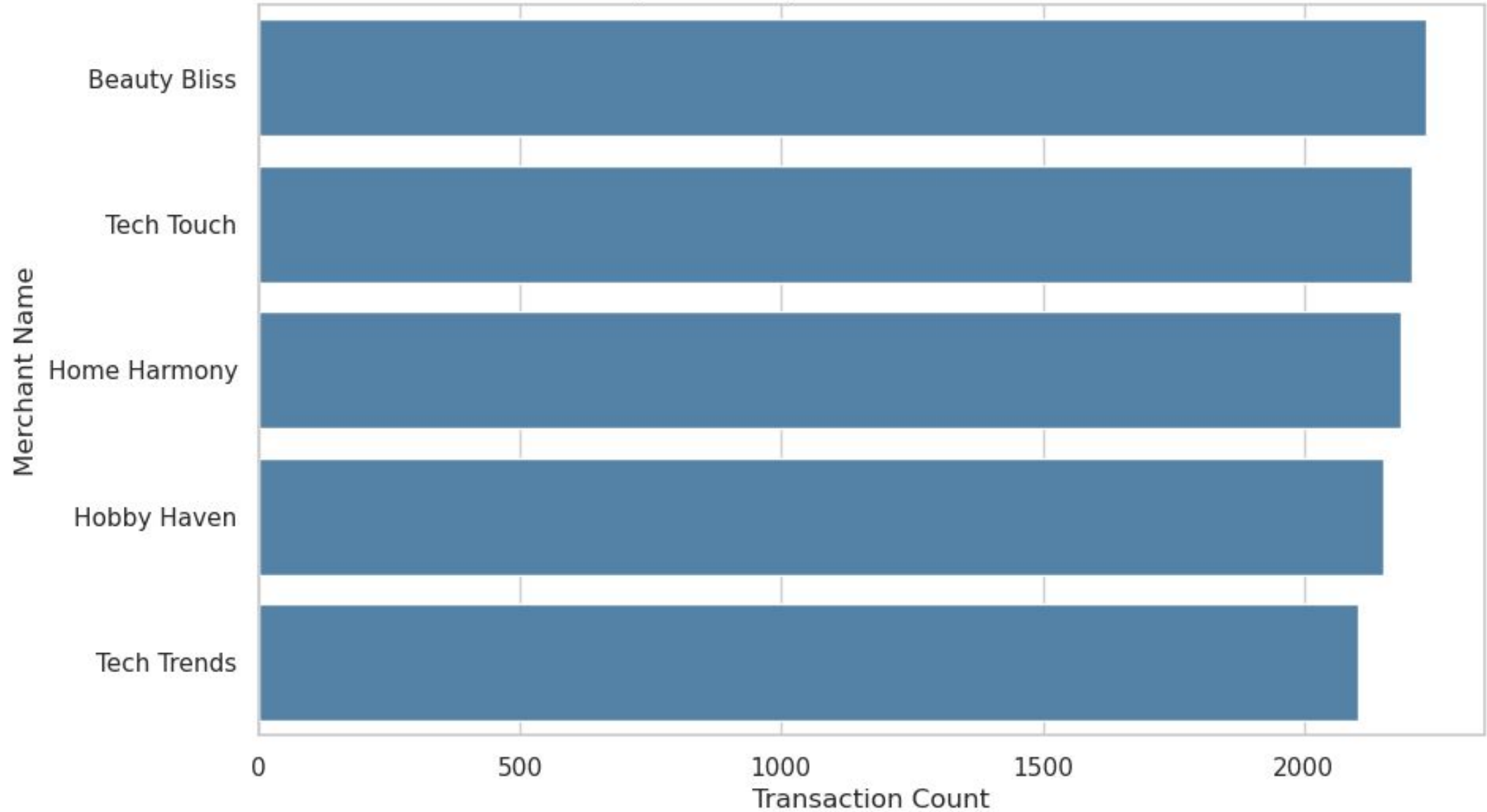
2. Top popular merchants: **Beauty Bliss > Tech Touch > Home Harmony**

3. The daily billing trend fluctuates between **700 million and 740 million**, reaching its highest point in January and hitting a minimum in March.

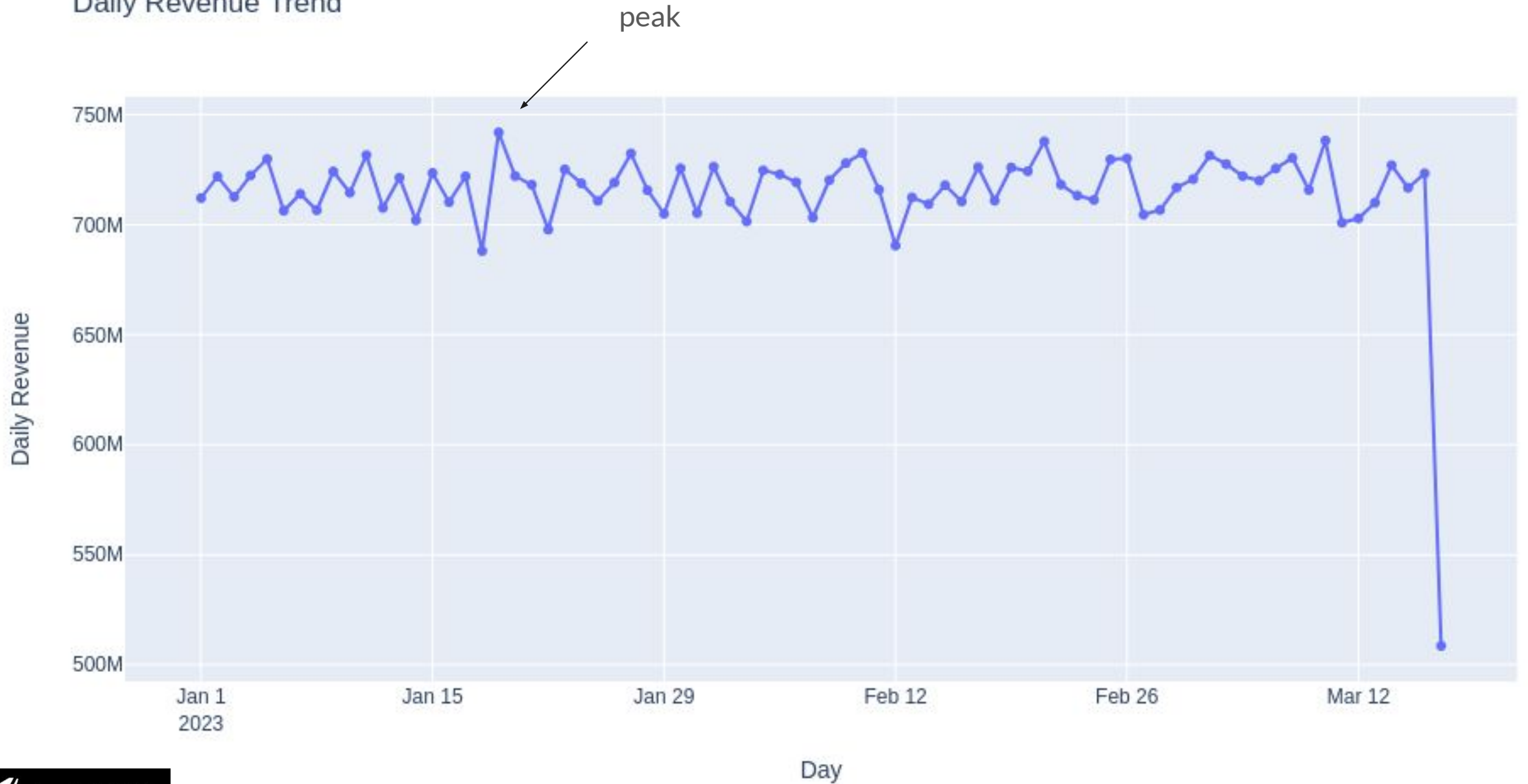
4. Transaction Funnel Analysis: **Failed transactions account for 50.01%** of the total, while missing information and successful transactions contribute 33.23% and 16.77%, respectively



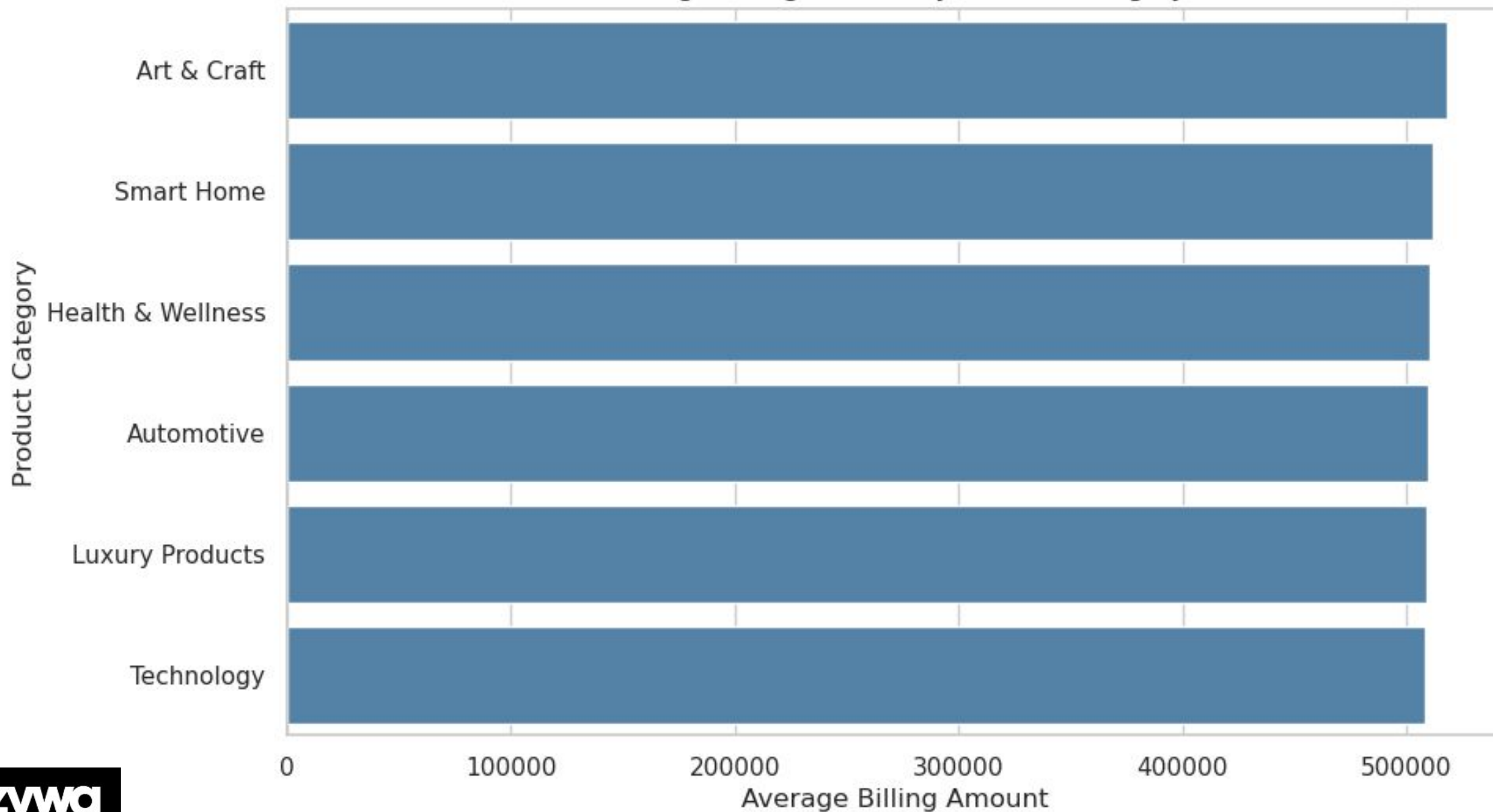
Top 5 Most Popular Products or Services



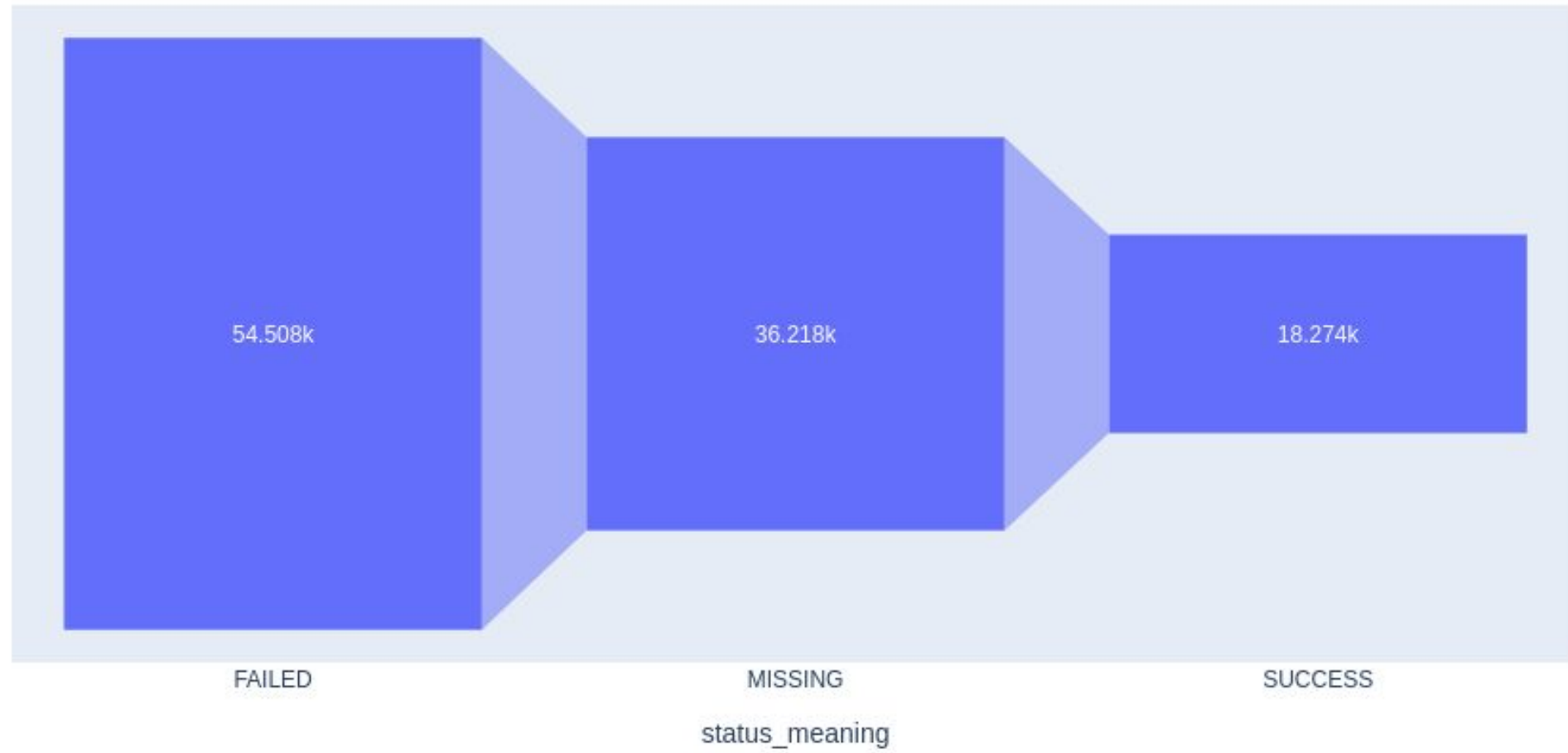
Daily Revenue Trend



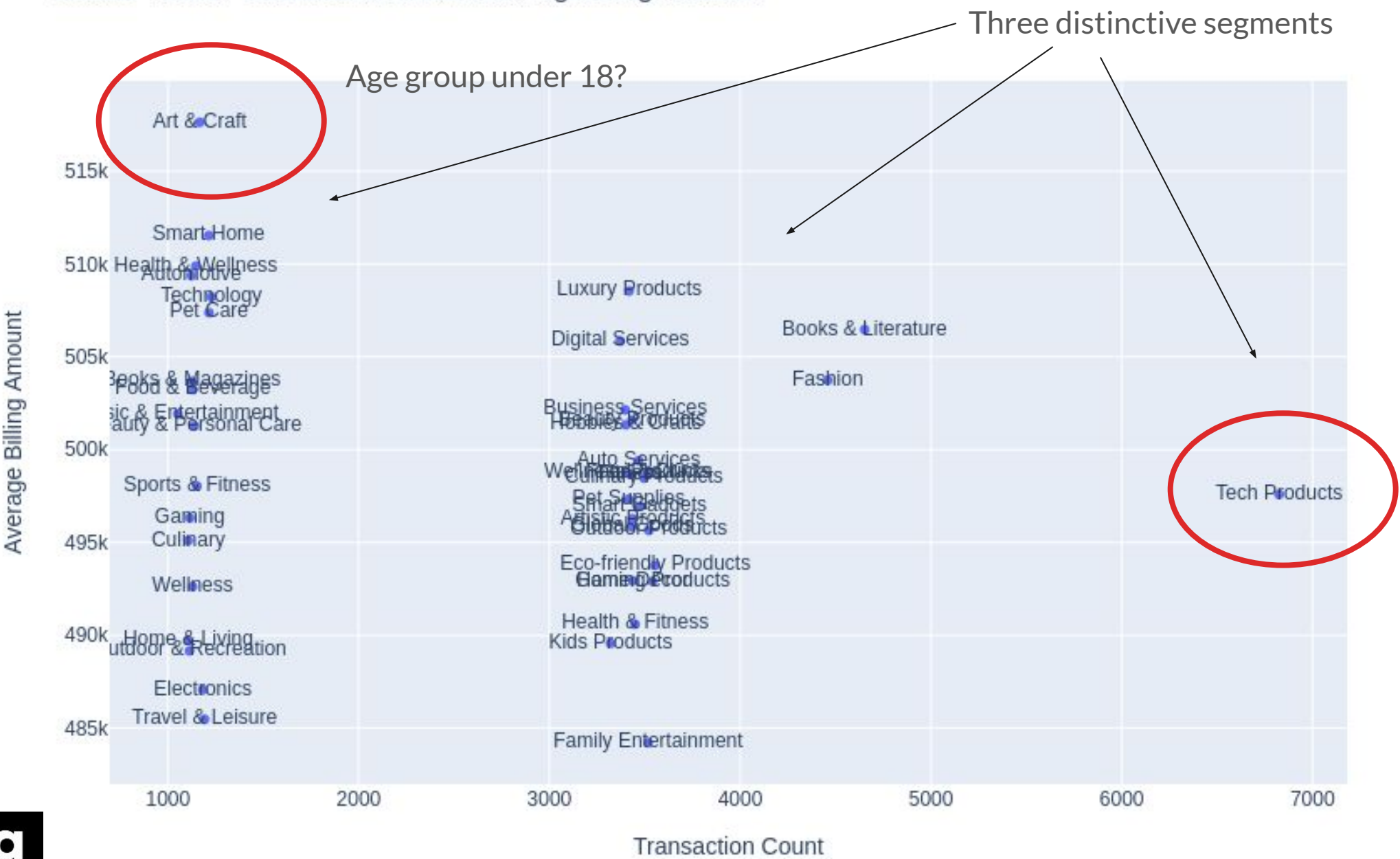
Average Billing Amount by Product Category



Transaction Funnel



Scatter Plot of Transaction Count vs. Avg Billing Amount



Recommendations:

1. To increase monthly transaction counts: focus on targeted marketing campaigns, improving user engagement, expanding product offerings etc.
2. To analyze failed transactions (> 50%), categorize and investigate failure reasons, perform root cause analysis, map error codes, seek customer feedback and monitor transaction flow
3. Combine and present services with low transaction counts and average billing amounts as bundled offerings to boost overall revenue.