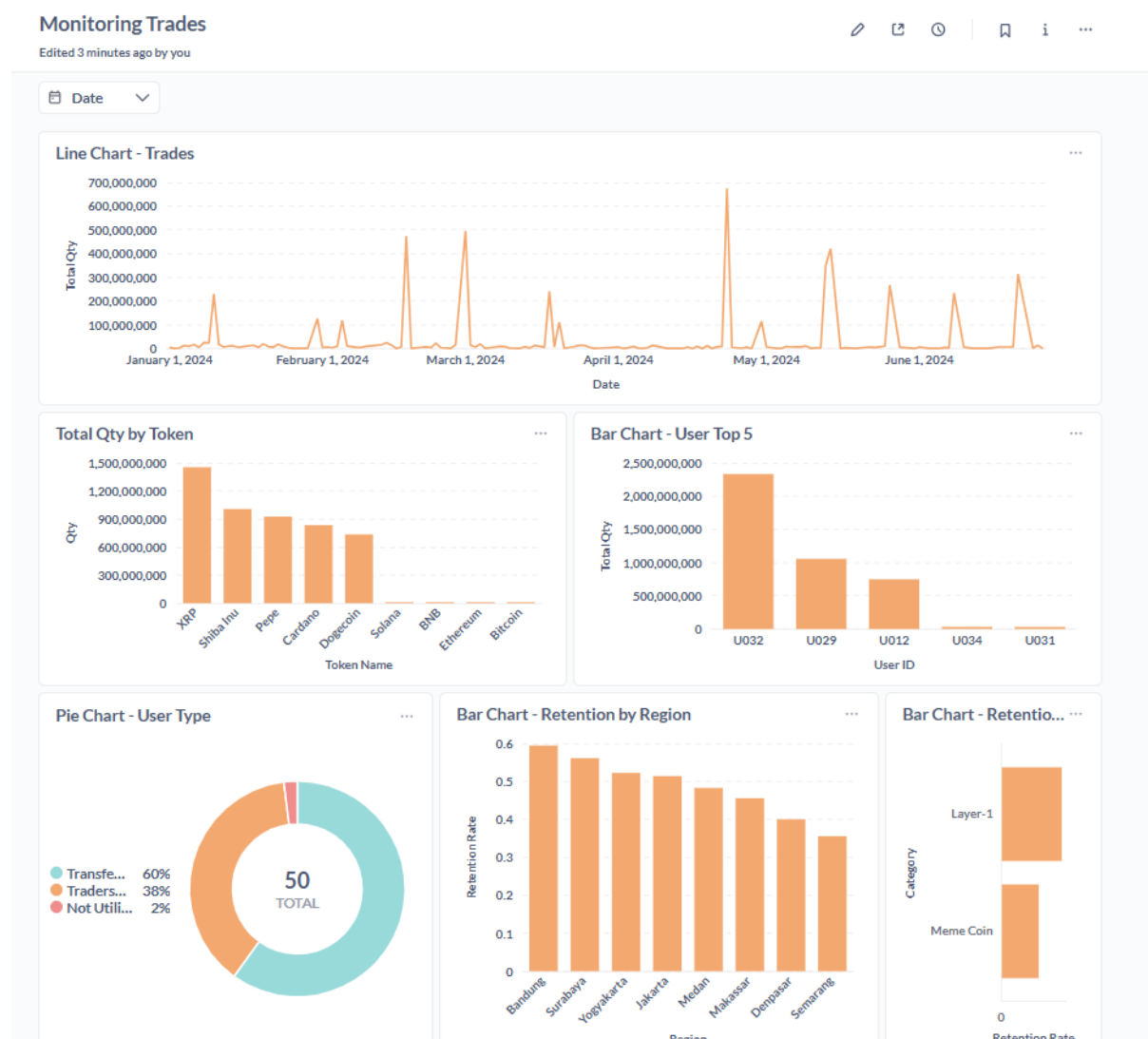


Layout



1. Line Chart – Trades

The line chart will show us where the peak happens, if it is indeed fluctuating in several date, we can filter it into that date.

2. Total Qty by Token

The quantity by token will answering the question of “is the platform over dependent on several token”. From my side seems like its over dependent on XRP. However, there were several tokens that the platform did trade with many quantities.

3. Bar Chart – User Top 5

This visualization will show the volume of the token trade per user. The reason is we need to know if it is indeed the volume grow by CoinX growth or influated by “Whales”. Seems like the “Whales” indeed make the volume inflated.

4. Pie Chart – User Type

It answers the “Do users who start with P2P transfers eventually trade, or churn?” question. In my view, the one who start with P2P transfer did trade. There is some new perspective though where there were traders who did p2p transfer afterwards. Also 1 person only who didn’t trade with CoinX.

5. Bar Chart – Retention by Region

This visualization will be answering the retention rate per region. Where the retention rate is leading in Bandung region for about 59% retention rate.

6. Bar Chart – Retention by Category

This visualization will be answering the retention rate per token category. Where the retention rate is leading by Layer-1 tokens with 37% retention rate. The category retention kinda small, assume that the user did a variety into trading for their tokens.