



IRONHACK



**IRON
HACK**

PAYMENT COHORT ANALYSIS





JOÃO STOCK



ISABELLA
MESQUITA



JAVIER
MARTINEZ

CONTENT INDEX



- Incident Rate overview

- Frequency of Service Usage
- Revenue Generated

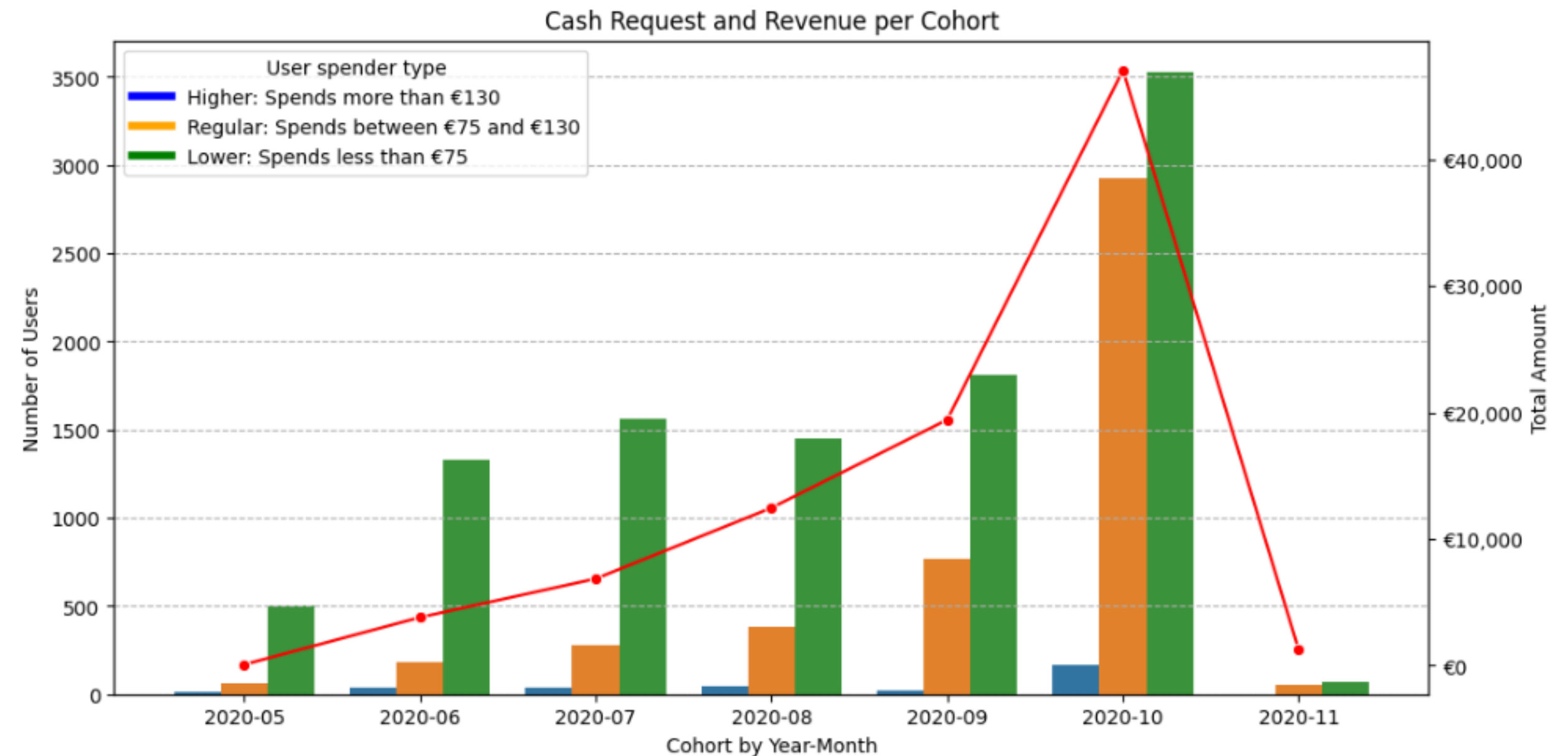
- Returned Users

FREQUENCY OF SERVICE USAGE AND REVENUE GENERATED

IRON
HACK

Total Revenue
90.965 €

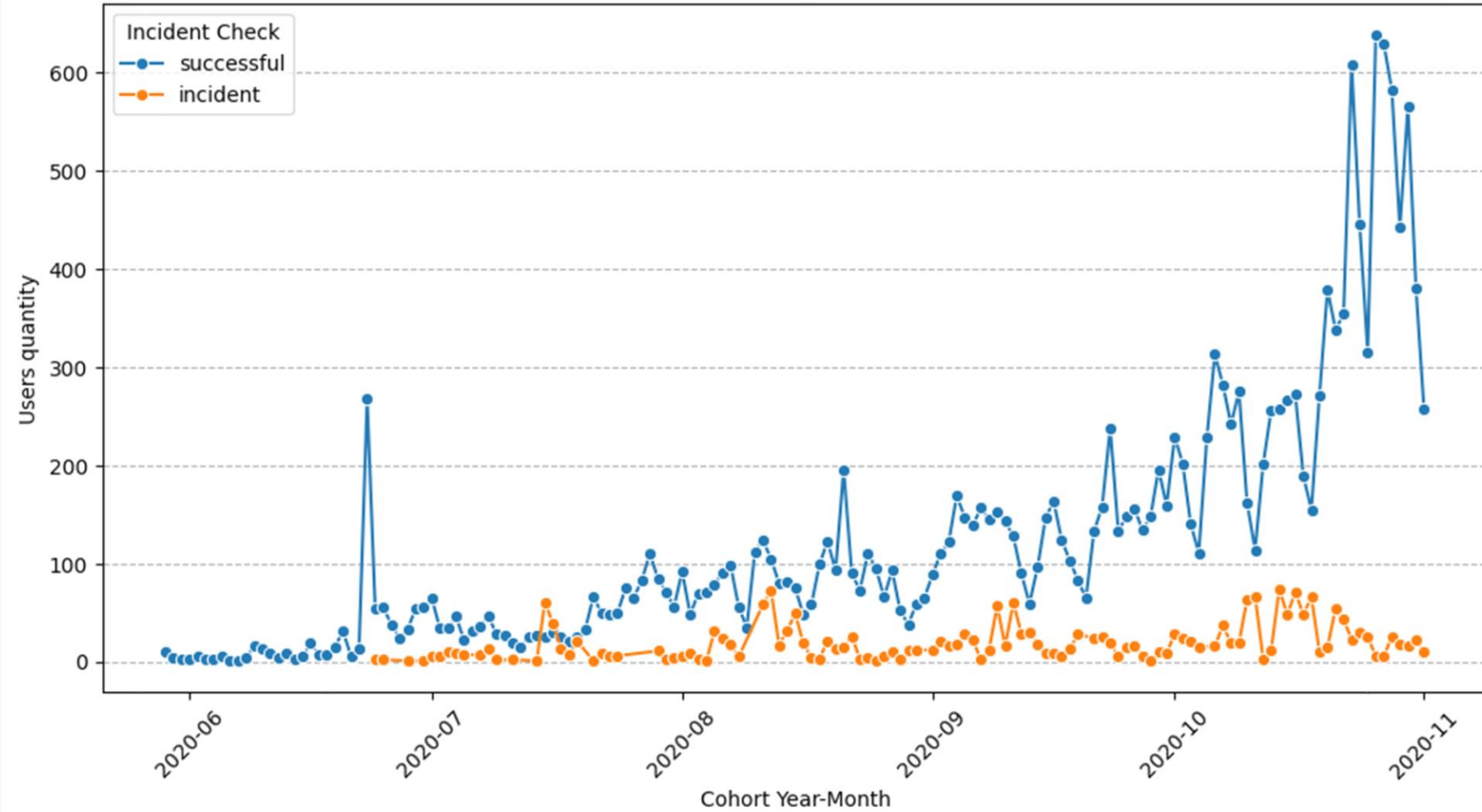
Total of active
users
12058



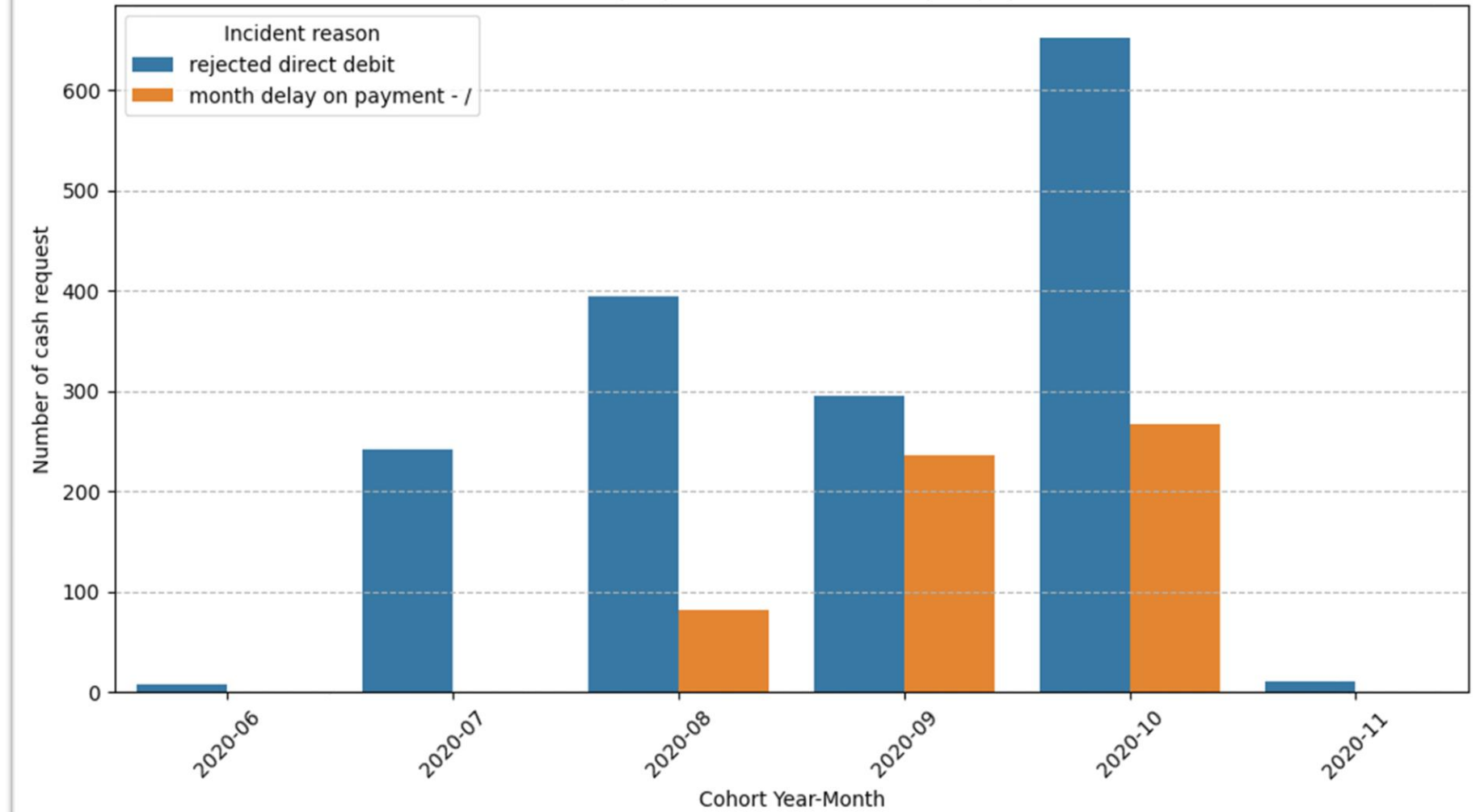
INCIDENT RATE OVERVIEW

IRON
HACK

Successful Cash Requests vs Incidents

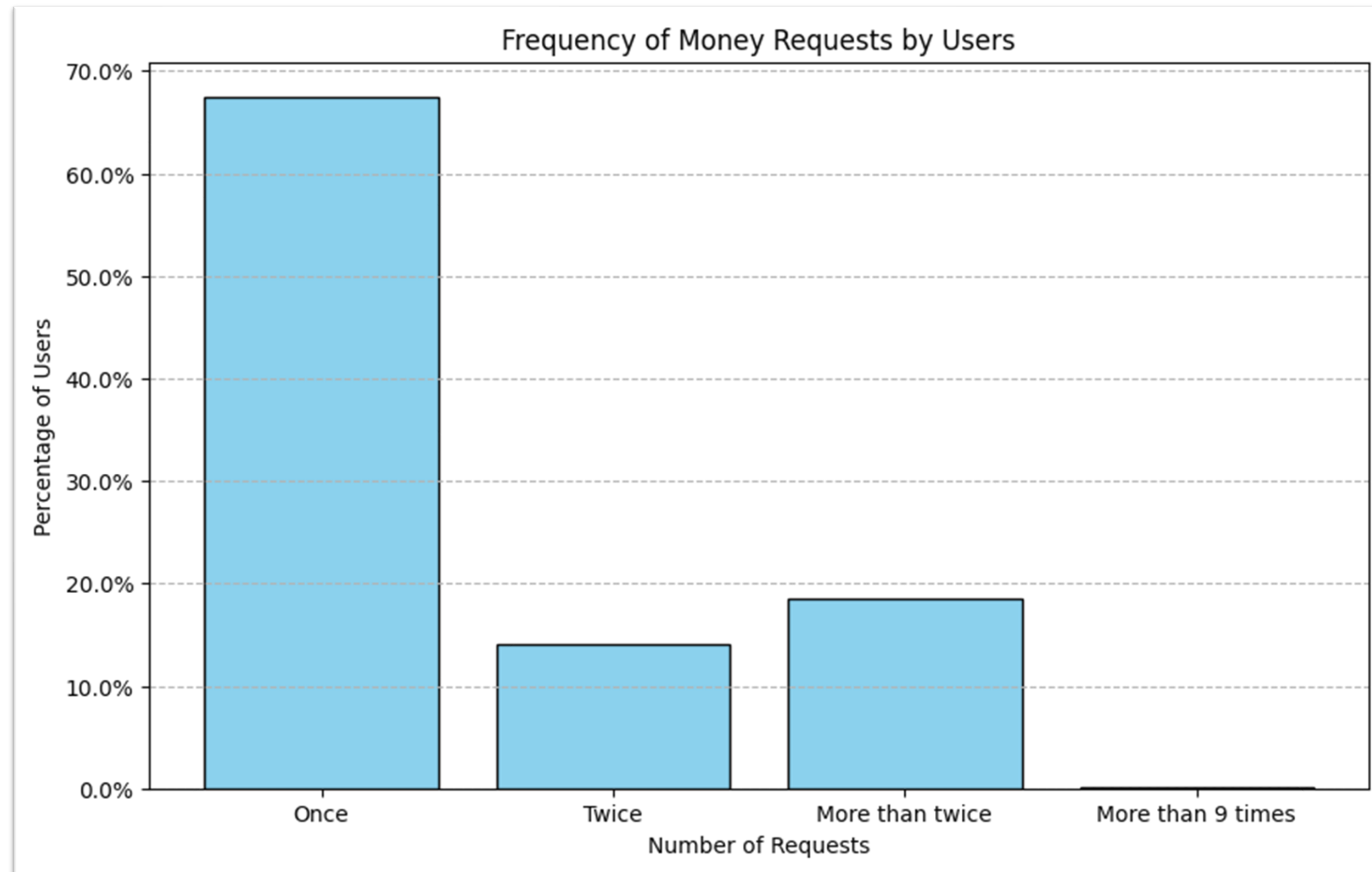


Incidents by rejected cards and delayed payments



RETURNED USERS

IRON
HACK



Percentage of users who have requested money once or more