

Business Report for Forex Proprietary Firm

Muammer Galib Mahdi

Email: mgmahdi97@gmail.com

Phone: +8801757294541

[GitHub](#) & [LinkedIn](#)

Executive Summary

This report provides insights into the transaction trends, preferences, and demographic spread of the firm's clientele. Some pivotal points include:

- **Transaction Dynamics:** The time series analysis reflects fluctuations in transaction amounts over the year, which can help anticipate peak transaction times.
- **Gender Dynamics:** Men slightly lead in transaction volume at \$183,452.47, compared to women at \$176,041.61.
- **Geographical Insights:** A significant user base from Afghanistan, Tanzania, and Armenia suggests potential markets for further investment.
- **Membership Distributions:** The near-even spread across membership tiers, with Bronze members contributing 27.33% and Gold members 25%, indicates consistent engagement across all categories.
- **Payment Preferences:** Stripe stands out as the most preferred payment method, followed closely by Wise and Bank Transfer.

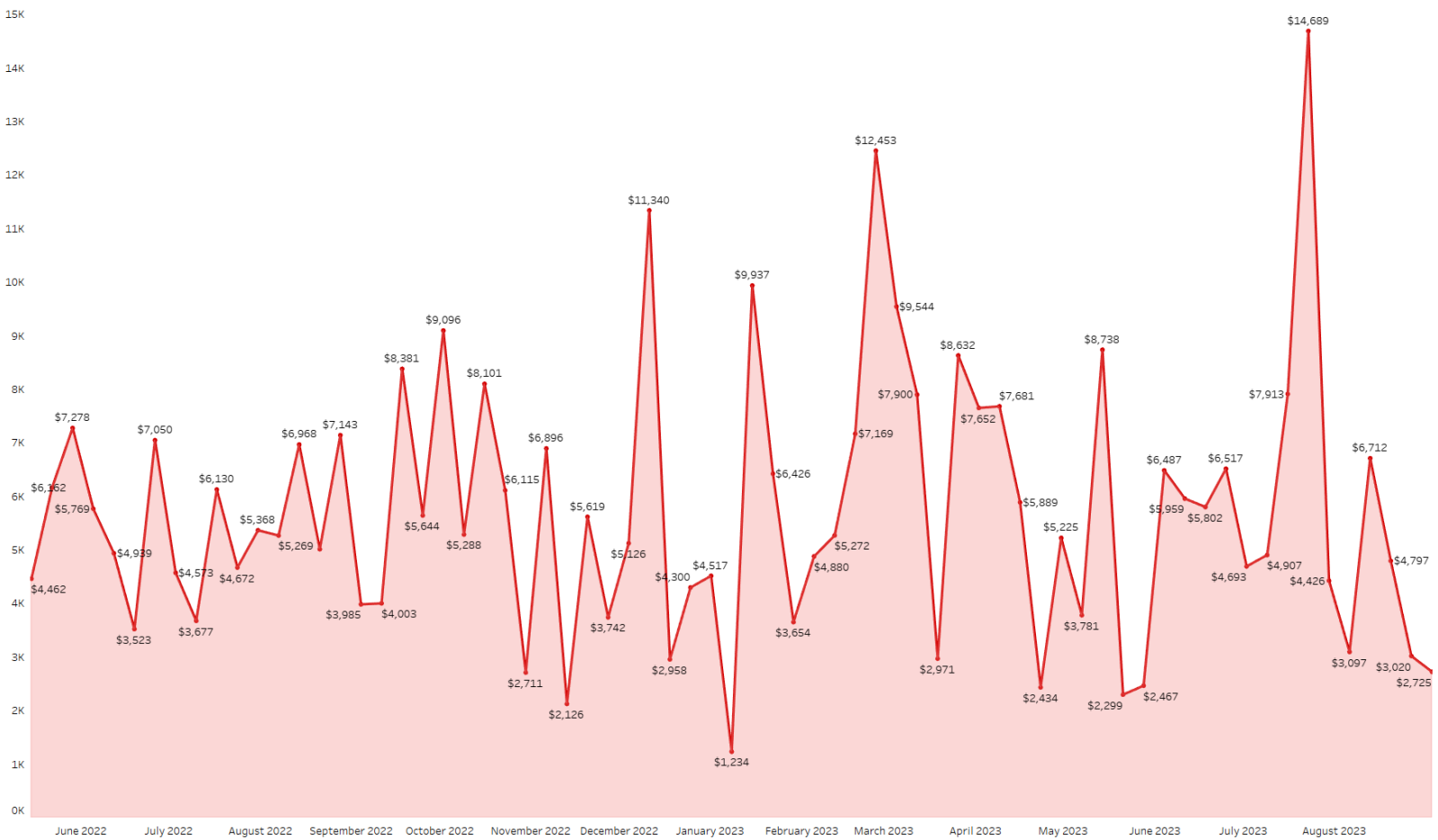
These insights, along with detailed analyses in the subsequent sections, aim to offer a clearer understanding of the clientele, guiding further strategic decisions.

Introduction

Diving into the transactional data of the firm, this report's objective is to unravel key insights into user behavior, preferences, and patterns. By analyzing these metrics, we intend to craft a clearer roadmap for service enhancement and operational strategy.

Transaction Amount Over Time

The transaction trend gives a bird's eye view of the business's financial dynamics. Recognizing periods of heightened activity can guide resource allocation, ensuring that peak times are managed efficiently, and off-peak times are utilized for maintenance and upgrades. We can observe that there are spikes every 3-4 months give or take.

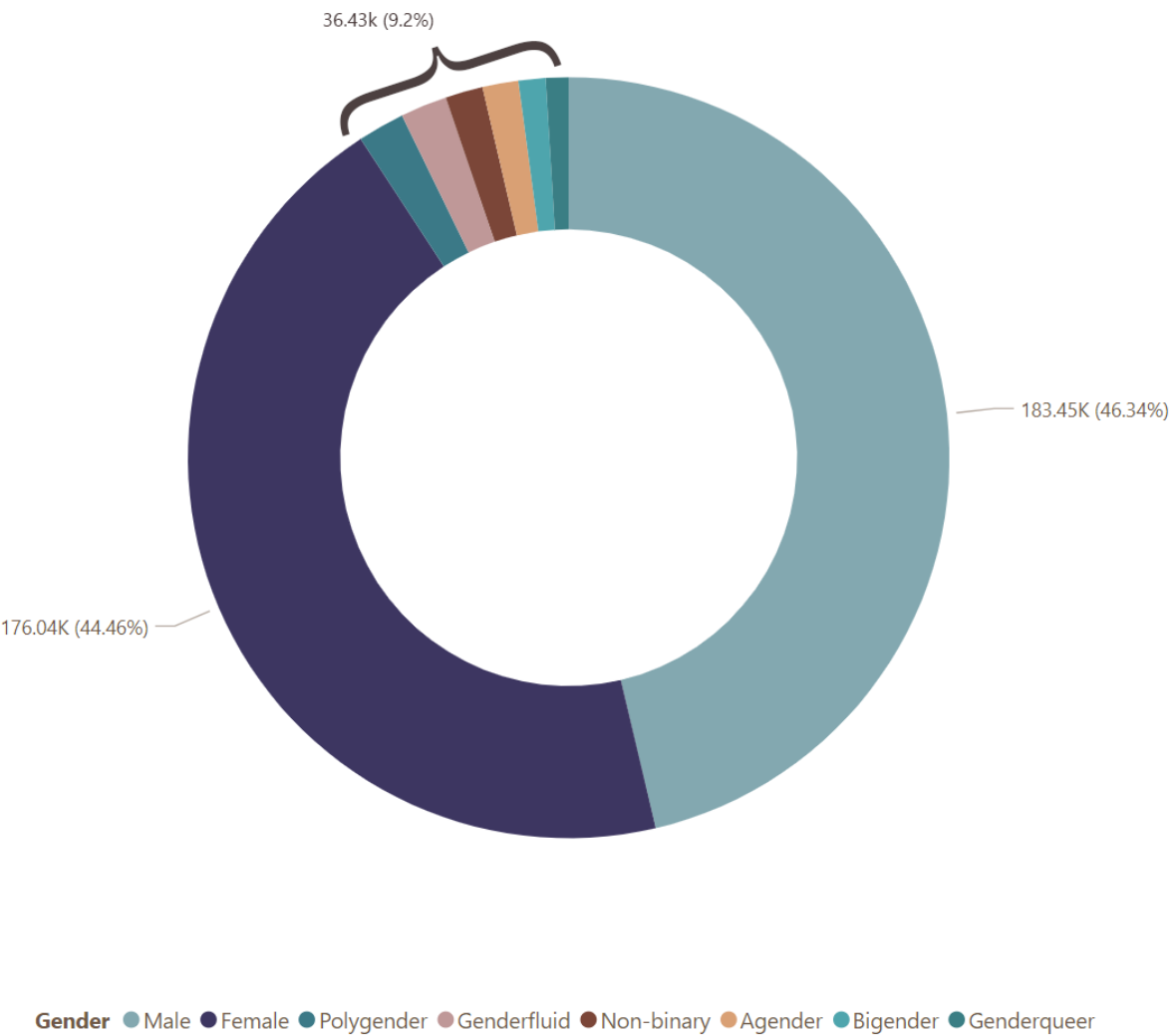


Transaction amount over time

Gender-Based Transactions

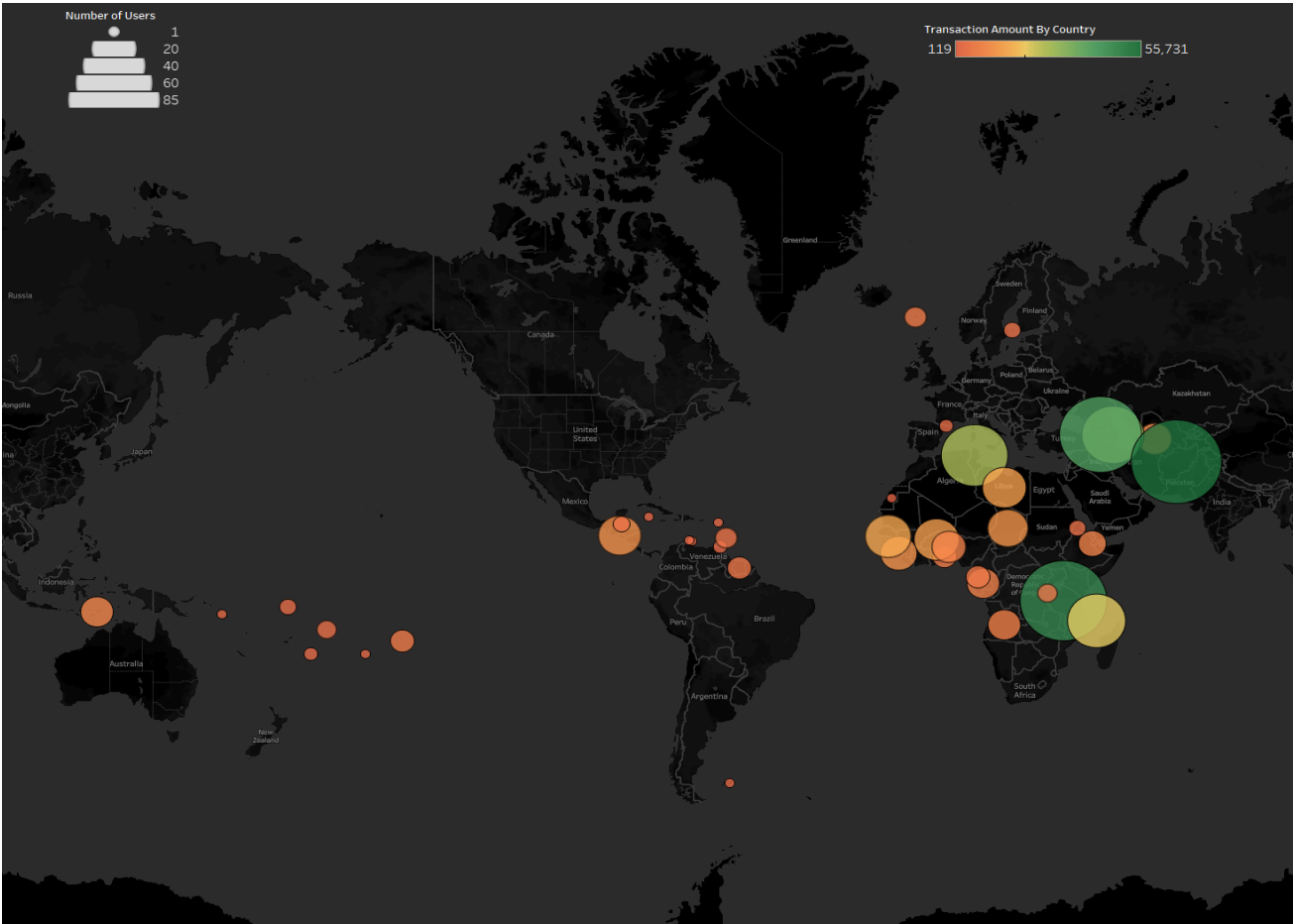
The clientele showcases a near-equal gender distribution between men and women in terms of transaction volume. While men lead slightly, both genders are vital contributors, emphasizing the need for gender-neutral as well as gender-specific offerings.

Sum of Transaction Amount by Gender



Geographic Distribution

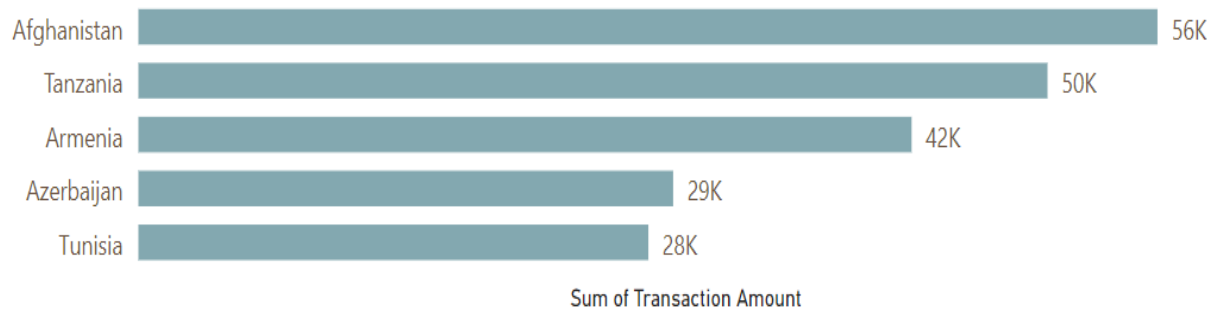
The geographic diversity of the user base presents both a challenge and an opportunity. Concentrating on the top regions (Afghanistan, Tanzania, Armenia, Azerbaijan, Tunisia) can lead to localized offerings, potentially increasing user engagement and satisfaction in these areas.



Bigger bubble represents bigger user base, greener bubble represents higher total transaction.

Also, these countries lead in the total transaction amount as well.

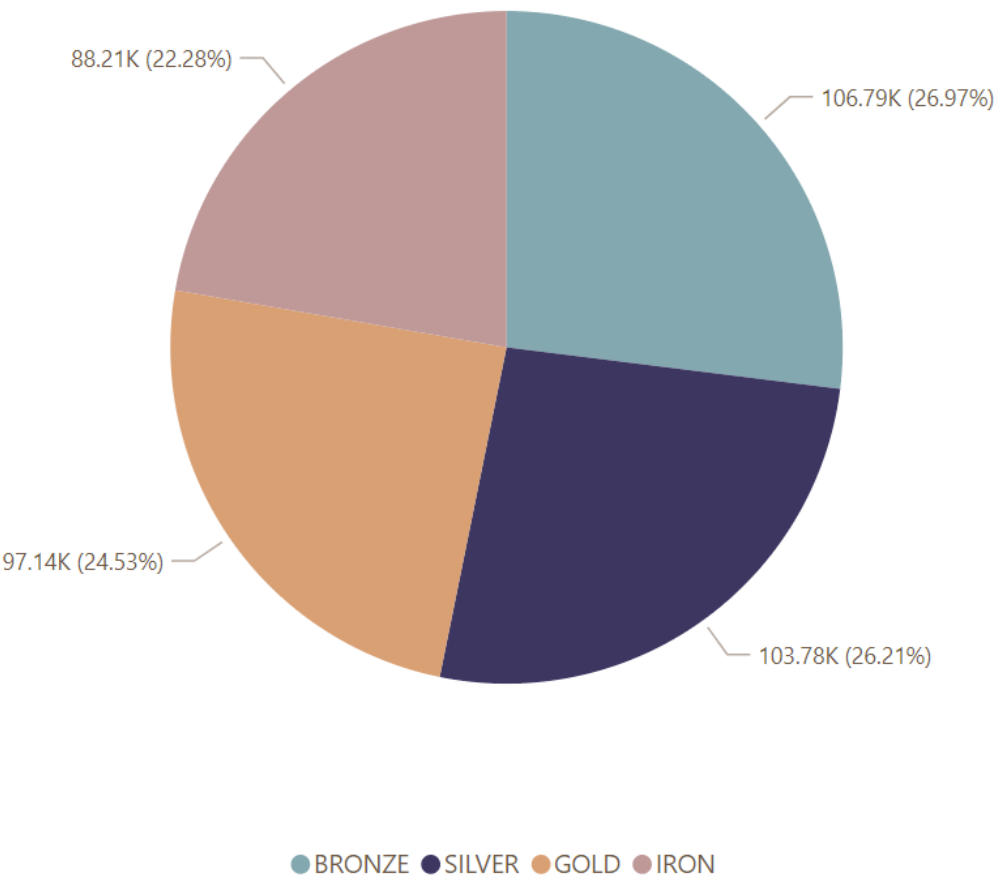
Top Countries by Transaction



Membership Analysis

The uniform distribution across membership tiers suggests that each tier offers value to its subscribers. This balance is a positive sign but also warrants regular reassessment to ensure that the offerings remain relevant and enticing for each category.

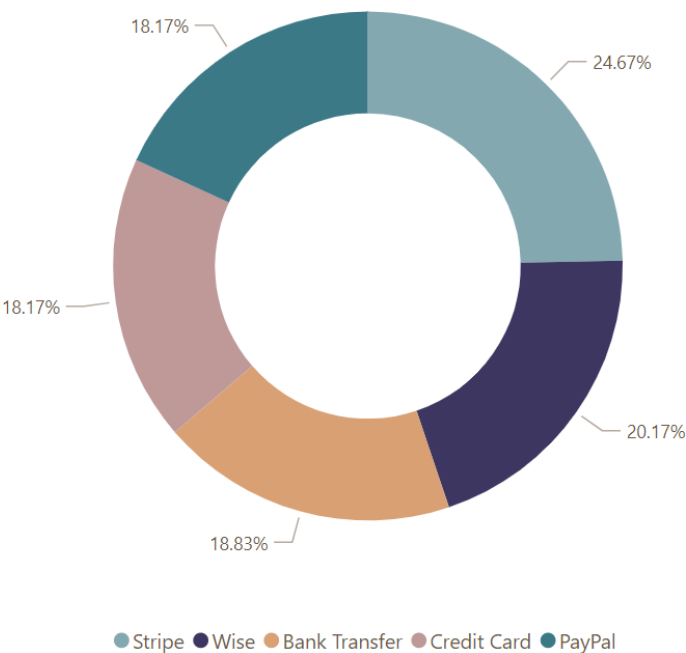
Sum of Transaction Amount by Membership Status



Payment Preferences

Financial transactions are the backbone of the prop firm’s services, and the varied payment preferences of the clients underline the importance of flexibility. With Stripe leading the charge, it's pivotal to ensure that all payment methods are optimized for speed, security, and user convenience.

Payment Method by User %



Different services used on the other hand is very close between these four services:

Number of clients using different services



Conclusion

The prop firm's data analysis underscores several pivotal insights. The year's transactional fluctuations accentuate the necessity of an adaptive operational strategy. The near-equal transaction volume between genders and the pronounced user base from regions like Afghanistan and Tanzania suggest both, widespread appeal and untapped potential in specific markets. The balanced distribution across membership tiers speaks to the comprehensive value proposition, but also hints at the importance of continually refreshing the offerings to maintain engagement across all user levels.

Recommendations

1. **Geographical Offerings:** Given the top user-contributing regions, introducing region-specific offerings and support can be beneficial.
2. **Enhance Membership Perks:** Regularly updating benefits across all membership tiers can boost user engagement and retention.
3. **Expand Payment Options:** While the current methods are diverse, staying updated with emerging payment trends will cater to an even broader clientele.

Tableau Dashboard:

[Click Here for Tableau interactive dashboard report](#)