

USDT Stablecoin

Team 7

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Content

-  The Growth Analyst
 - An analyst wants to integrate stablecoin payments into their payments processor
 - Interested in the stablecoin USDT issued by Tether (2023–present)
 - Metrics of interest: transfer volume, wallets (new, returning, active), transaction size, market size and economic weight



Executive Summary

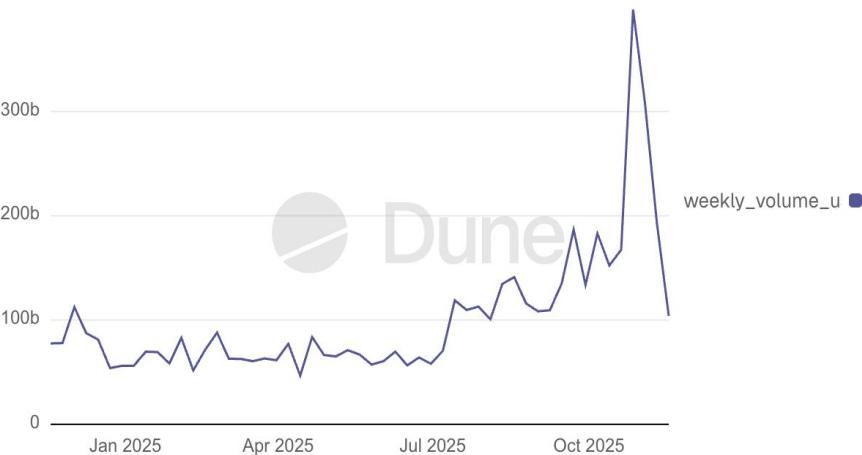
- Transaction volume and users are both increasing
- Most transfers are under \$1k, indicating heavy use for smaller, everyday-sized payments or trades. No crypto whales.
- Returning wallets form the majority of activity and new wallets show repeat usage of USDT.
- Implement a controlled and soft rollout of USDT as a payment method.

Methods

- Selected a multi-year period from 2023-2025; we wanted to show the change in data over time and more importantly to show consistency
 - **Tables used:** erc20 Ethereum.evt_Transfer, prices.usd, and raw_transfers
- Performed a weekly cohort analysis to differentiate between new and returning users
- Measured the growth of the user base by counting the total number of unique active wallets per week
- Conducted stability analysis to determine if growth is structural or driven by instability.

Visualizations

Q1: How has USDT transaction volume (USD) changed over time?

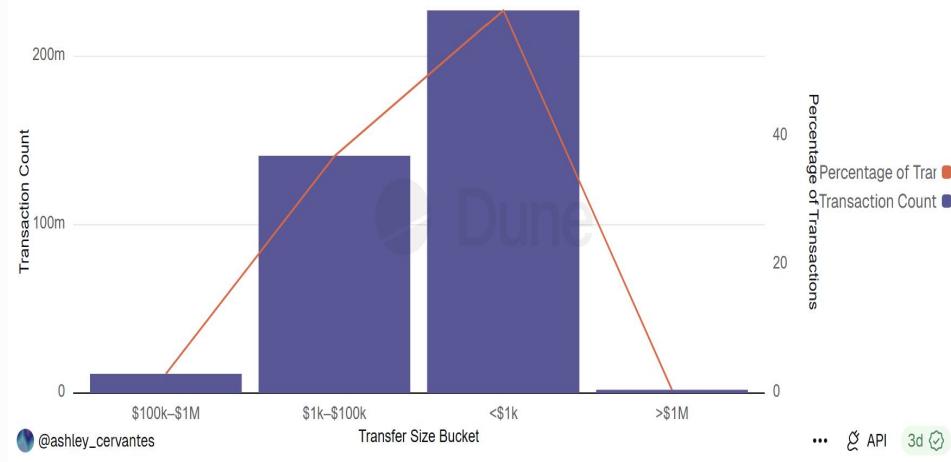


How has USDT transaction volume (USD) changed over time?

Weekly volume has structurally shifted from 60-100 billion dollars to now 100-200B which demonstrates USDT is **significantly accelerating economic weight within the past two years.**

Note: You'll notice a sharp dip at the end of every chart that's just the partial week of data when we ran our analysis and not a real decline, so our analysis focuses on the trend leading up to that point

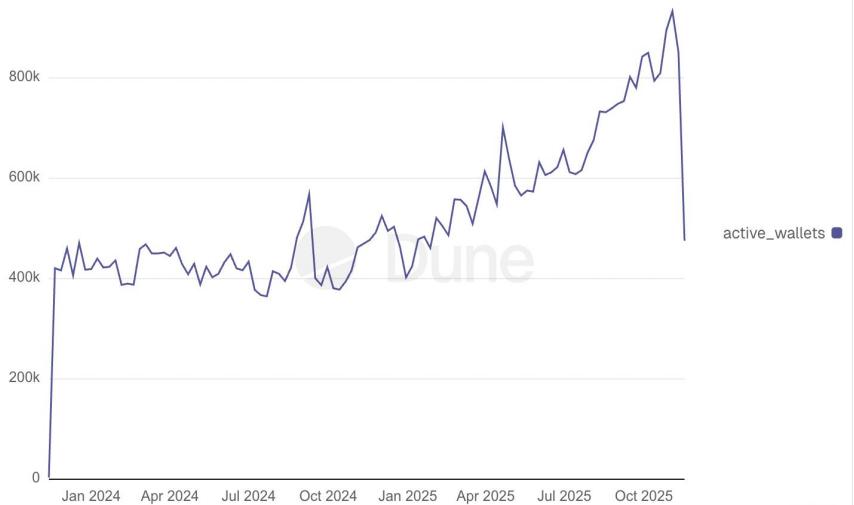
Q3: What are typical USDT transaction sizes (retail vs institutional)? question3



What are typical USDT transaction sizes (retail vs institutional)?

59.6% were under \$1,000 which consistent with **everyday retail payment**, remittances, and small B2B flows.

Weekly Active Wallets Q2: How many unique active wallets are transacting with USDT over time weekly?

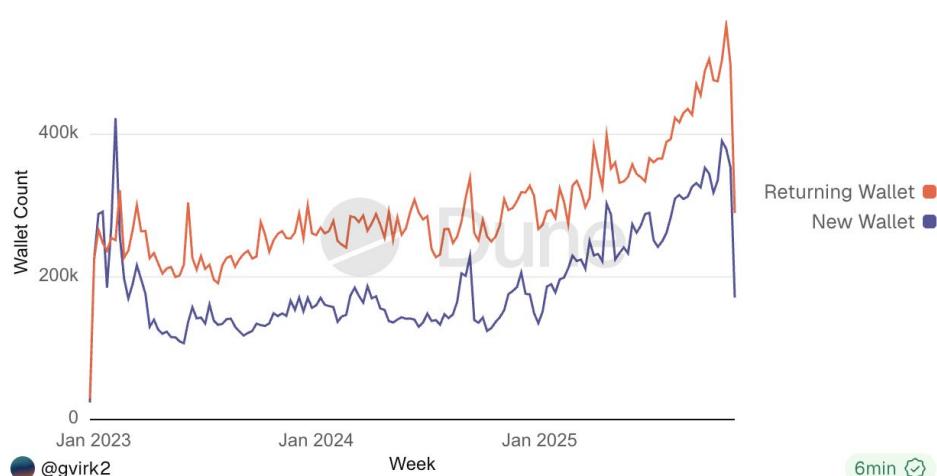


How many unique active wallets are transacting with USDT over time?

On a weekly basis, active wallets were in 380-450k range.
In 2025, active wallets were closer to 700k-850k.

Over time, weekly unique active wallets have been
consistently positive

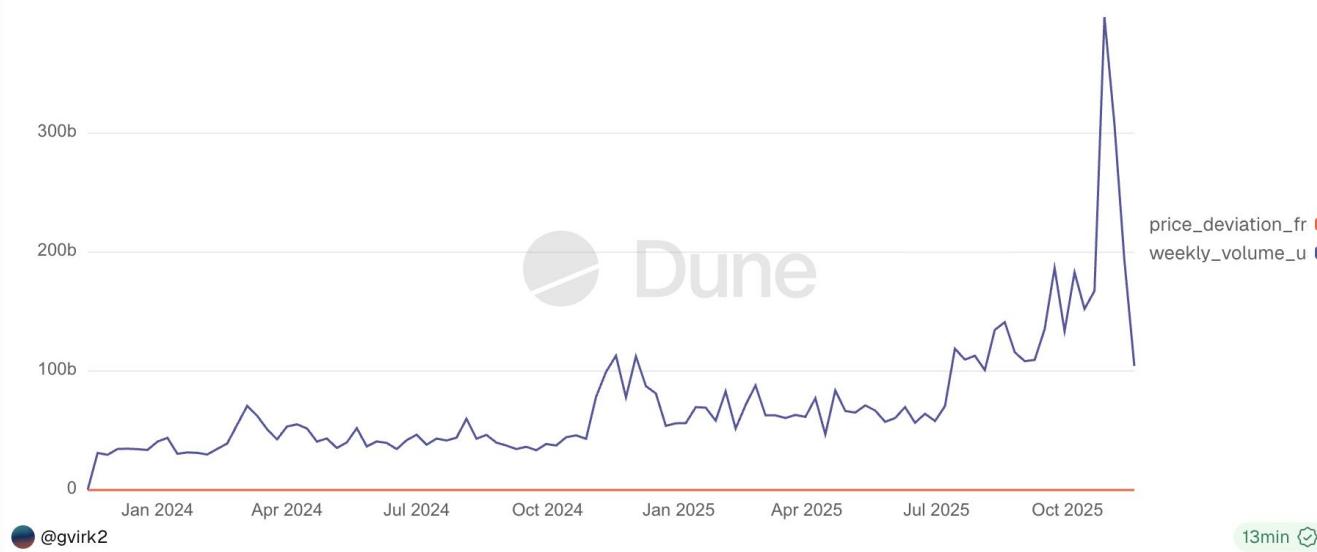
Weekly USDT New vs Returning Wallets (2023-2025) Q4: Are we seeing new users adopt US...



Are we seeing new users adopt USDT over time, or is growth mainly from returning wallets?

Adoption is **healthy and sustained**: Weekly active wallets have **doubled**, powered by both a loyal core user base (returning wallets) and a consistent, accelerating pipeline of new users.

Q5: Is usage growth steady or characterized by spikes during market events?



Is usage growth steady or characterized by spikes during market events?

USDT volume has grown substantially *without* peg instability, indicating that demand is structural and payment-driven rather than a reaction to volatility

Conclusion & Next Steps

- USDT volume is scaling upwards, providing the necessary economic scale to justify integrating it as a high-volume payment rail.
- Most transfers are under \$1k by count, confirming the usage mix aligns perfectly with retail, remittance, and high-frequency payments.
- USDT demand is stable and structurally payment-driven, validating its use as a reliable settlement platform.
- Given the high frequency of small transfers, technical analysis must prioritize networks that optimize fees and speed.