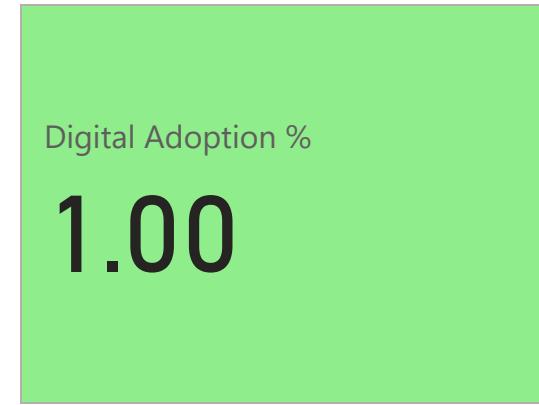
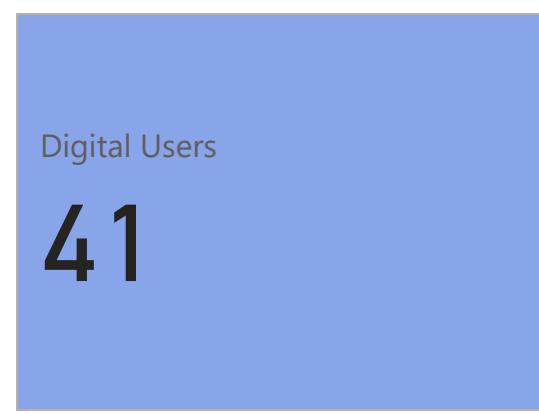
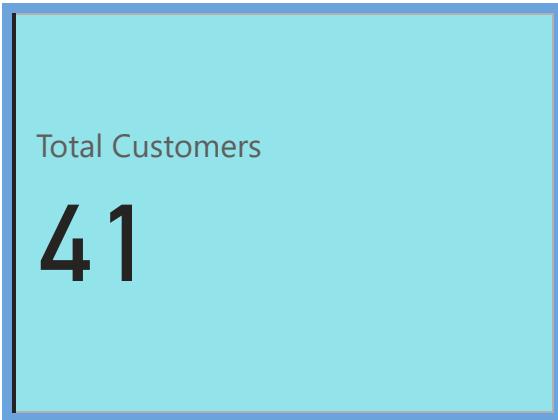


*(i)* Auto recovery contains some recovered files that haven't been opened.

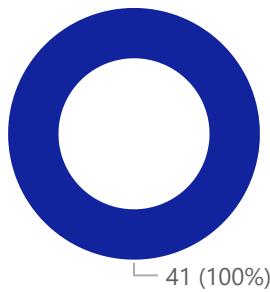
[View recovered files](#)



# Executive Summary



## Non Digital Users and Digital Users



### REGION

- East
- North
- South
- West

### SEGMENT

- Budget
- Premium
- Standard



### GENDER

- Female
- Male



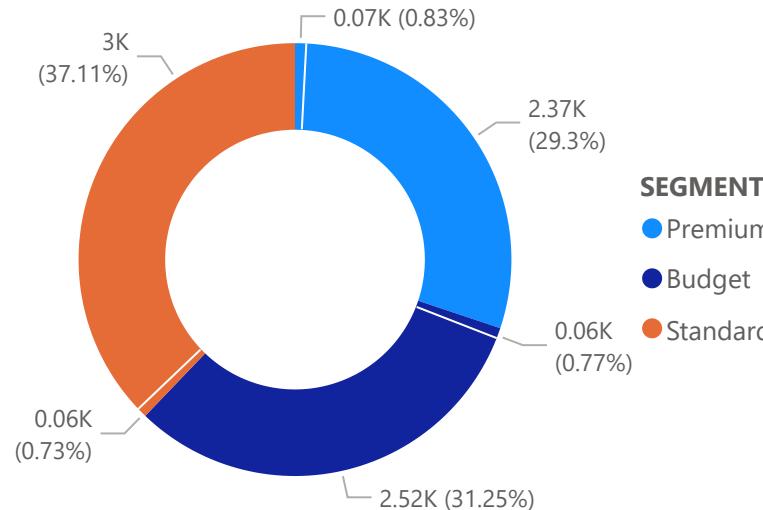
i Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#)

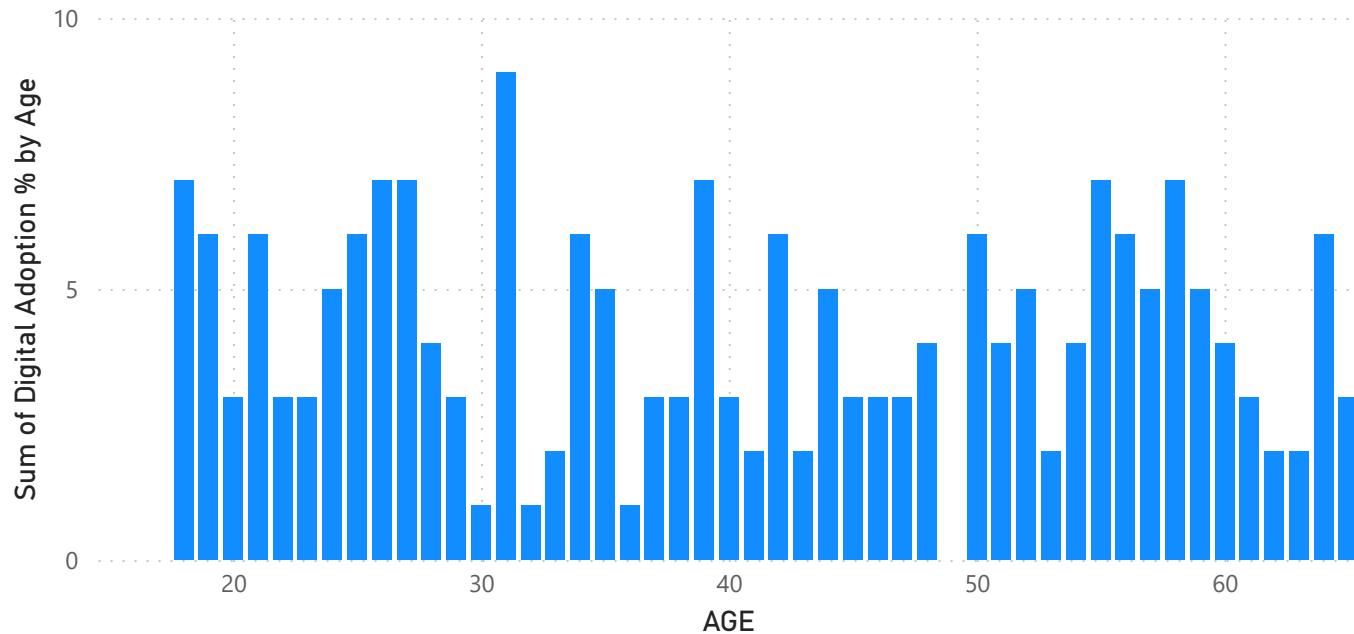


# Customer Behavior & Engagement

Avg Mobile Logins and Sum of Avg IB Logins by SEGMENT



Sum of Digital Adoption % by Age by AGE



*(i)* Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#)



# Transaction Insights

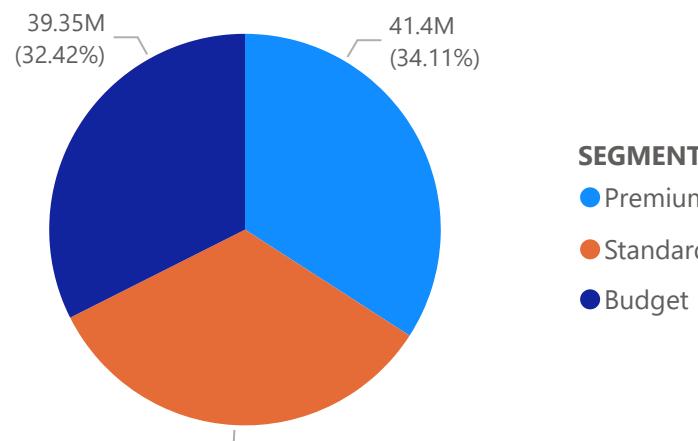
Total Transaction Amount

**121.38M**

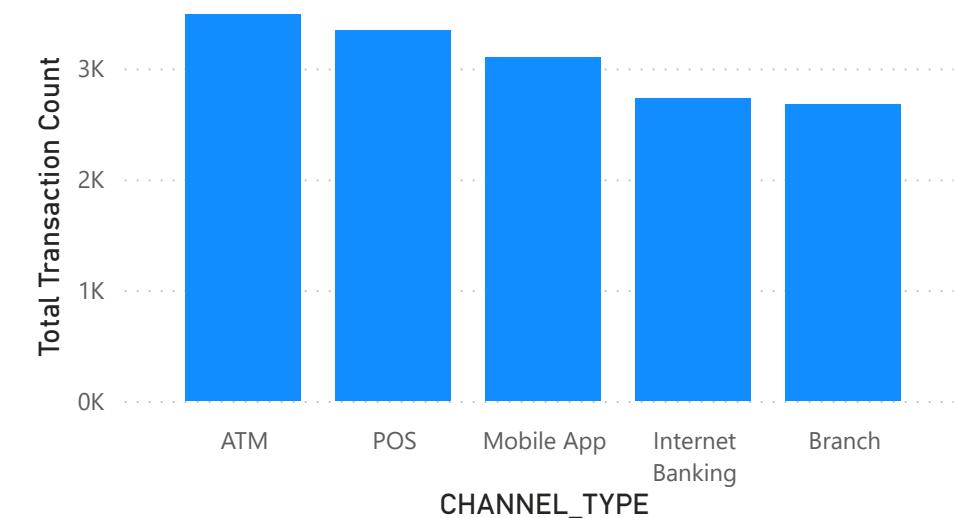
Avg Txn Amount per Customer

**606.90K**

Digital Txn Amount and Non Digital Txn Amount by SEGMENT



Total Transaction Count by CHANNEL\_TYPE



 Auto recovery contains some recovered files that haven't been opened.

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**CUSTOMER\_ID** Sum of MOBILE\_LOGINS\_1M Sum of IB\_LOGINS\_1M Year Quarter Month Day

CUST0001	80.00	57.00	2025	Qtr 4	November	20
CUST0002	117.00	57.00	2025	Qtr 4	December	29
CUST0003	7.00	39.00	2025	Qtr 4	November	25
CUST0004	90.00	27.00	2025	Qtr 4	December	27
CUST0005	82.00	56.00	2025	Qtr 4	November	24
CUST0006	84.00	51.00	2025	Qtr 4	November	11
CUST0007	69.00	79.00	2025	Qtr 4	November	8
CUST0008	10.00	1.00	2025	Qtr 4	November	14
CUST0009	98.00	35.00	2025	Qtr 4	December	21
CUST0010	42.00	13.00	2025	Qtr 4	December	26
CUST0011	10.00	50.00	2025	Qtr 4	November	23
CUST0012	48.00	40.00	2025	Qtr 4	November	21
CUST0013	52.00	3.00	2025	Qtr 4	December	22
CUST0014	4.00	78.00	2025	Qtr 4	November	9
CUST0015	112.00	60.00	2026	Qtr 1	January	2
CUST0016	52.00	34.00	2025	Qtr 4	November	14
CUST0017	2.00	1.00	2025	Qtr 4	December	23
CUST0018	23.00	0.00	2025	Qtr 4	November	5
CUST0019	113.00	18.00	2025	Qtr 4	December	6
<b>Total</b>	<b>12,496.00</b>	<b>7,886.00</b>				