

Executive Summary

Total Customers

41

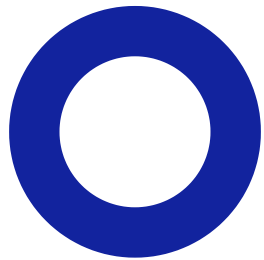
Digital Users

41

Digital Adoption %

1.00

Non Digital Users and Digital Users



● Non Digit...
● Digital Us...

REGION

- ☐ East
- ☐ North
- ☐ South
- ☐ West

SEGMENT

- ☐ Budget
- ☐ Premium
- ☒ Standard



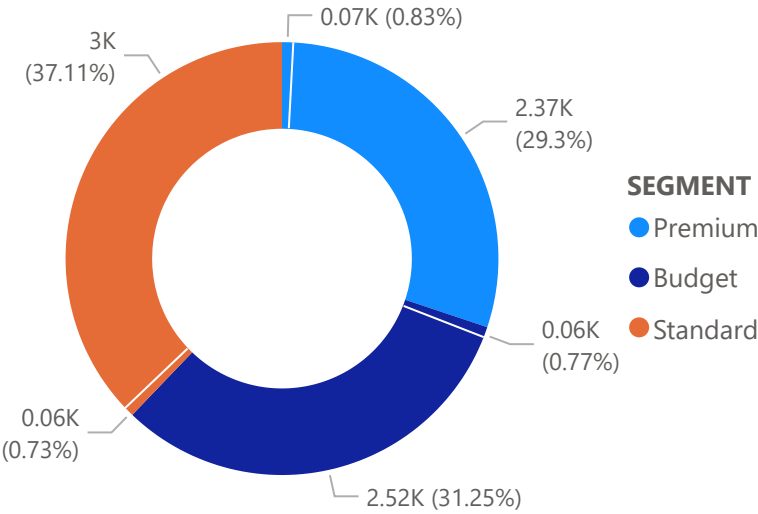
GENDER

- ☐ Female
- ☒ Male

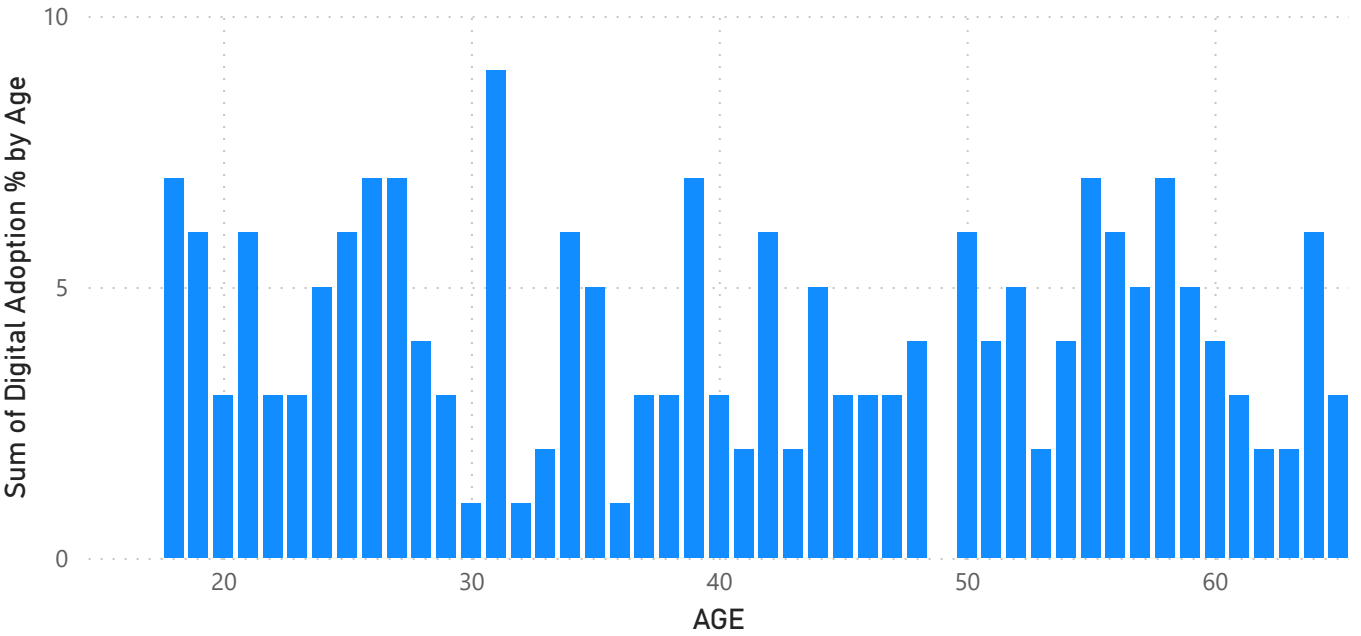


Customer Behavior & Engagement

Avg Mobile Logins and Sum of Avg IB Logins by SEGMENT



Sum of Digital Adoption % by Age by AGE



Transaction Insights

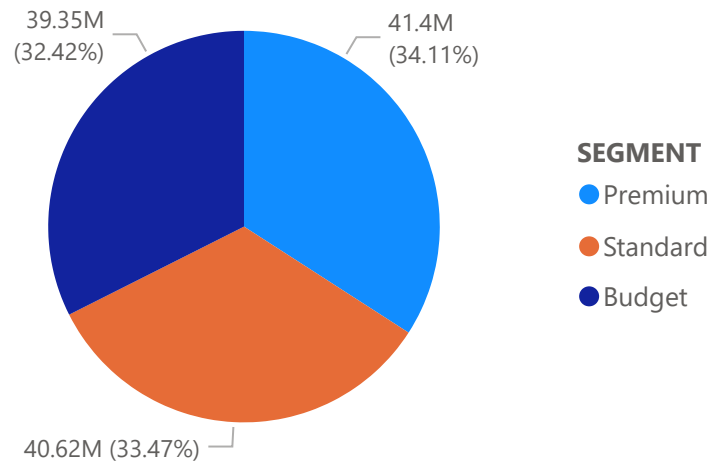
Total Transaction Amount

121.38M

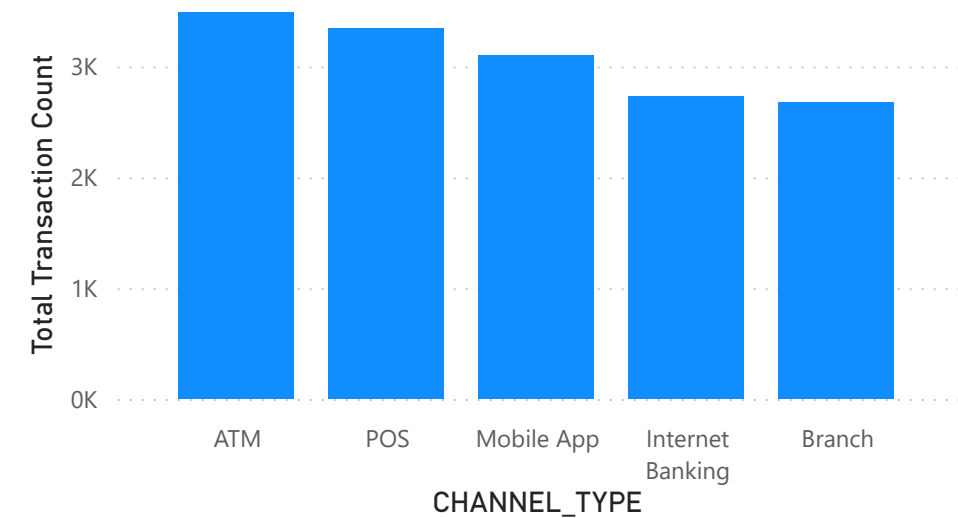
Avg Txn Amount per Customer

606.90K

Digital Txn Amount and Non Digital Txn Amount by SEGMENT



Total Transaction Count by CHANNEL_TYPE



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
Total	12,496.00	7,886.00				