

Year - Month

All

Trx type

All

Mov type

All

Gender

All

Income ran...

All

Generation

All

Transactional summary

\$462K

Amount

495

Users

2,979

Trx

\$ 155

Average ticket

Monetary trx

61%

Non monet...

39%

2022-01

\$40K

245

2022-02

\$31K

232

2022-03

\$39K

265

2022-04

\$36K

236

2022-05

\$33K

215

2022-06

\$36K

238

2022-07

\$48K

272

2022-08

\$43K

284

2022-09

\$40K

238

2022-10

\$36K

239

2022-11

\$36K

271

2022-12

\$43K

244

Amount

Trx

Transferencia a cue...

Pago de Facturas

Pago en Comercio

Transferencia a otr...

Pago de Servicios

Pago en Tienda Ba...

Transactions details

	2022-01	2022-02	2022-03	2022-04	2022-05	2022-06	2022-07	2022-08	2022-09	2022-10	2022-11	2022-12
Amount	\$39.8K	\$30.9K	\$39.3K	\$36.1K	\$33.2K	\$36.4K	\$48.4K	\$42.8K	\$40.3K	\$35.9K	\$36.3K	\$42.9K
% MoM		▼ -22.5 %	▲ 27.3 %	▼ -8.2 %	▼ -8.1 %	▲ 9.9 %	▲ 32.8 %	▼ -11.6 %	▼ -5.8 %	▼ -10.8 %	▬ 1.0 %	▲ 18.0 %
Trx	245	232	265	236	215	238	272	284	238	239	271	244
% MoM		▼ -5.3 %	▲ 14.2 %	▼ -10.9 %	▼ -8.9 %	▲ 10.7 %	▲ 14.3 %	▲ 4.4 %	▼ -16.2 %	0.4 %	▲ 13.4 %	▼ -10.0 %
MAU	194	194	201	185	167	195	211	219	184	186	210	201
% MoM		▬ 0.0 %	▲ 3.6 %	▼ -8.0 %	▼ -9.7 %	▲ 16.8 %	▲ 8.2 %	▲ 3.8 %	▼ -16.0 %	▬ 1.1 %	▲ 12.9 %	▼ -4.3 %
Avg tkt	\$ 163	\$ 133	\$ 148	\$ 153	\$ 154	\$ 153	\$ 178	\$ 151	\$ 169	\$ 150	\$ 134	\$ 176
% MoM		▼ -18.1 %	▲ 11.4 %	▲ 3.1 %	▬ 0.8 %	▬ -0.7 %	▲ 16.2 %	▼ -15.4 %	▲ 12.4 %	▼ -11.1 %	▼ -10.9 %	▲ 31.1 %
Avg trx	1.26	1.20	1.32	1.28	1.29	1.22	1.29	1.30	1.29	1.28	1.29	1.21
% MoM		▼ -5.3 %	▲ 10.2 %	▼ -3.2 %	▬ 0.9 %	▼ -5.2 %	▲ 5.6 %	▬ 0.6 %	▬ -0.3 %	▬ -0.7 %	▬ 0.4 %	▼ -5.9 %

Clients - Users

Gender:

Female

Male

Salary range:

Inferior

Medio

Superior

Generation

Z

Millennials

X

34

Avg age

499

Total users

99.2 %

Activation

39.2 %

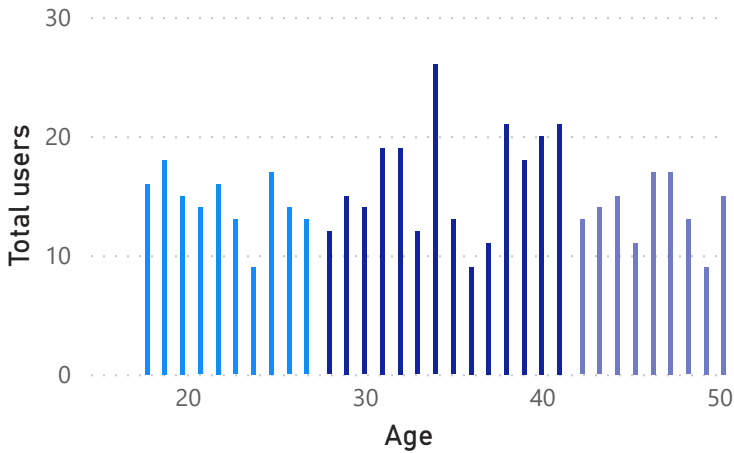
Monthly avg activation

49%

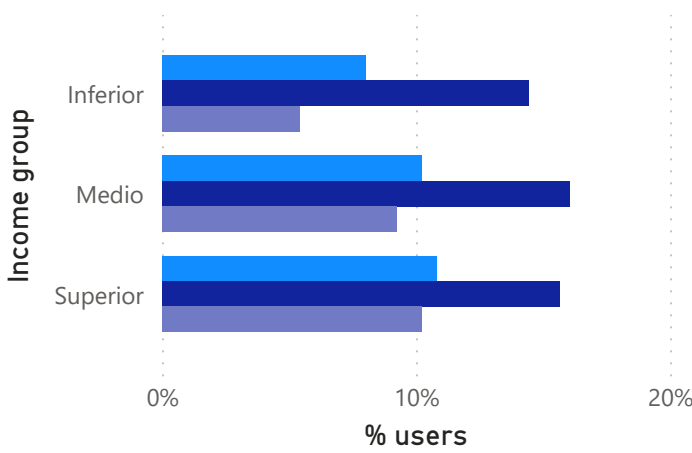
51%

Female Male

Generation Z Millennials X

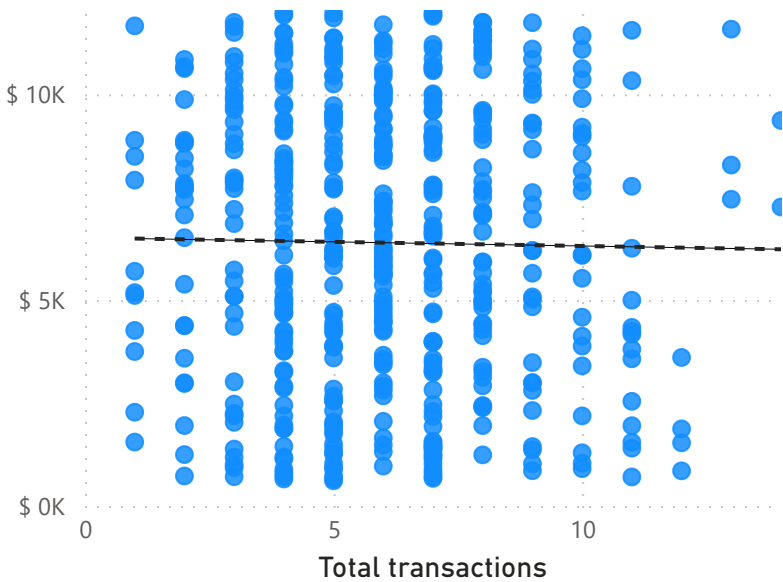


Generación Z Millennials X



Users - Relation between transactions and demography

Ingresos mensuales



Income group	1-3 trx	4-8 trx	9+ trx	Total
Inferior	4.2%	18.4%	5.2%	27.9%
Medio	5.4%	25.3%	4.8%	35.5%
Superior	6.0%	25.5%	5.2%	36.7%
Total	15.6%	69.1%	15.2%	100.0%

Generation	1-3 trx	4-8 trx	9+ trx	Total
Z	4.4%	20.4%	4.2%	29.1%
Millennials	7.0%	31.3%	7.8%	46.1%
X	4.2%	17.4%	3.2%	24.8%
Total	15.6%	69.1%	15.2%	100.0%

