

Recommendation: Priority Currencies

Top currencies for consideration for multi-currency product solution

Executive Summary: Top 10 currencies by sales

The data shows us which currencies are most popular for our customers.

- The USD is the most popular currency by far, accounting for over 50% of all sales.
- The JPY and EUR are also very popular, accounting for around 20% of all sales each.
- The remaining currencies are less popular, but they still account for a significant amount of sales.

*For example, the CAD and SGD each account for around 5% of all sales.

Sales (in Lakhs)



Conclusion:

These are the top 10 currencies by sales. This data can be helpful for us to understand our customers' preferences and to target our marketing efforts accordingly.

The top 10 currencies have been determined

Currency	Total Transaction Amount, USD	Total Transaction Amount, Rank	Total Transaction Volume (# transactions)	Total Transaction Volume, Rank
MXN	8,20,192.54	10	5,916	10
HKD	976176.59	9	5,983	8
SGD	1124953.36	8	5,949	9
CAD	1529245.03	7	8,974	6
CHF	1734141.77	6	7,504	7
CNY	1871298.65	5	13,516	3
AUD	2440110.85	4	11,977	5
EUR	2748958.40	3	14,992	2
JPY	2820476.56	2	13,469	4
USD	3642164.00	1	19,458	1

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