Summary of the analysis

1. Full data is only available for January and Feburary, which means that it is not possible to use the data from March to analyze the trend. Apart from that, it is very likely that seasonality plays a very significant role. Therefore, I think it would make more sense to include more data before we draw final conclusions.
2. Based on the data from January and February, the transaction amount has decreased from 14.9B to 13.2B, number of transaction has decreased from 25K to 23K, amount per transaction has decreased from 595k to 579k, and amount per customer per customer has decreased from 3M to 2.67M.
   1. Information is available on the Executive Overview page in the Branch Performance report.
3. Similarly, based on the data from January and February, we can see that different branches have performed significantly differently from each other. For example, for branch 39, transaction has increased by 55M while for branch 55, transaction has decreased by 111M. On the Branch Drilldown page in the report, I have included a table which shows the several KPIs for each branch. Interestingly, it is not due to big losses of customers that drives the decreases of transactions. But somehow, while having stable numbers of customers, different branches have achieved substantially distinct performances.
   1. Therefore, I would highly recommend that we have a look at the activities that different branch managers have done to boost the transactions.
   2. In the meantime, it is also interesting to look at the transaction types to break down the data even further to see if it is due to a specific type of transactions that drives the big losses.
   3. Besides, having a look at the customer characteristics may also help us understand the different performances.
4. I have only included the measure Transaction Count on the Executive Overview page. To have it also on the Branch Drilldown page, a bridge table is needed because branch id is not available in the transaction date, which means I need to use the account\_id. However, this part is not done yet but it may also be interesting.