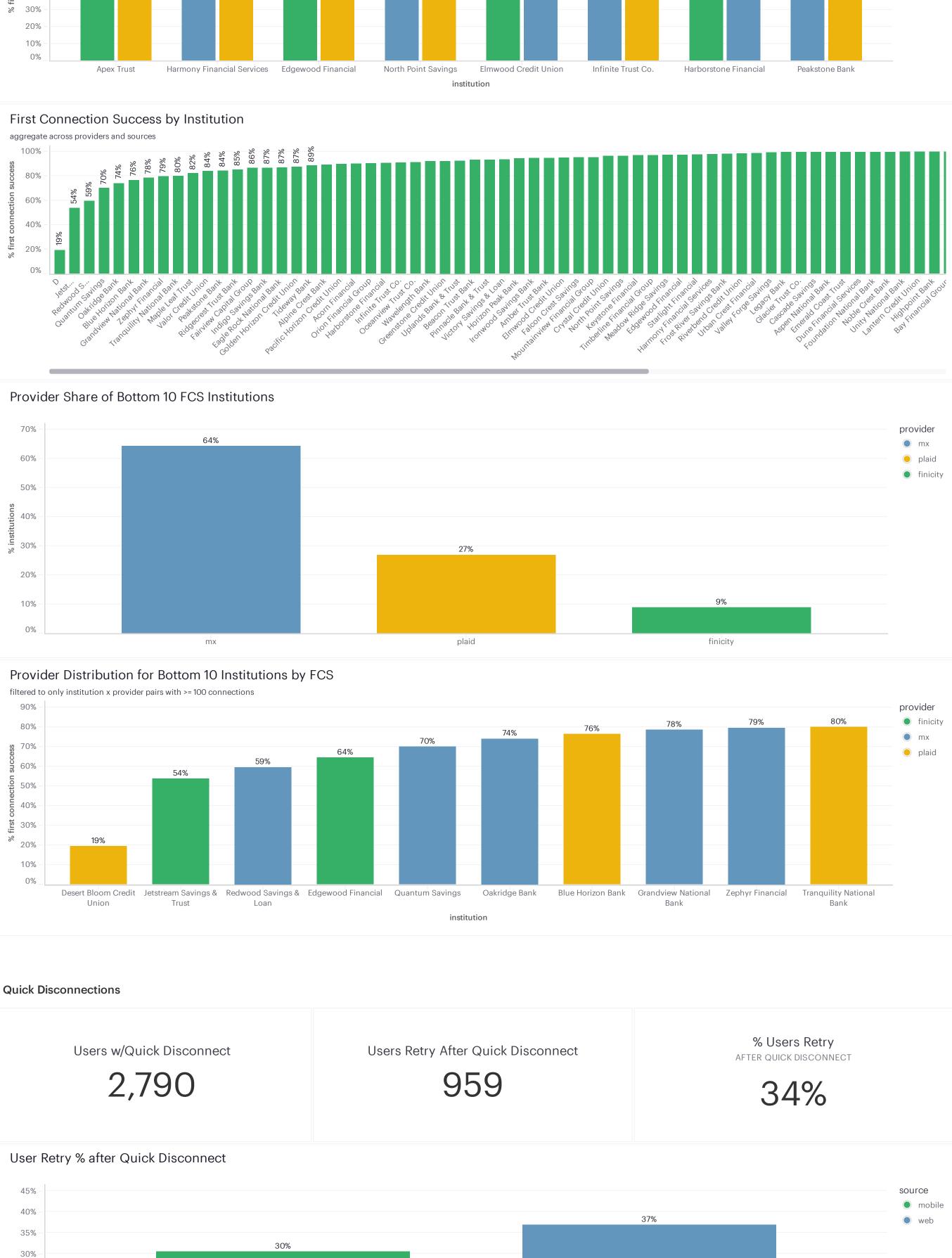
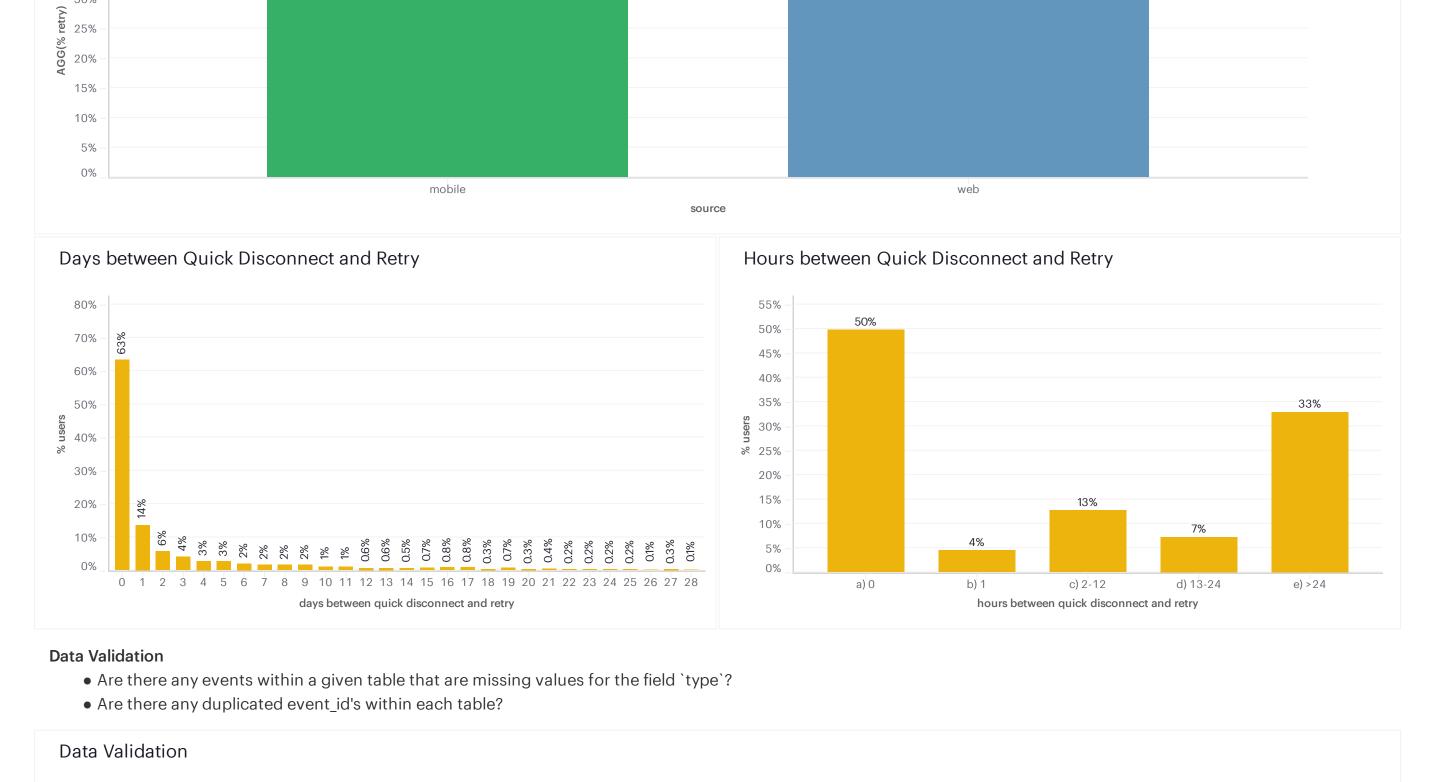
Monarch Money Data Take Home Assignment Josh Erickson | Jan 23, 2025 **Terminology** • institution: the bank the user is linking (e.g. Chase, Wells Fargo) • provider: the data aggregator used to link the institution to Monarch (e.g. Plaid) • connection created: user links their institution via provider to Monarch. Unique at the institution x data provider level • successful connection: a link between Monarch and the institution that is connected for >= 24hrs without disconnection • First Connection Success Rate: total # successful connections / connections created • Quick Disconnect: connections that become disconnected within 24hrs of creation **Summary Stats** Users Users Users w/Quick Disconnect CREATED CONNECTION SUCCESSFUL CONNECTION 2,790 29,077 28,039 Successful Connections Connections per User % Users w/Quick Disconnect INSTITUTION X PROVIDER PAIR SUCCESSFUL ONLY 9.6% 46,171 1.6 # Users Creating Successful Connections & Avg Connections per User 1,200 1.5 1.6 1,000 800 400 0.4 200 0.2 0 2024-07-31 2024-08-03 2024-08-06 2024-08-09 2024-08-15 2024-08-18 2024-08-21 date connections per user **Provider Share of Total Connections** 50% 44% 45% 40% 35% 30% 15% 10% 5% 0% plaid finicity provider First Connection Success Rate (FCS) Successful Connections **Connections Created** First Connection Success 49,386 46,171 93% First Connection Success 98% 96% 96% 94% 84% Jul 31 2024 Aug 3 2024 Aug 6 2024 Aug 9 2024 Aug 12 2024 Aug 15 2024 Aug 18 2024 Aug 21 2024 Aug 24 2024 Aug 27 2024 Aug 30 2024 date First Connection Success Quartiles ▼ institutions 4 100% 22 3 100% 22 2 95% 23 1 79% 23 Showing rows 1-4 of 4 **FCS** by Source First Connection Success by Source Connections by Source mobile (ios + android) vs web 35,000 100% 95% 92% 90% 30,000 27,196 80% 25,000 70% 22,190 60% 20,000 50% 15,000 40% 30% 10,000 20% 5,000 10% 0% mobile web mobile web source source First Connection Success by Source mobile (ios + android) vs web 100% source mobile 98% web 96% % first connection success 94% 90% 88% 86% 84% 82% Jul 31 2024 Aug 3 2024 Aug 6 2024 Aug 9 2024 Aug 12 2024 Aug 15 2024 Aug 18 2024 Aug 21 2024 Aug 24 2024 Aug 27 2024 Aug 30 2024 date FCS by Data Provider First Connection Success by Provider 96% 94% finicity 90% 10% 20% 30% 40% 80% 50% 60% 90% 100% % first connection success First Connection Success by Provider plaid vs finicity vs mx provider 100% finicity 95% mx 90% % first connection success plaid 85% 80% 75% 70% 65% 60% 55% Aug 3 2024 Aug 6 2024 Aug 27 2024 Jul 31 2024 Aug 9 2024 Aug 12 2024 Aug 15 2024 Aug 18 2024 Aug 21 2024 Aug 24 2024 Aug 30 2024 date FCS by Institution First Connection Success by Institution w/ Multiple Providers filtered to only institution x provider pairs with >= 100 connections 110% provider 100% 100% 99% finicity 97% 97% 100% 96% 96% 93% mx 90% 87% 85% 82% 81% plaid 80% 70% 64% 60% 50% 40% 30% 20% 10% 0% Apex Trust North Point Savings Harborstone Financial Peakstone Bank Harmony Financial Services Edgewood Financial Elmwood Credit Union Infinite Trust Co. institution First Connection Success by Institution aggregate across providers and sources 86% 85% 84% 82% % first connection succes 80% Provider Share of Bottom 10 FCS Institutions provider 64% mx 60% plaid finicity 50% 27% 20% 9% 10% 0% plaid finicity mx Provider Distribution for Bottom 10 Institutions by FCS filtered to only institution x provider pairs with >= 100 connections 90% provider 80% 79% finicity 78% 80% 76% 74% mx 70% 64% plaid 59% 60% 54% 50% 40% 19% 10%





distinct\_events null\_rows type events 94,233 0 connect 94,233 0 83,054 83,054 created 152,168 disconnected 152,168 of 1 >>> Showing rows 1-3 of 3 ✓ ¶ Page 1 **Ignored Created Events** 

**Total Created Events** % Created Events to Ignore W/ NO CONNECT EVENT 83,054 41% 33,668 **Ignored Disconnected Events** % Disconnected Events to Ignore **Total Disconnected Events** W/ NO CREATED EVENT 152,168 88% 133,801