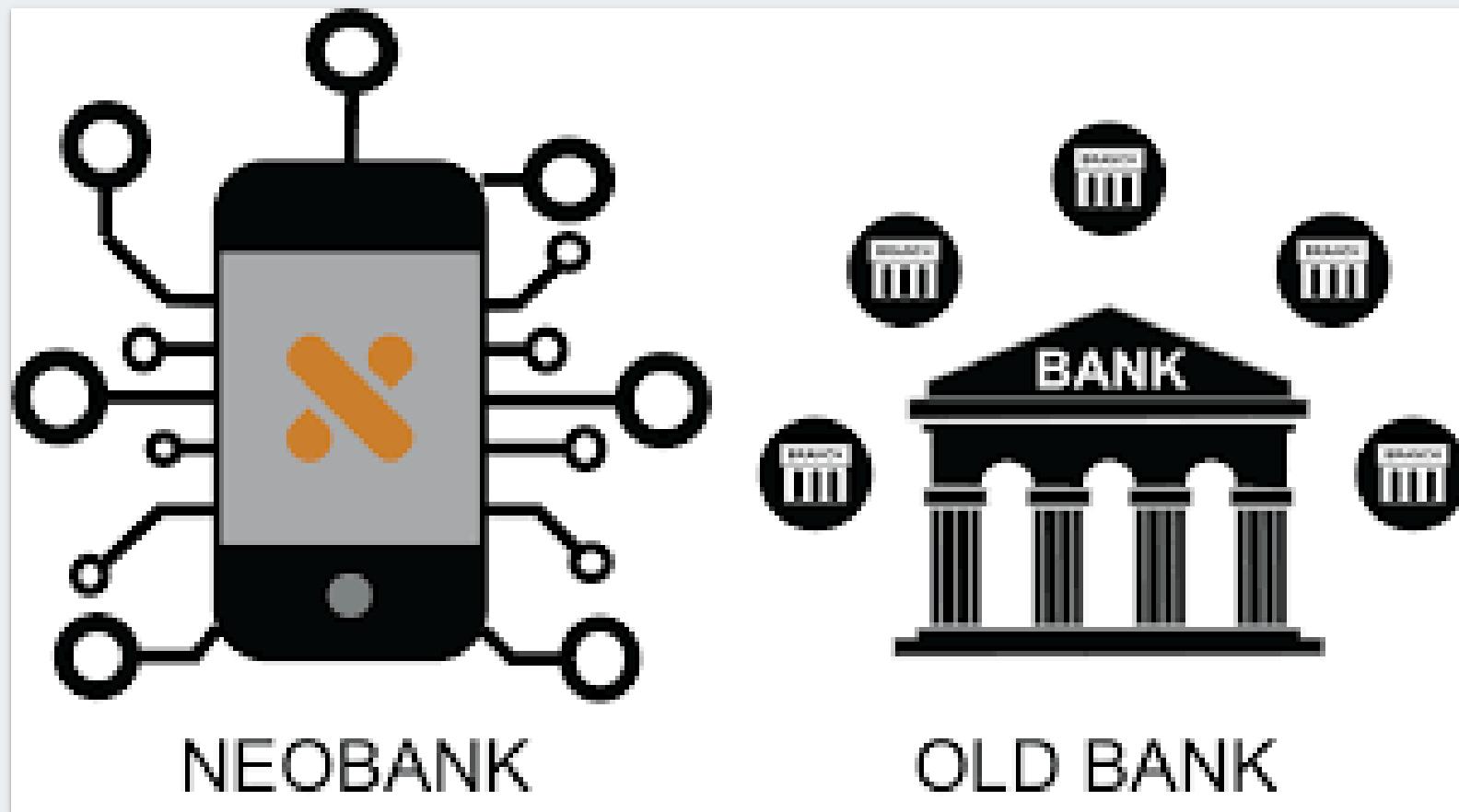
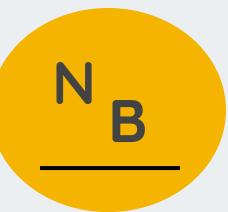


# Neo bank



Maalik and Frans

# Neo Bank

N  
B

- \* Exclusively digital.
- \* Uses several currencies.
- \* Simplifies international transfers.
- \* Data includes: users, notifications, devices and transactions.

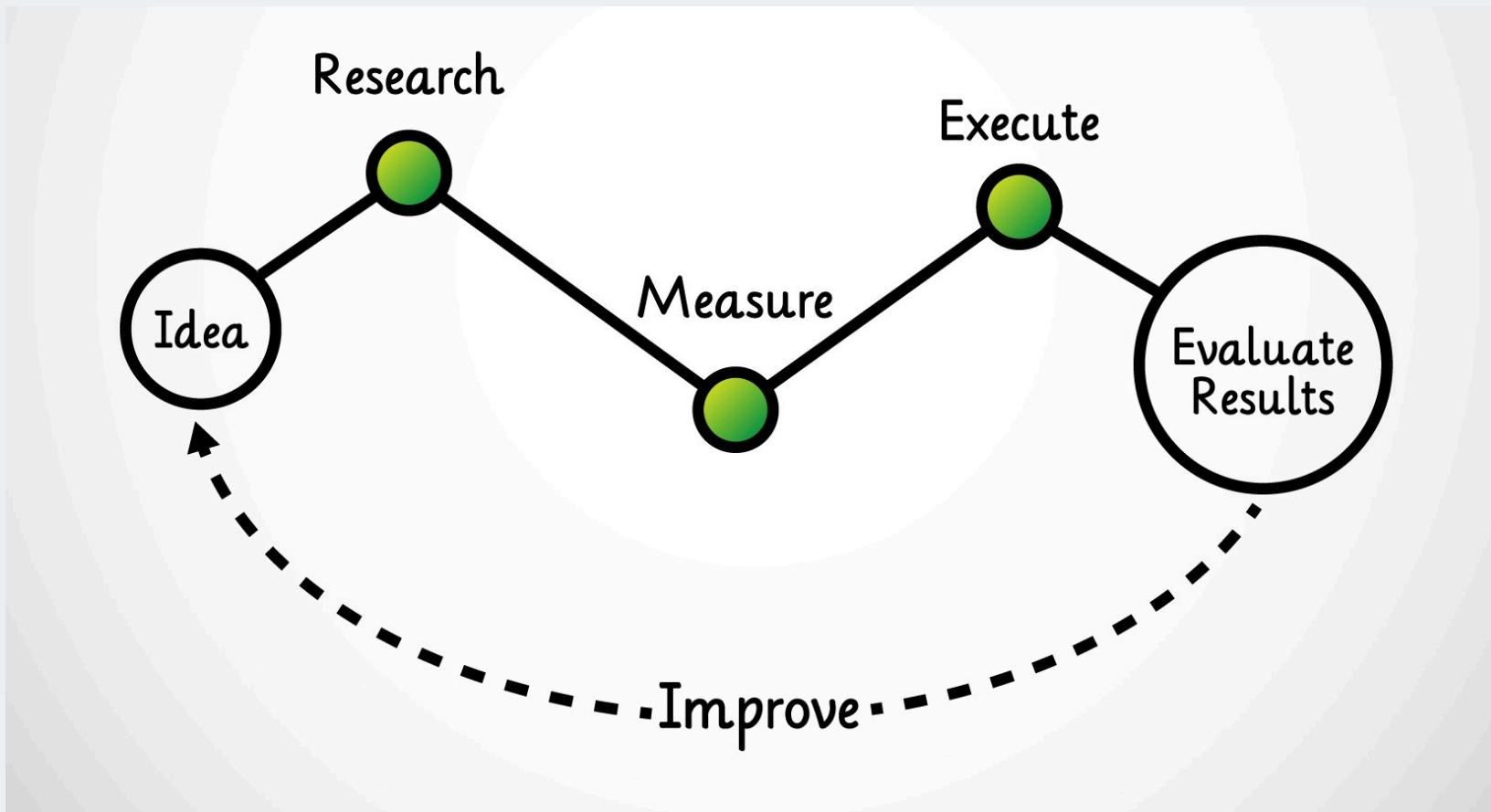


# Our target

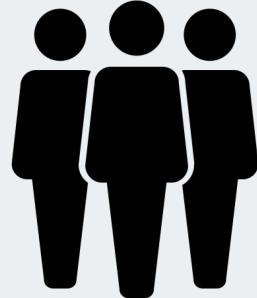
N  
B

**Increased User Engagement:** Enhance features to keep users more active and engaged with the platform.

**Boosting Transactions:** Encouraging more transactions by improving the user experience.

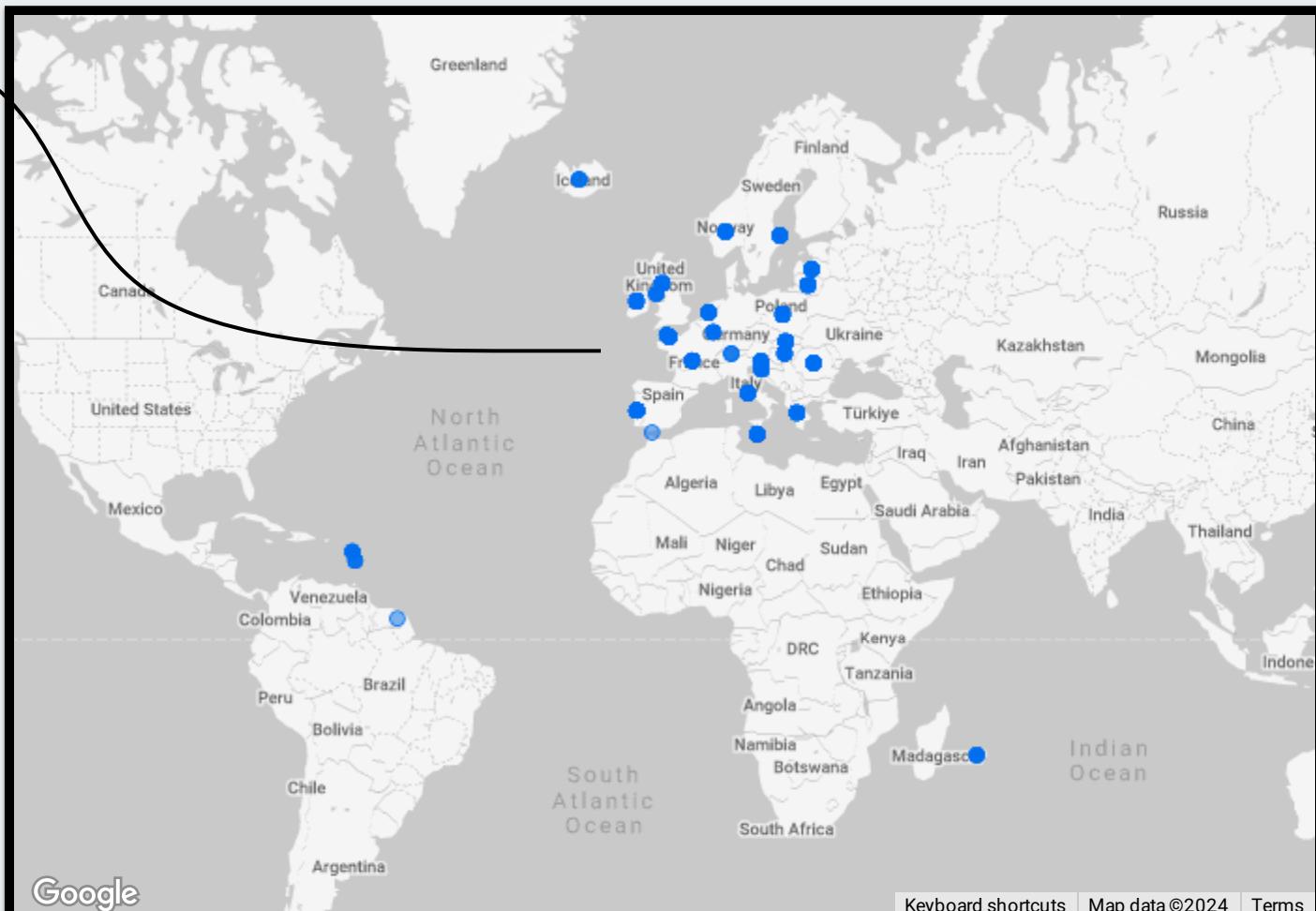


# CLIENTELE LOCATION



city	Users
1. London	1,707
2. Warsaw	443
3. Bucharest	397
4. Paris	373
5. Dublin	367
6. Vilnius	319
7. Madrid	200
8. Lisbon	183
9. Krakow	179
10. Wrocław	118

Users location



Google

# USER BEHAVIOUR

N  
B

## Average monthly users

15.4K

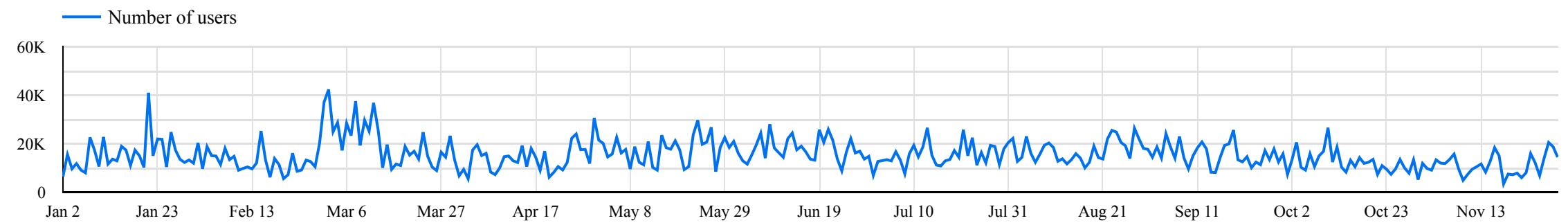


## Highest completed transaction(EUR)

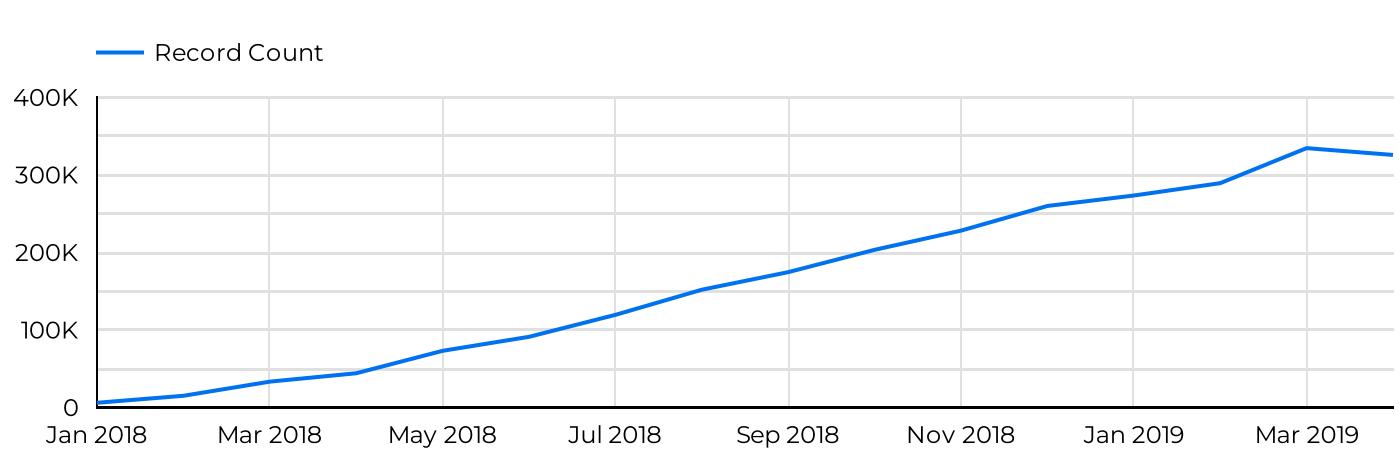
612.8K

Dimension:

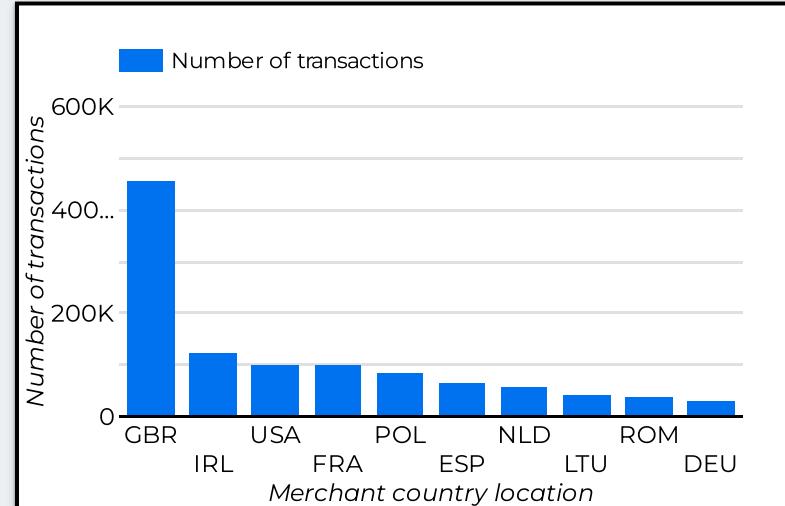
## Users over time



## Transactions over time



## Transactions by merchant location

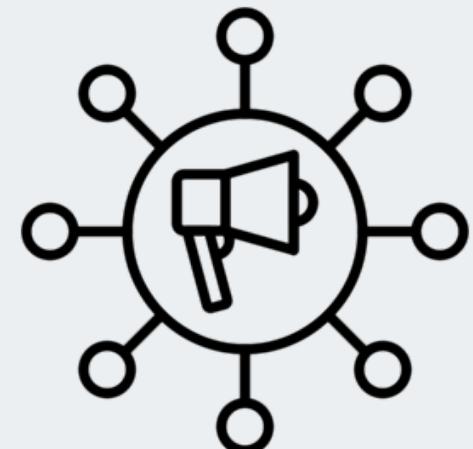


# MARKETING

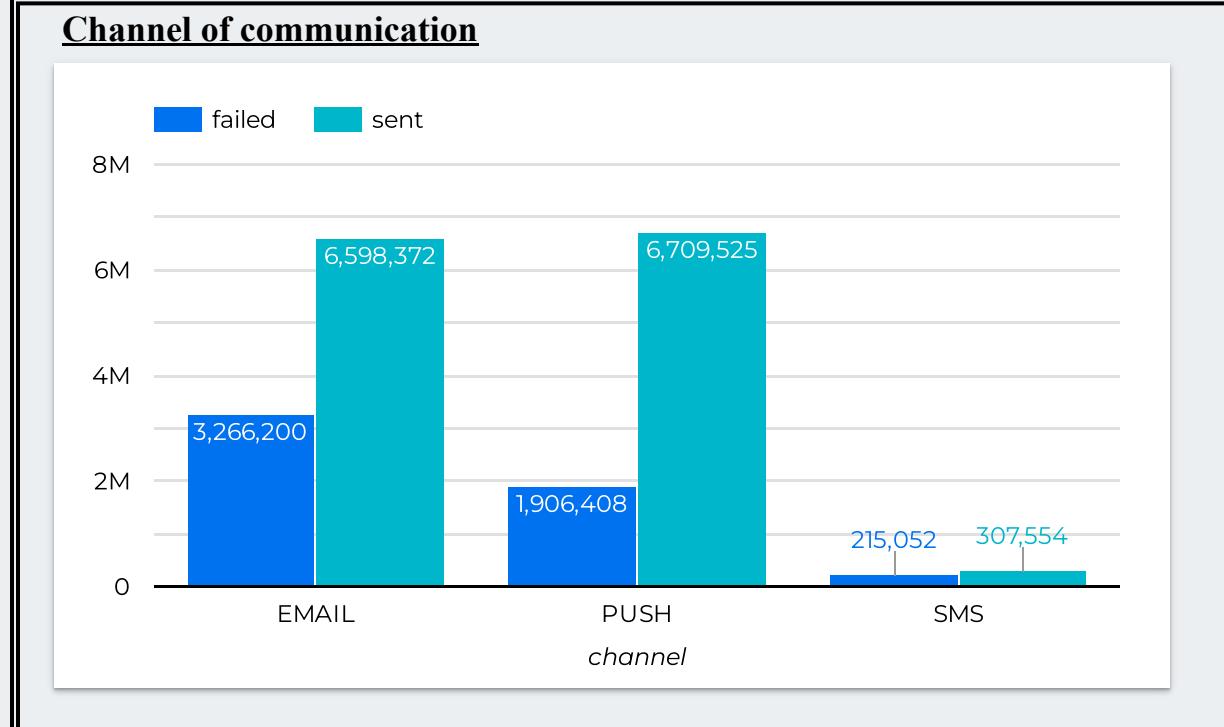
N  
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## Notification type

reason	Number of notifications ▾
1. FIFTH_PAYMENT_PROMO	3,896,640
2. REENGAGEMENT_ACTIVE_FUNDS	3,860,989
3. MADE_MONEY_REQUEST_NOT_SPLIT_BILL	1,553,390
4. NO_INITIAL_CARD_ORDER	1,332,400
5. METAL_GAME_START	1,201,490
6. ENGAGEMENT_SPLIT_BILL_RESTAURANT	1,041,479
7. NO_INITIAL_CARD_USE	975,040
8. BLACK_FRIDAY	974,660
9. ONBOARDING_TIPS_ACTIVATED_USERS	855,738



## Channel of communication



Nb MAX SENT

6.7M

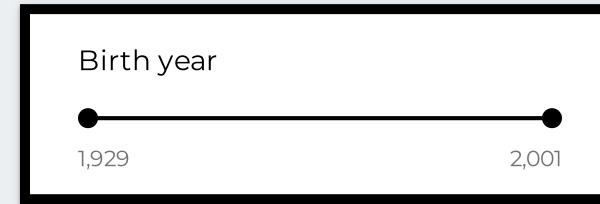
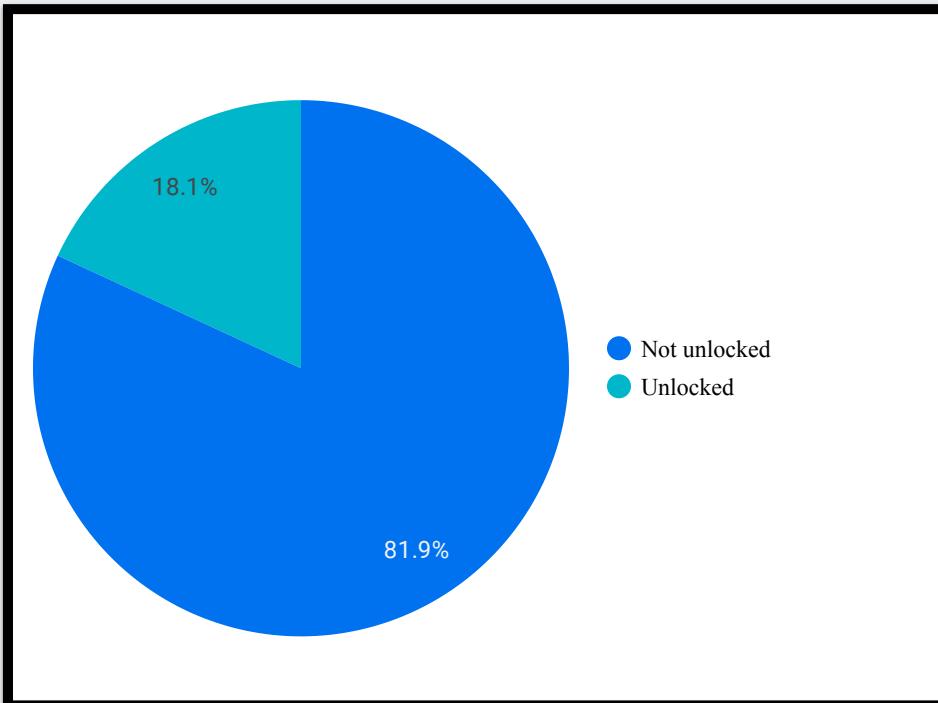
Nb MAX FAILED

3.3M

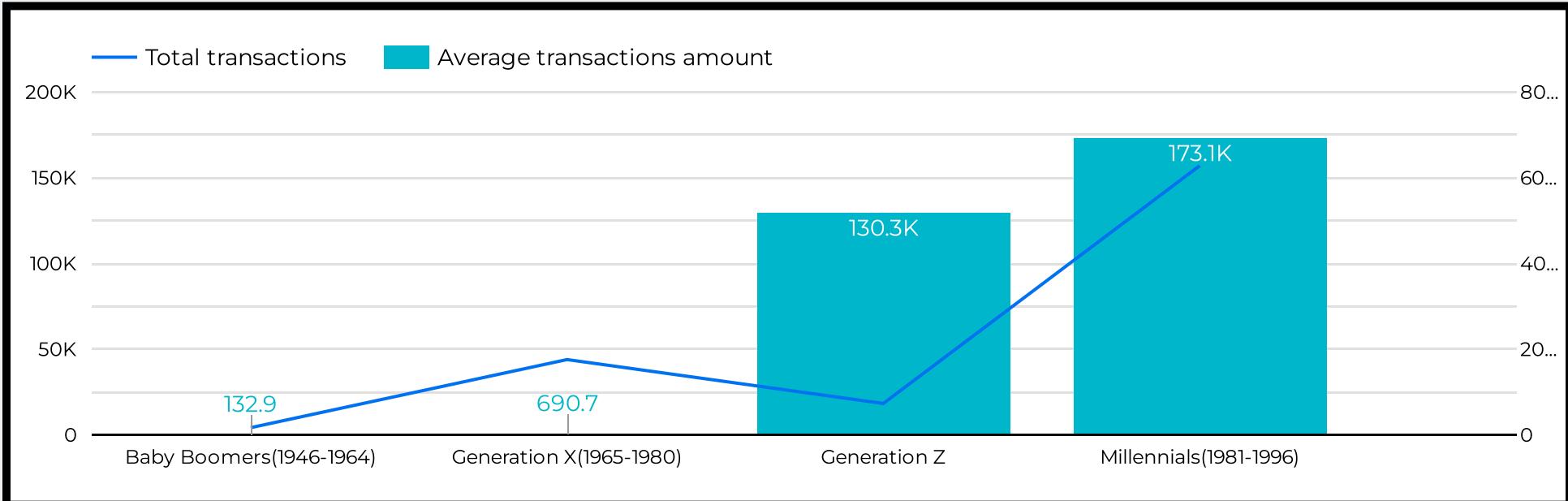
# Crypto features

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B

## Cryptocurrency features unlocked



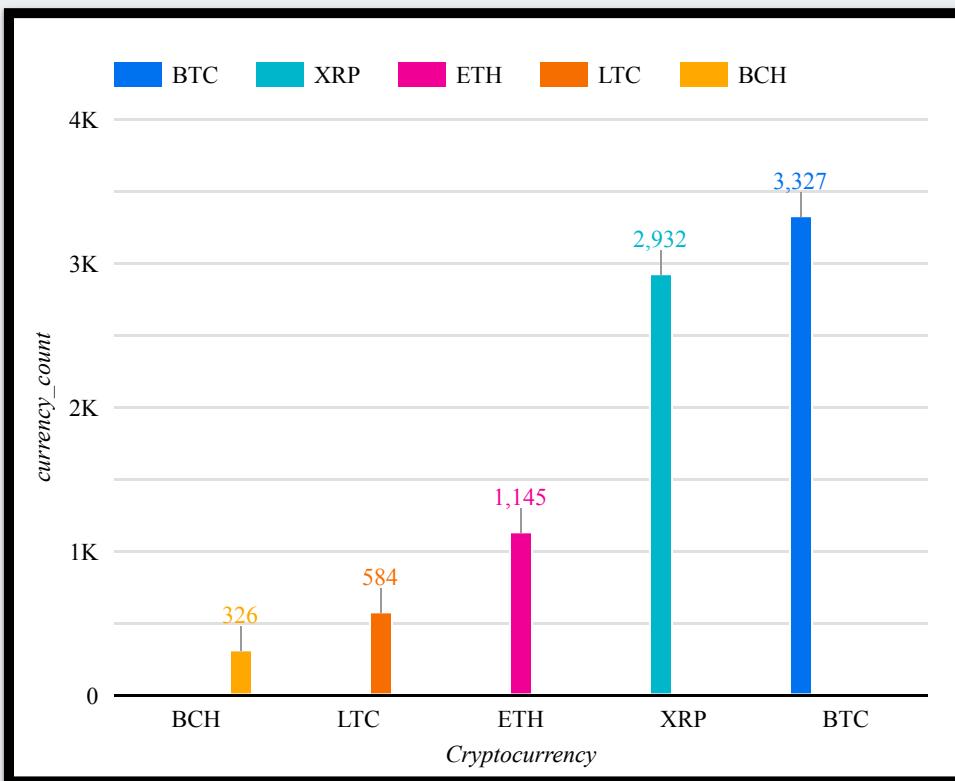
## Transactions by age groups



# Cryptocurrency

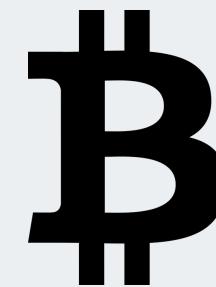
N  
B

## Nb of cryptocurrency transaction

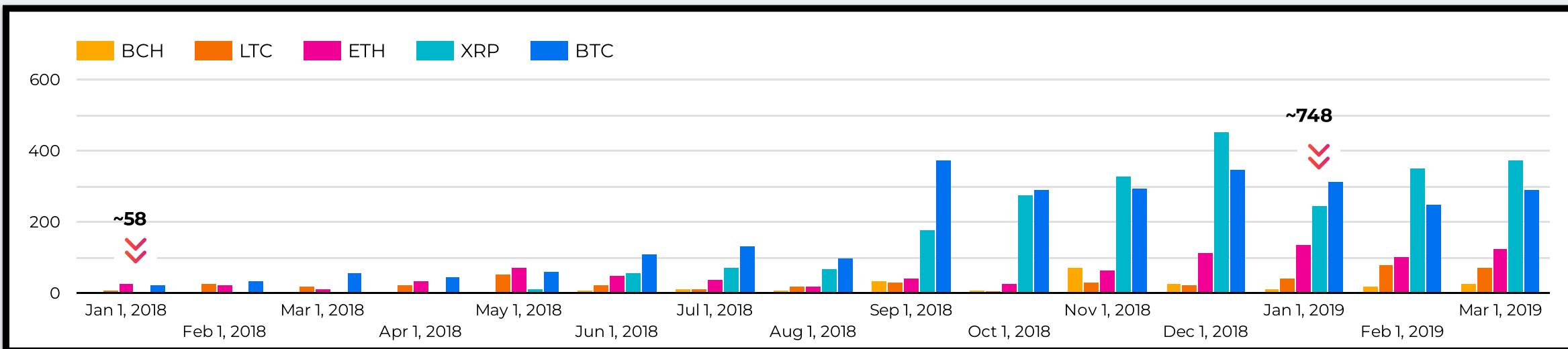


## Average crypto transactions(USD)

80.3



## Crypto transactions per month



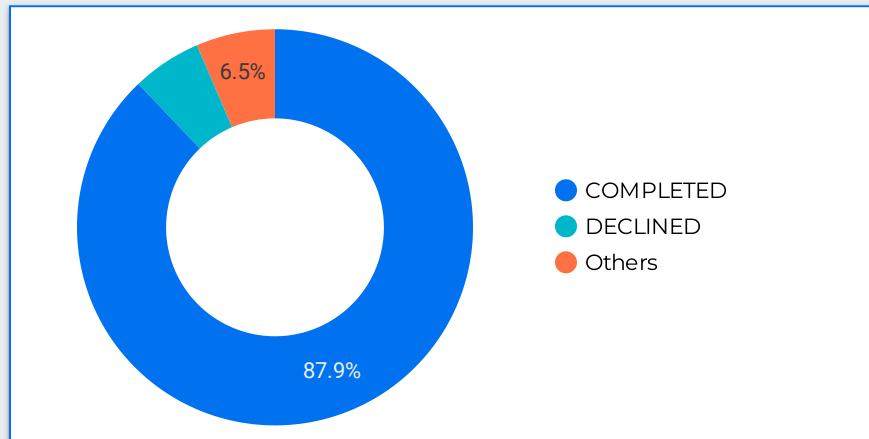
# TYPES AND STATES

direction ▾

## Transaction states

Transaction state	Record
1. COMPLETED	2,407,968
2. DECLINED	155,286
3. REVERTED	112,618
4. FAILED	41,053
5. PENDING	21,492
6. CANCELLED	1,658

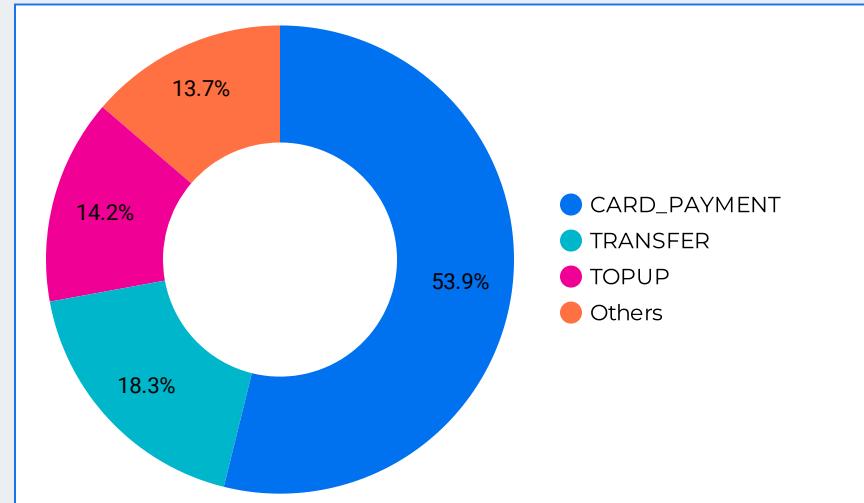
1 - 6 / 6 < >



## Transaction types

transaction type	Transaction amount
1. CARD_PAYMENT	1,475,780
2. TRANSFER	500,409
3. TOPUP	388,331
4. EXCHANGE	159,148
5. ATM	93,675
6. CASHBACK	82,789
7. FEE	23,659

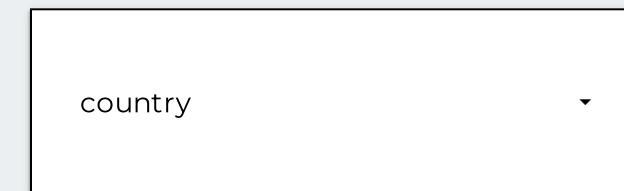
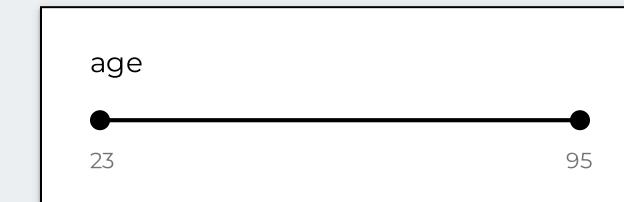
1 - 10 / 10 < >



# CATEGORIES AND PLANS

N  
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Category	Transaction amount ▾
1. Eating Places and Restaurants	996,655
2. Grocery Stores, Supermarkets	964,715
3. Fast Food Restaurants	427,483
4. Automated Cash Disbursements (ATMs)	401,543
5. Taxicabs and Limousines	290,355
6. Miscellaneous Food Stores	268,627
7. Local/Suburban Commuter Passenger Tra...	247,468
8. Drinking Places (Alcoholic Beverages)	234,107
9. Service Stations (with or without Ancillary ...	181,714

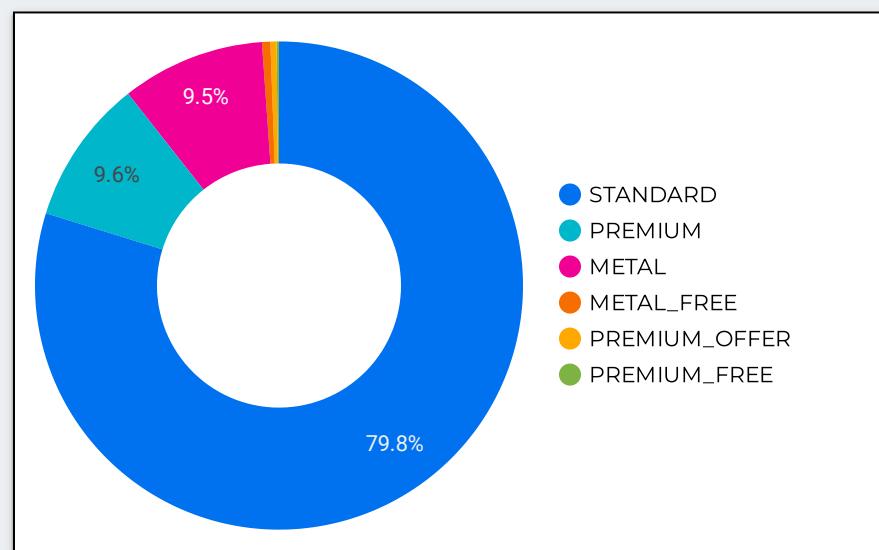


## Bank Account Plan by country

plan	Record Count
1. STANDARD	4,394,882
2. PREMIUM	514,488
3. METAL	493,879
4. METAL_FREE	32,072
5. PREMIUM_OFFER	19,799
6. PREMIUM_FREE	7,729

1 - 6 / 6 < >

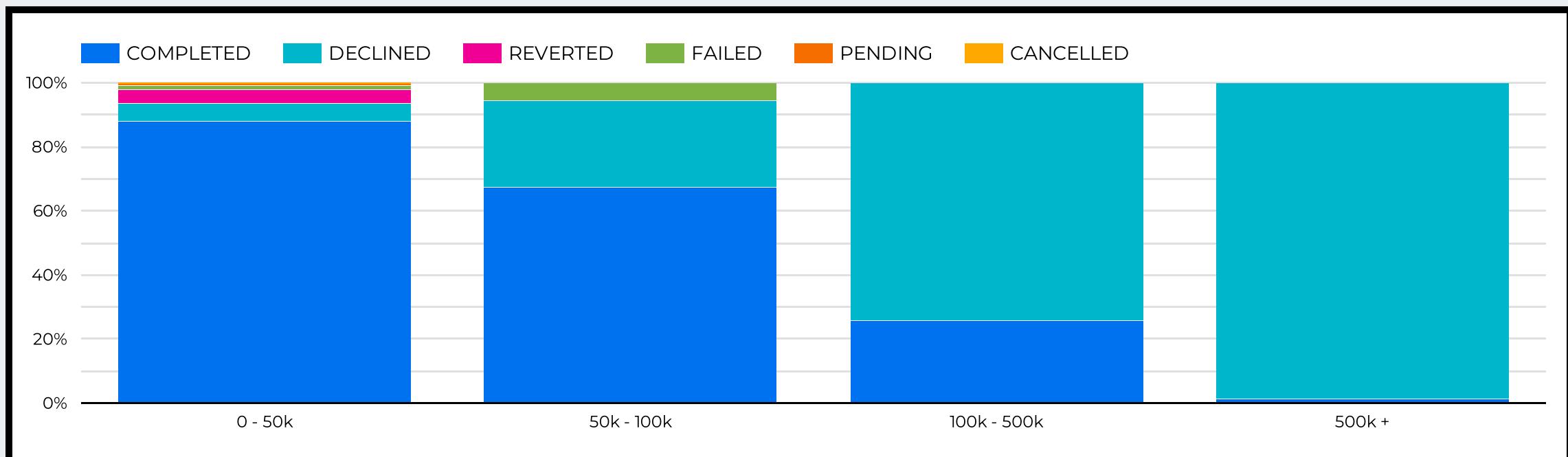
## Bank Account Plan by age



# TRANSACTIONS

N  
B

## Transaction amounts(USD) by transaction state



direction ▾

Cardholder presence ▾

Transaction currency ▾

# Thank you

N  
B

Thank,  
you