



easyMoney

Make your dreams come true

Ventas

Productos

Clientes

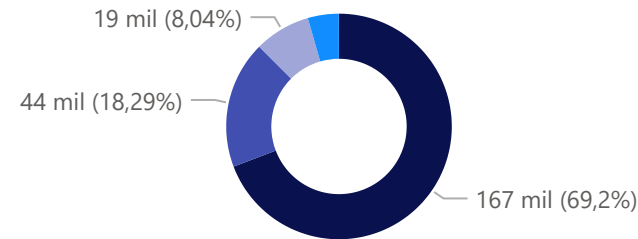
Distribución Geográfica

240.765

Ventas totales

Distribución de Ventas por familia de producto

account payment_card pension_plan investment loan

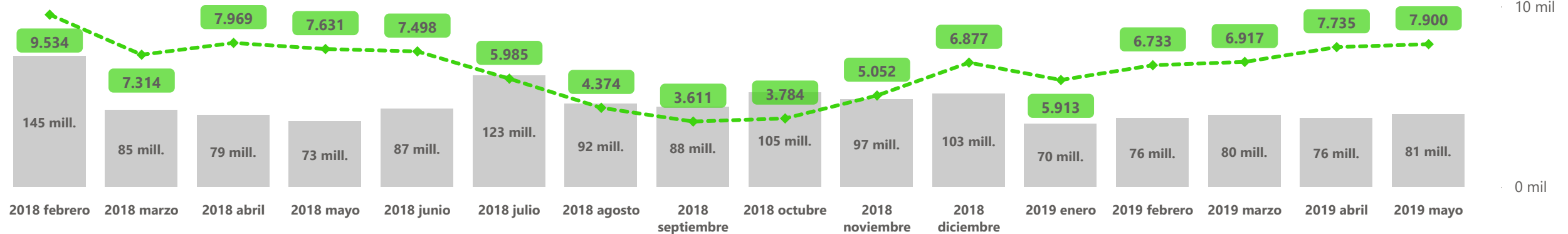


Evolución Ventas

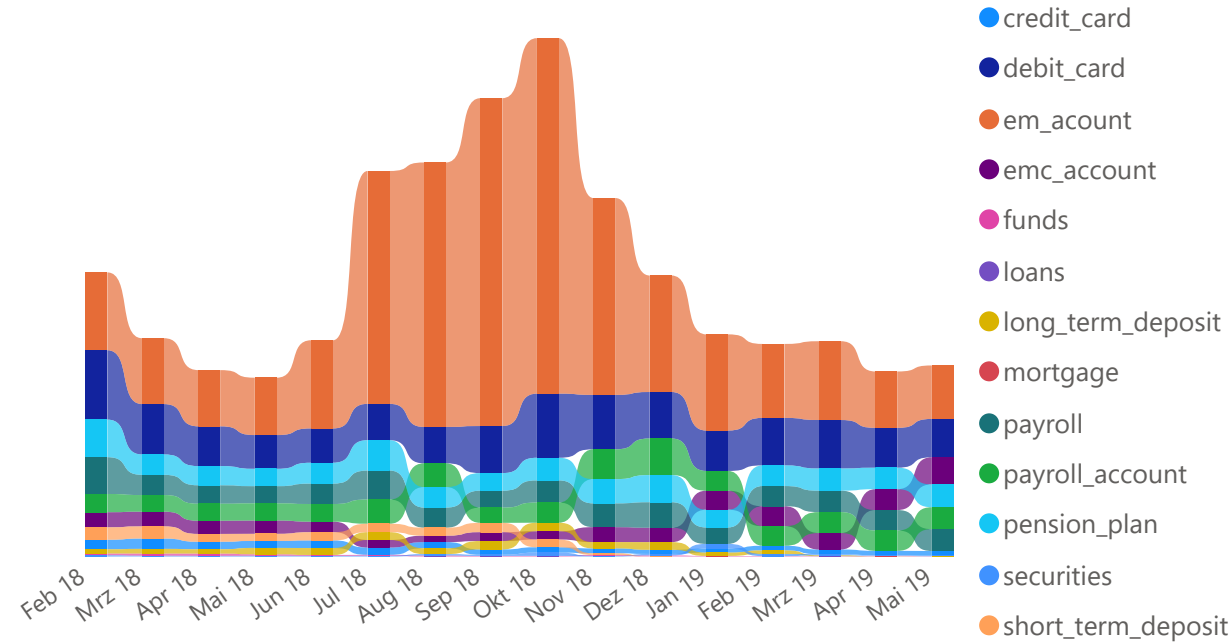


Evolución Margen Bruto generado de las ventas

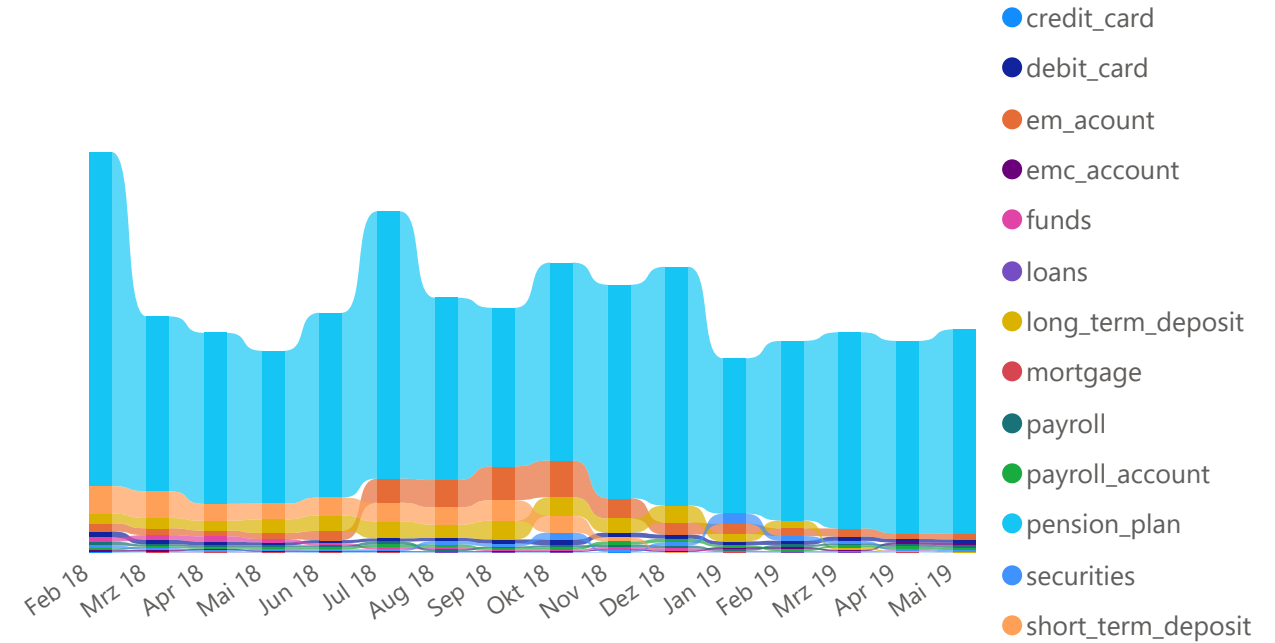
Margen Neto de las ventas Promedio de Margen Neto por venta



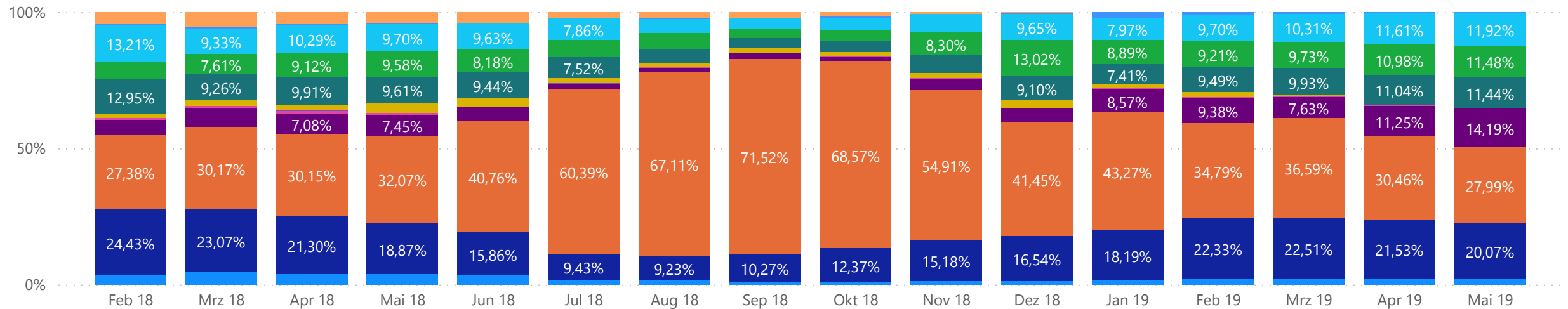
Evolución de Ventas por producto



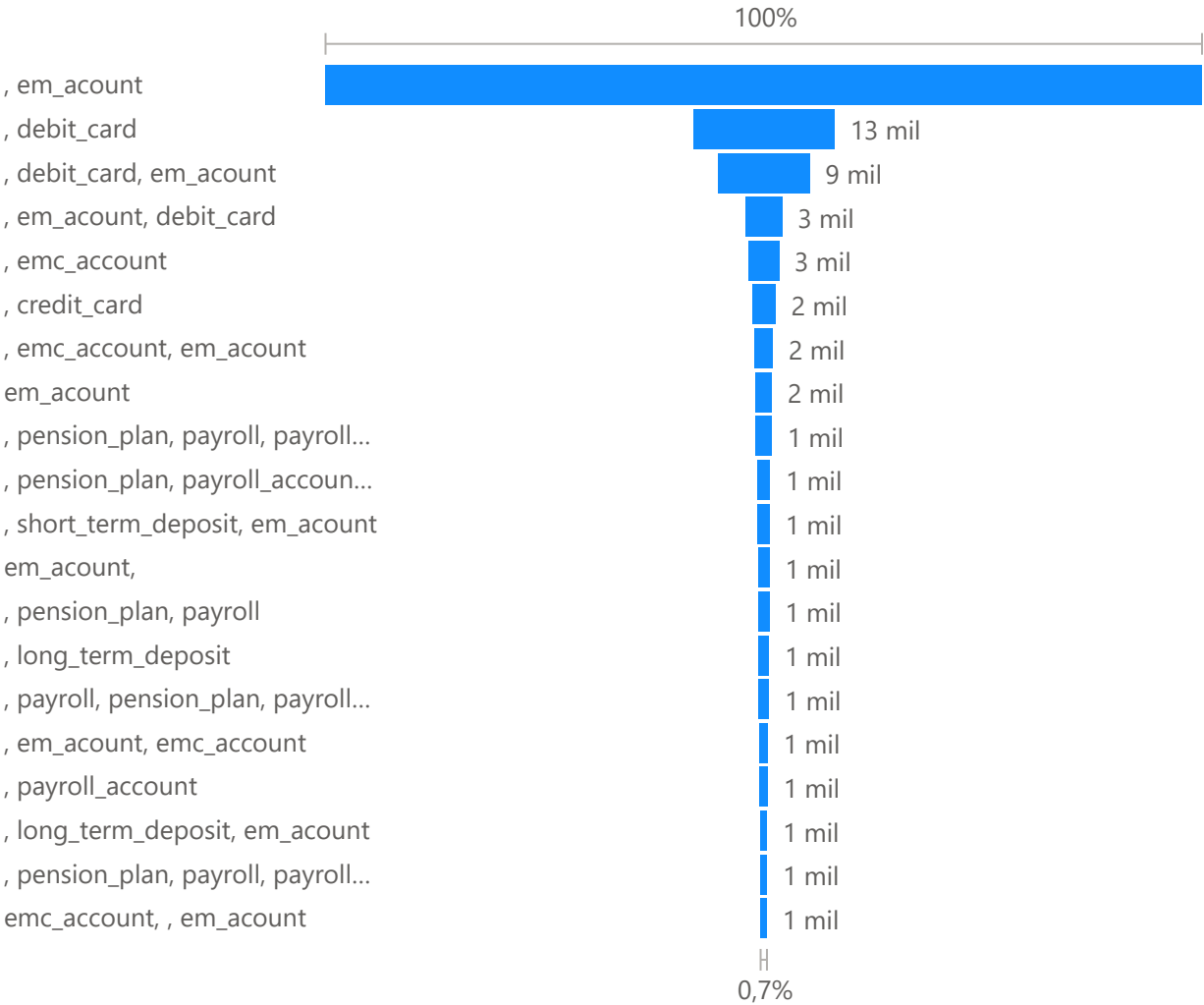
Evolución Contribución Margen neto por producto



%Mix producto - Ventas

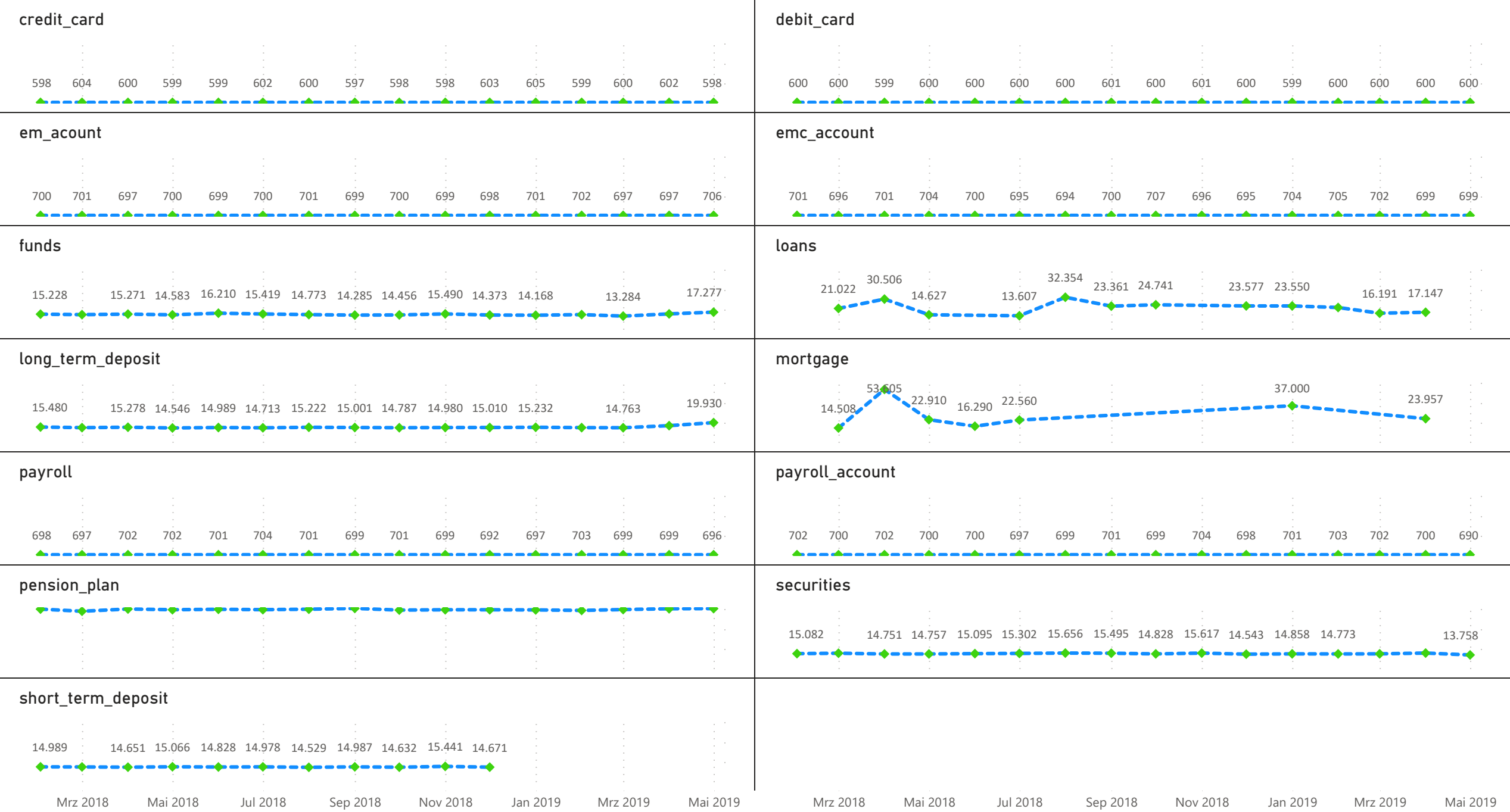


Top 20 Combinaciones de producto por cliente

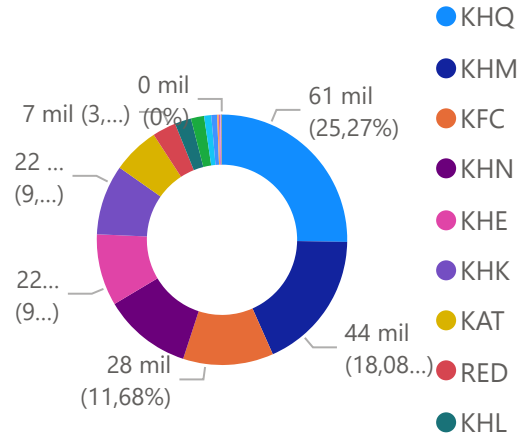


Producto	Ventas totales	Margen neto promedio	Total de Margen neto
em_account	117.434	700	82.173.109
debit_card	38.838	600	23.304.015
pension_plan	19.368	59.763	1.157.484.131
payroll	18.749	699	13.111.903
payroll_account	18.109	700	12.670.674
emc_account	12.322	700	8.627.139
credit_card	5.205	600	3.123.872
short_term_deposit	4.441	14.864	66.012.415
long_term_deposit	4.227	14.969	63.274.774
securities	1.157	14.978	17.329.932
funds	880	14.990	13.191.615
loans	25	21.839	545.981
mortgage	10	25.325	253.251
Total	240.765	6.069	1.461.102.811

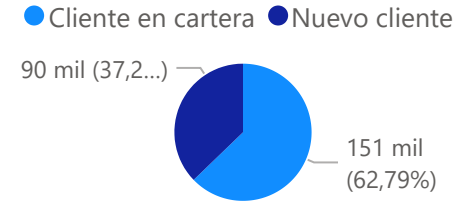
Evolución Margen Bruto



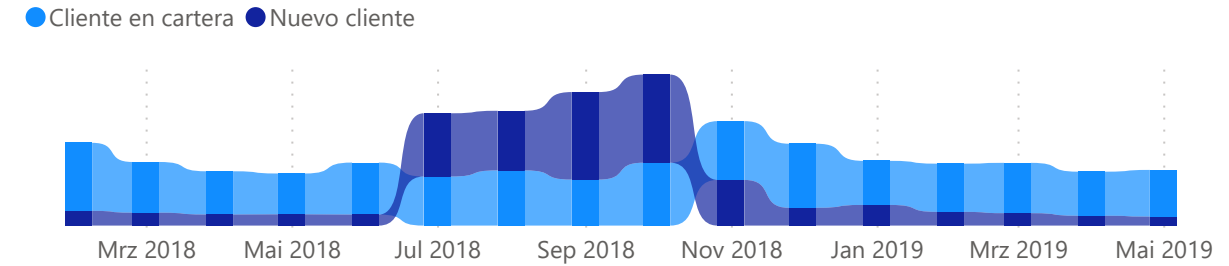
Ventas: Canal de entrada



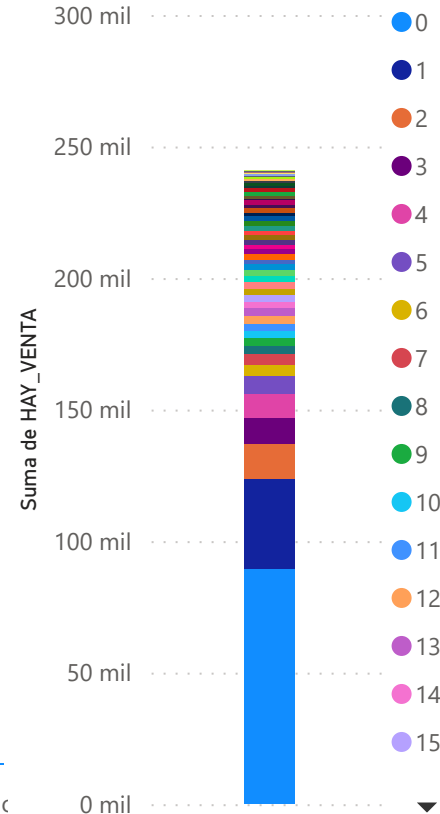
Ventas por cliente nuevo / existente



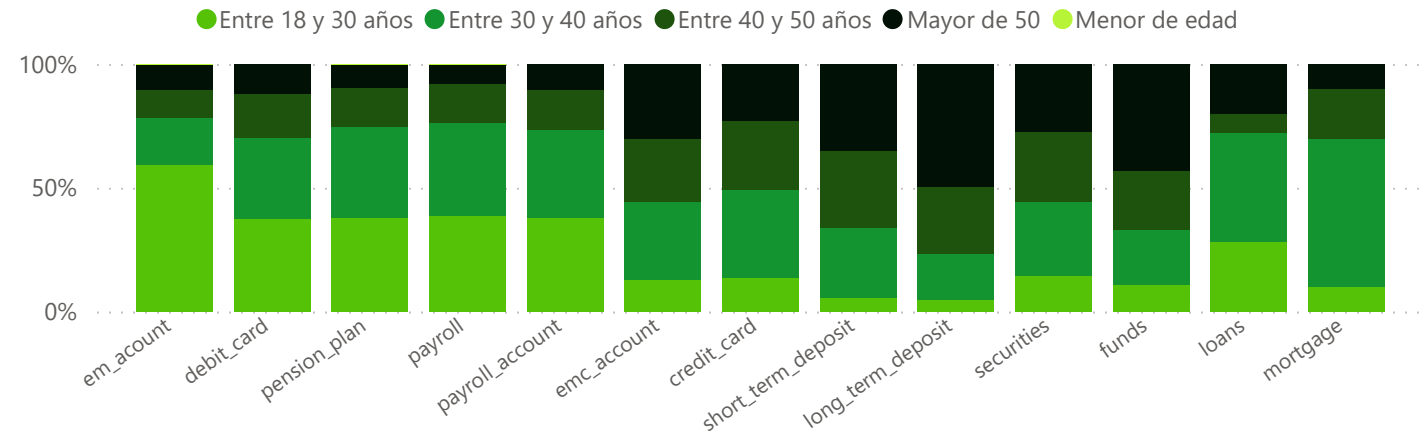
Evolución de Ventas por tipo de cliente



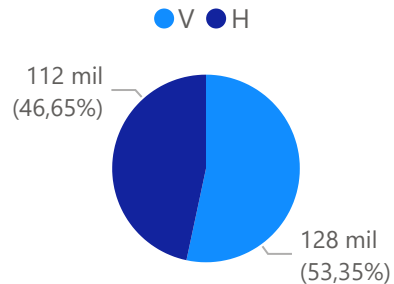
Ventas: Antigüedad de clientes en meses



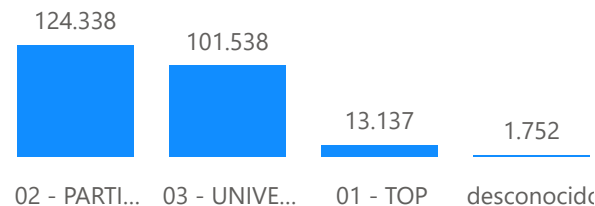
Rangos edad de clientes por compra de producto



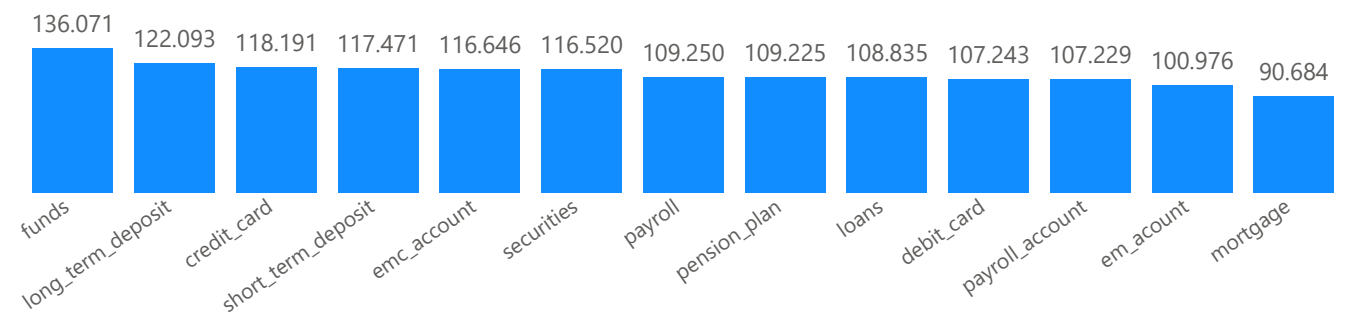
Ventas por género



Segmento de clientes



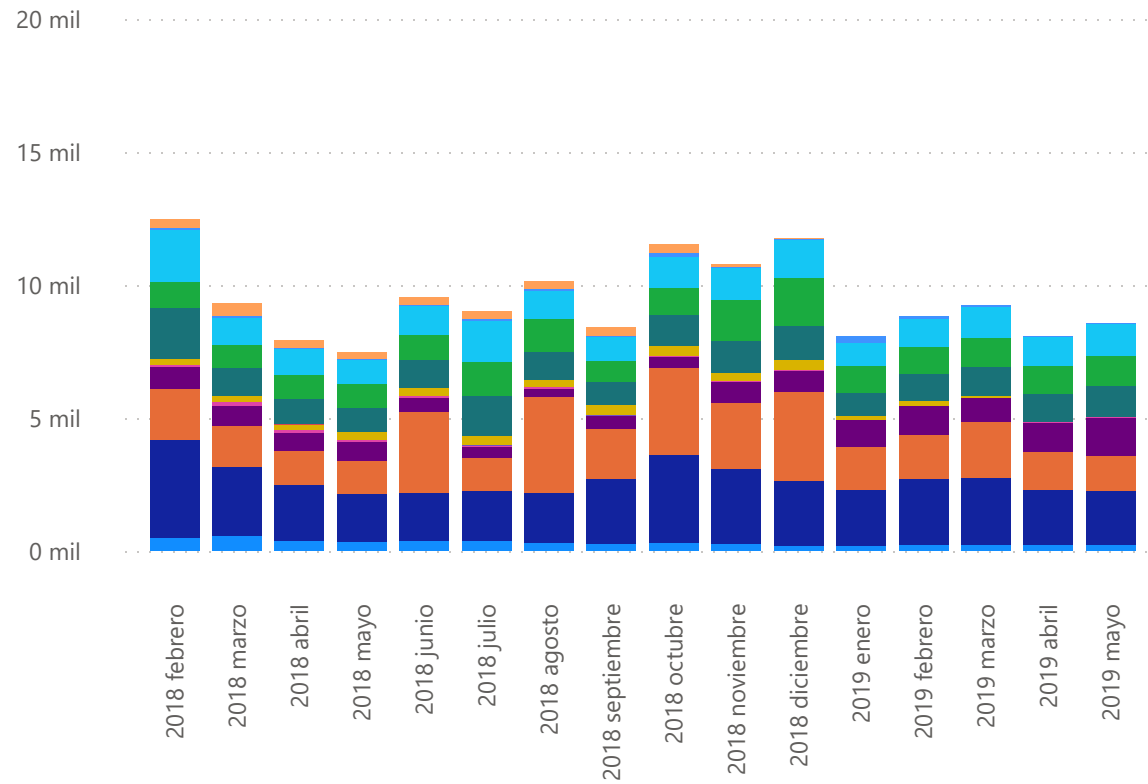
Promedio de salario de cliente por producto contratado



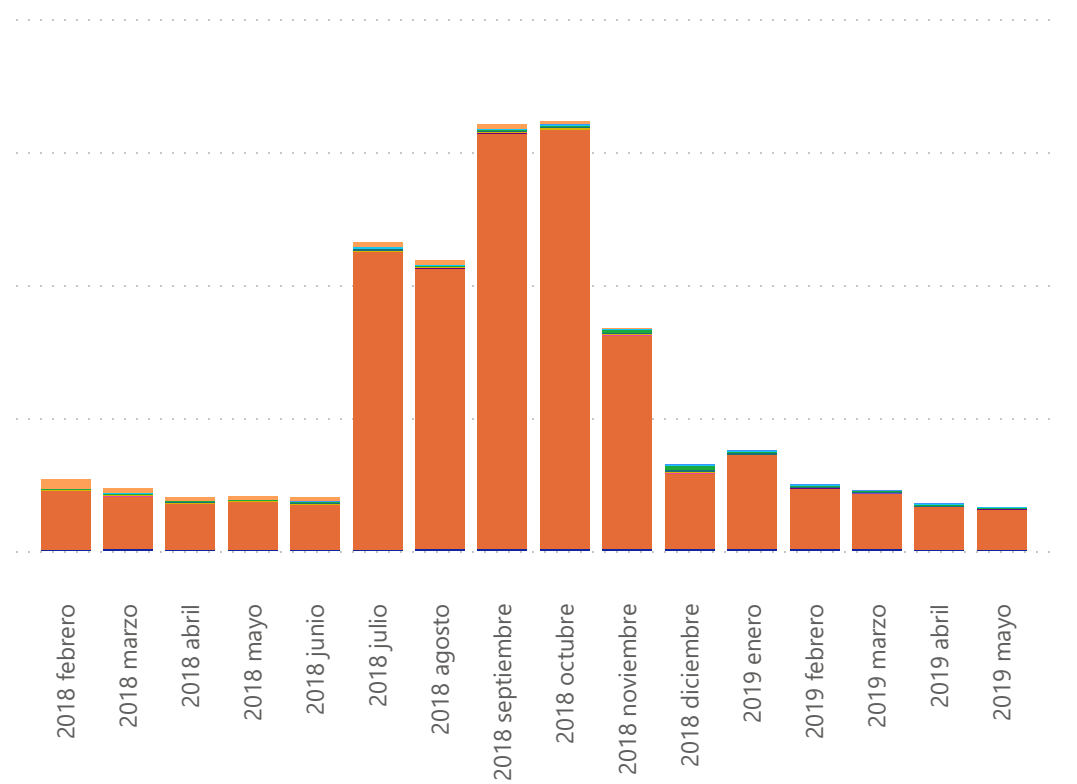
Preferencias de compra de los clientes

● credit_card ● debit_card ● em_account ● emc_account ● funds ● loans ● long_term_deposit ● mortgage ● payroll ● payroll_account ● pension_plan ● securities ● short_term_deposit

Cliente en cartera

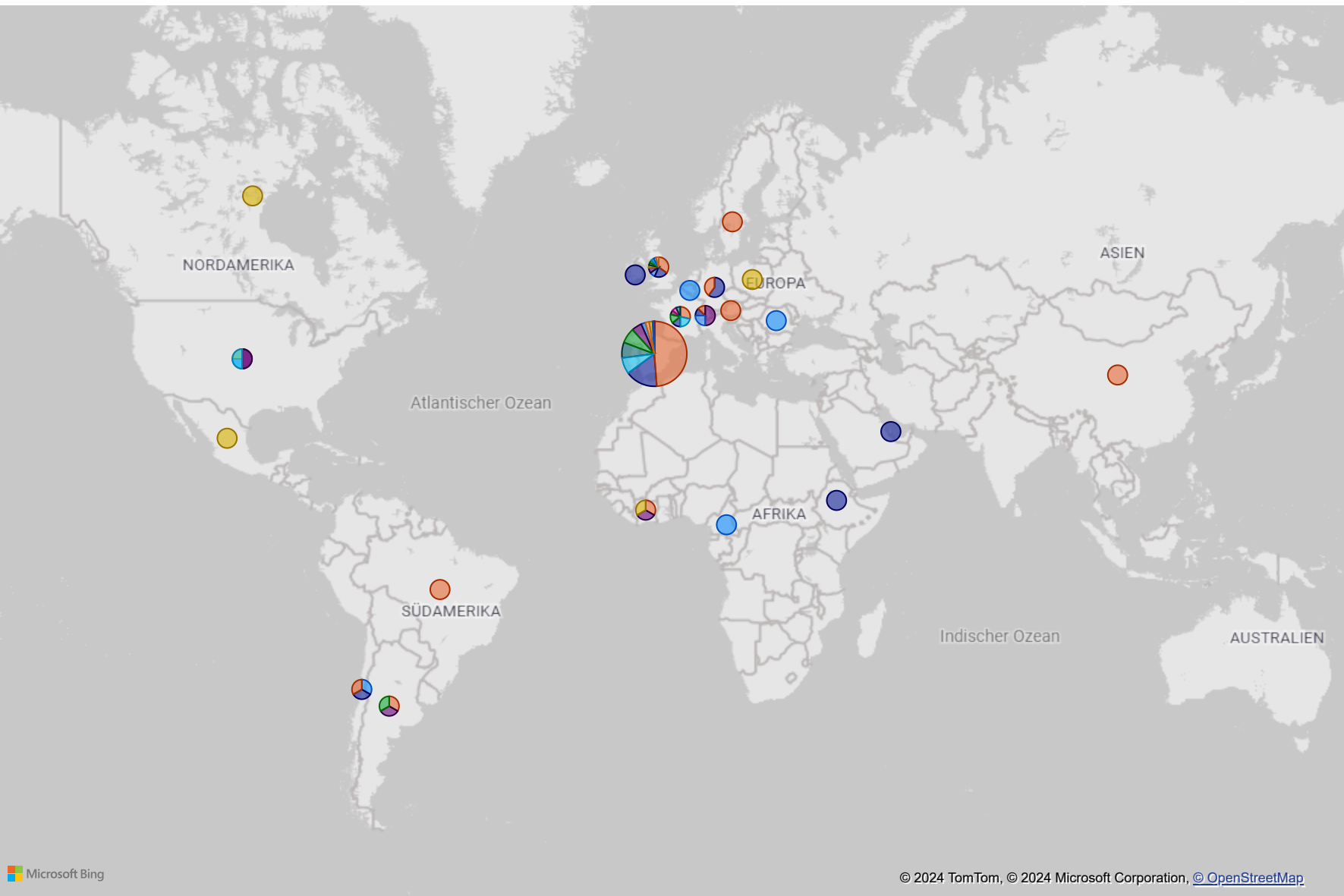


Nuevo cliente



Distribución de Ventas

● credit_c...
 ● debit_card
 ● em_aco...
 ● emc_acc...
 ● funds
 ● loans
 ● long_ter...
 ● mortgage
 ● payroll
 ● payroll_a...
 ● pension_...
 ● securities
 ▶



Zoom: España

