📊 1️⃣ Stacked Column Chart – Transactions by Domain

Which business domains (e.g., Retail, Medical, Public) show the highest transaction volumes over time, and which domains contribute to dormancy trends when analyzed month by month?

📊 2️⃣ Clustered Bar Chart – Dormant Regions Analysis

Which regions demonstrate the highest dormancy rates (i.e., lowest transaction activity), and how does transaction activity vary across all regions?

🍩 3️⃣ Donut Chart – Dormancy by Domain Contribution

What proportion of total transactions are contributed by each business domain, and how do these proportions vary for dormant accounts?

🟫 4️⃣ Matrix – Dormancy and Transaction Correlation

How do transaction counts and values correlate across regions and domains, and how do these metrics vary within and across different domain and region subtotals?

🗺️ 5️⃣ Map – Dormancy Heatmap

Which regions exhibit the highest and lowest transaction activity geographically, and how do total transactions and values vary across these regions?

📈 6️⃣ KPI and DAX Aggregate Visuals – Transaction Insights

How do active and dormant accounts contribute to the total transaction value, and what is the share of retail transactions in overall transaction activity?

🟩 7️⃣ Slicer – Multi-Selector for Locations

How do transaction patterns and dormant account trends shift when focusing on specific locations?

🍪 8️⃣ Pie Chart – Dormancy Distribution by Domain

What is the distribution of dormant accounts across different business domains?

📊 9️⃣ 100% Stacked Chart – Regional Contribution by Domain

What percentage of total transactions in each region is contributed by different domains?

🔷 🔟 Funnel Chart – Transaction Flow and Dormancy Analysis

How do transaction counts flow from total activity to dormant and active stages based on defined thresholds?

(p.s.: For analysis of all these questions, an account is considered **active** within a specific city and business domain if the **total transaction value** exceeds ₹2,300,000,000 and the **total transaction count** exceeds 450,000. Conversely, if both these thresholds are not met, the account is categorized as **dormant** for that city-domain pair.)