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**BATCH #1391**  
**DATA ANALYTICS**

# BANK OF THE FUTURE

Bank  
OfThe  
Future

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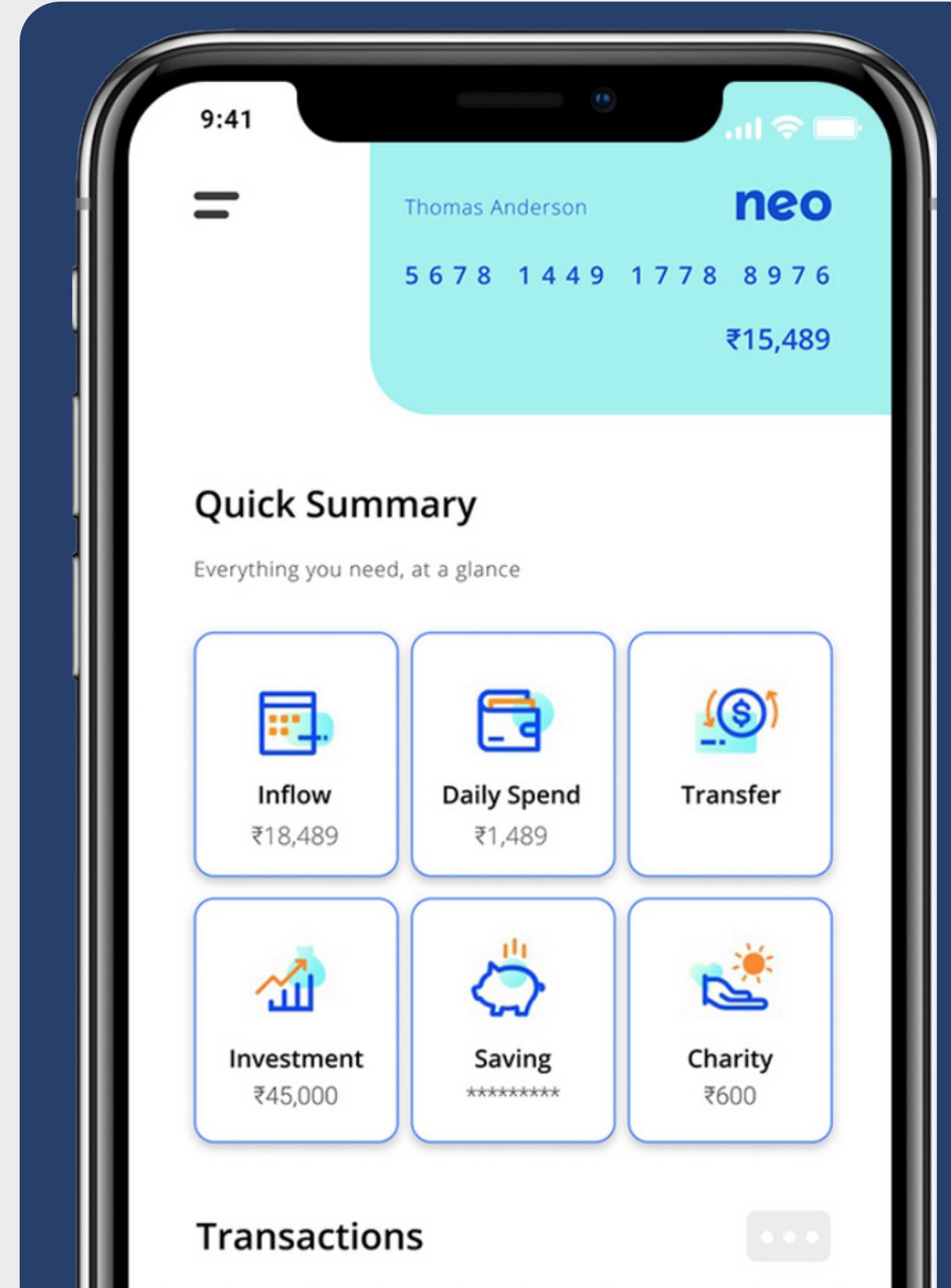
# BANK OF THE FUTURES

- **WHAT IS ‘THE BANK OF THE FUTURES’?**

It is type of fintech company that offer banking services **digitally**.

- **WHAT MAKE IT SPECIAL?**

it **reduce the hidden charges** when paying with other currencies .



Analyze users  
retention

# BUSINESS ISSUE

**REDUCE CHURN RATE**

Provide business  
recommendations

# BUSSINESS OVERVIEW

Bank  
OfThe  
Future

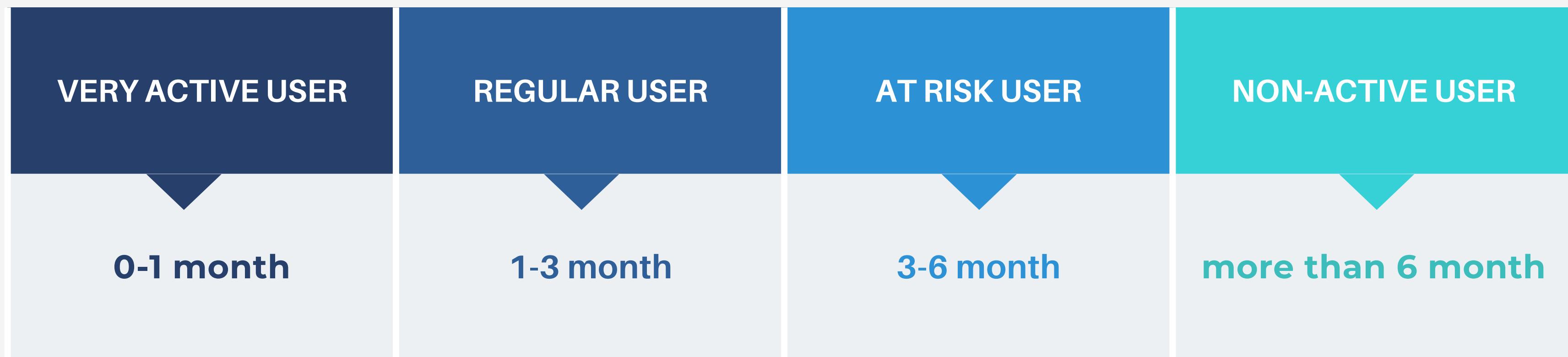


# BUSSINESS OVERVIEW

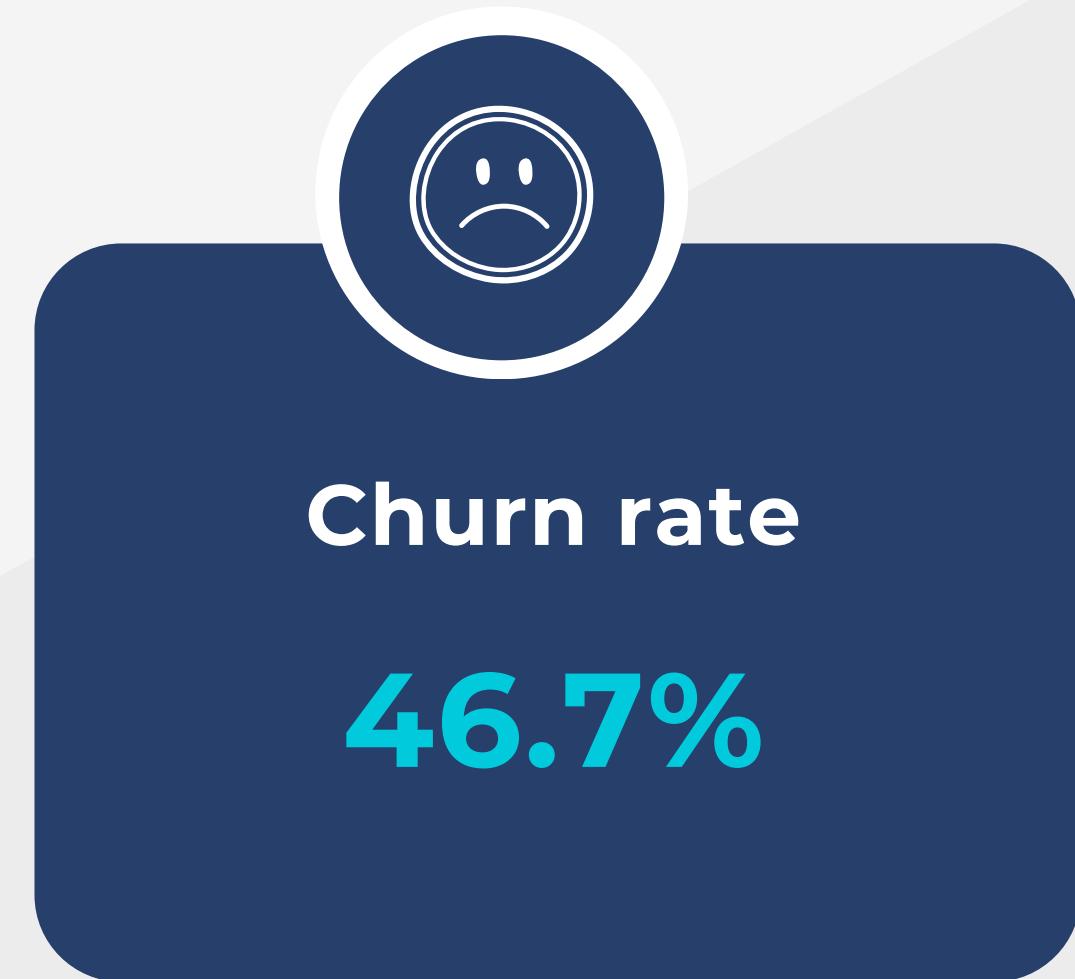
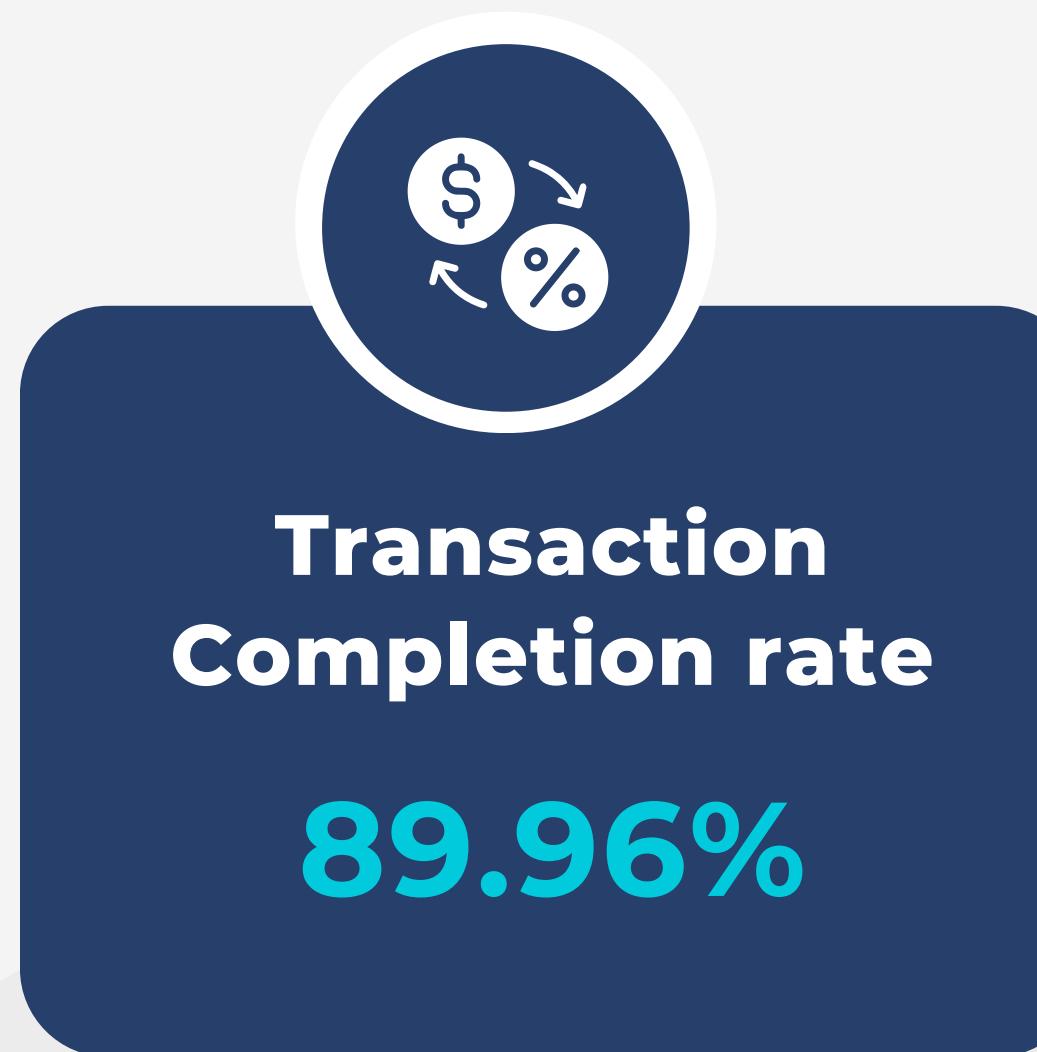


# BUSSINESS OVERVIEW

**Type of users based on their last transaction date**



# BUSSINESS OVERVIEW KPIs



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# **BUSSINESS OVERVIEW**

## Countries

- The bank have users in 41 countries
- Mostly in Europe

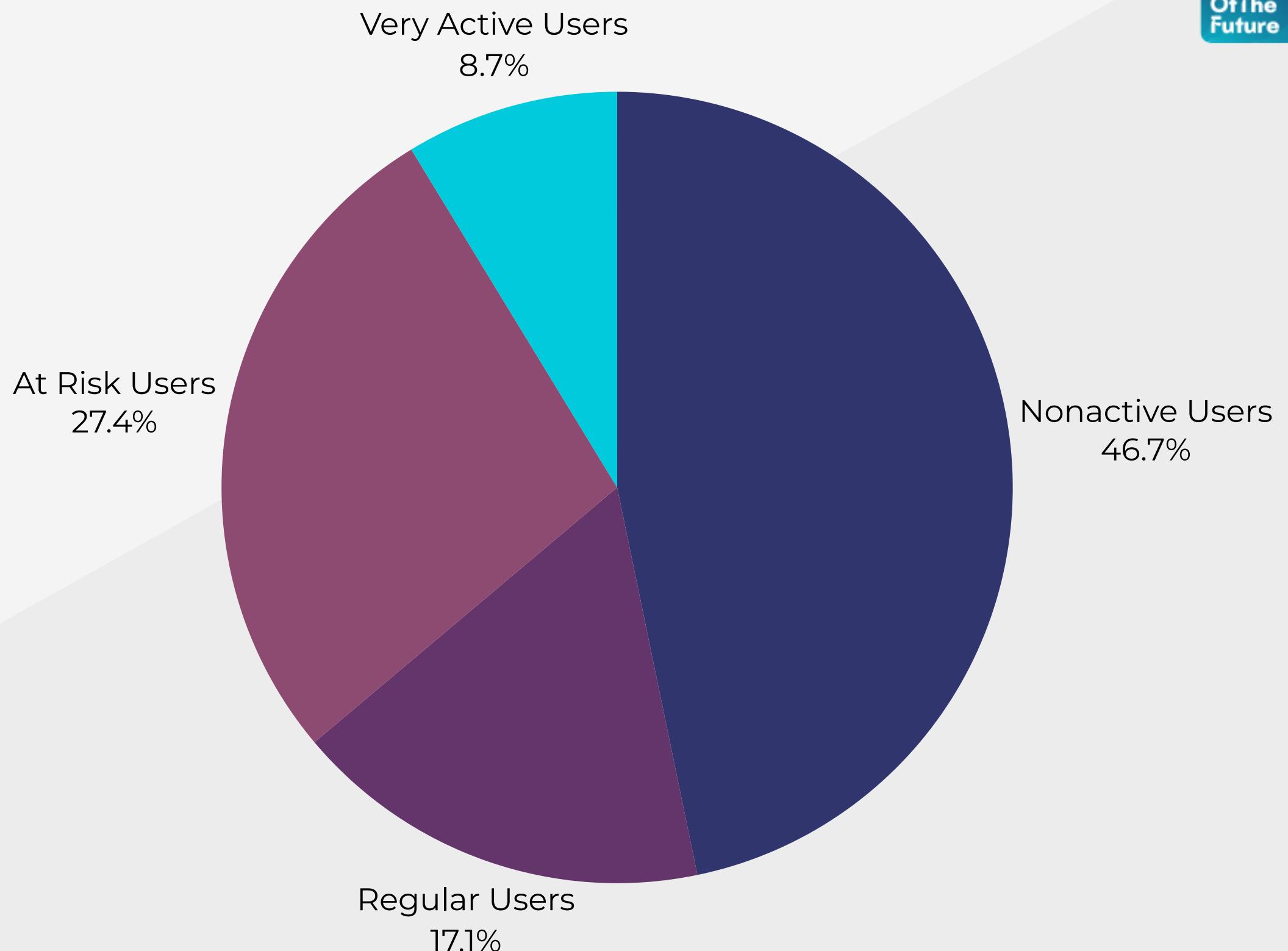
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# BUSSINESS OVERVIEW

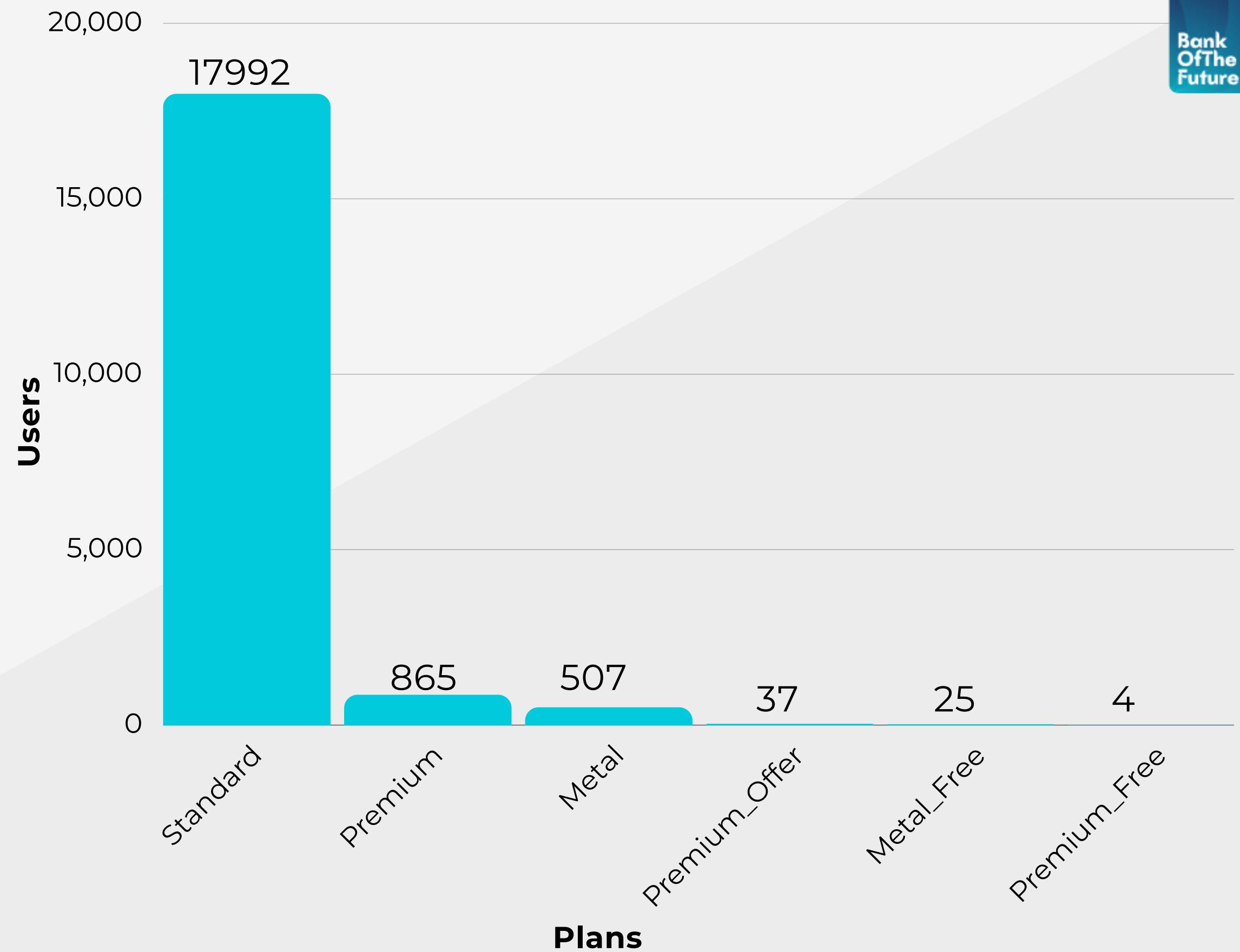
## Type of users





# BUSSINESS OVERVIEW

## Plans

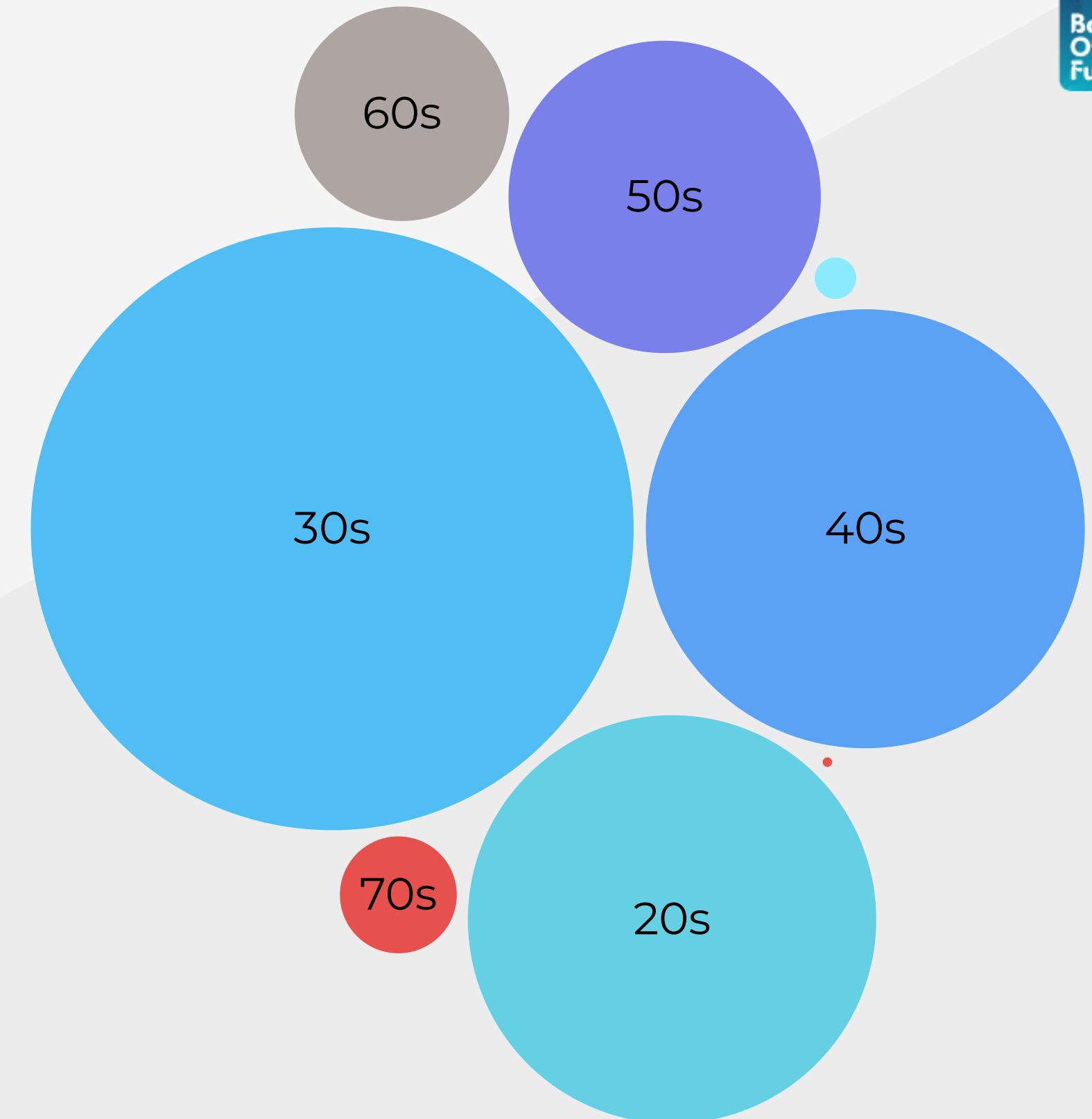


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## **BUSSINESS OVERVIEW**

### **Users age group**

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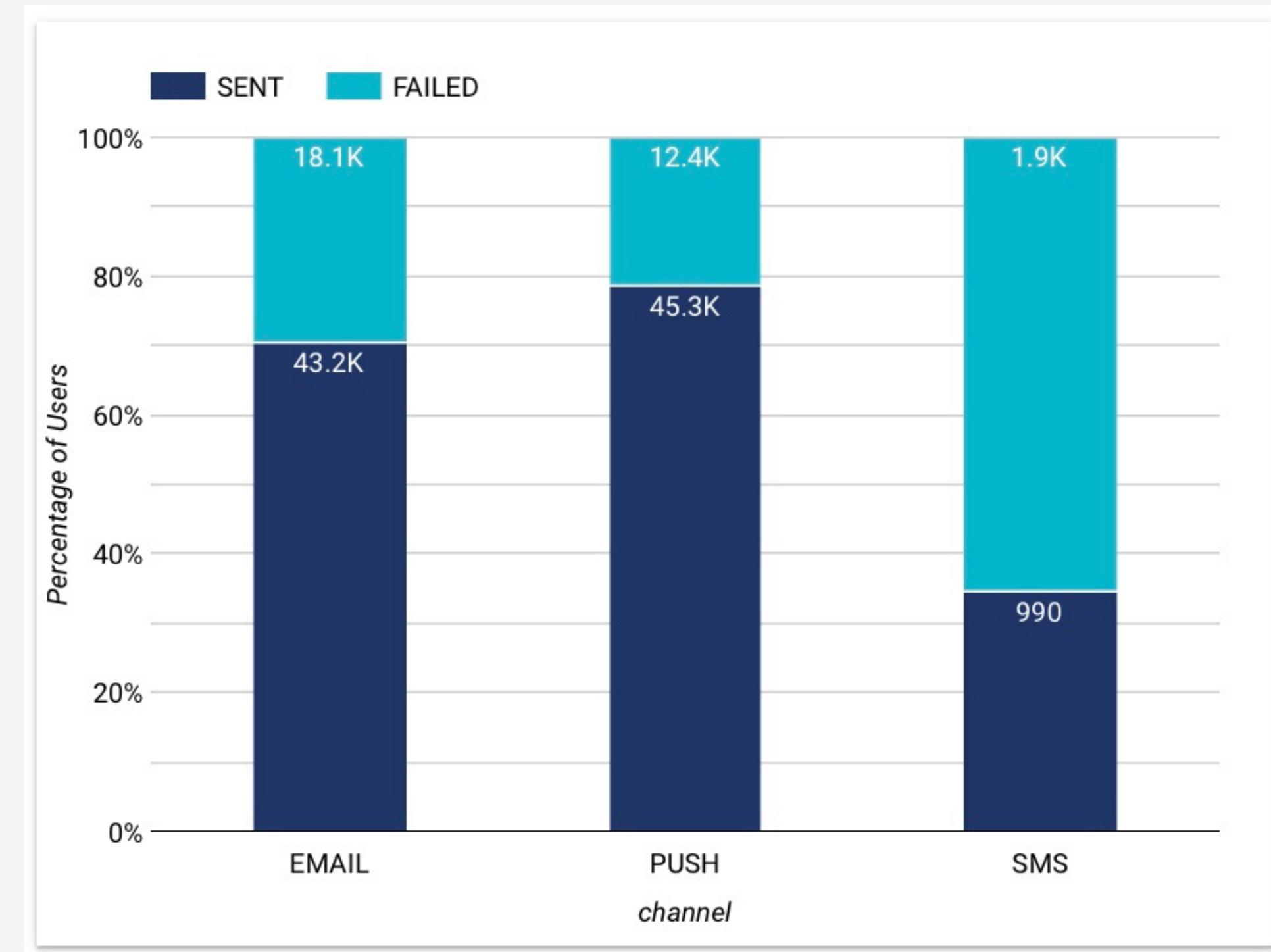


# FEATURES ANALYSIS



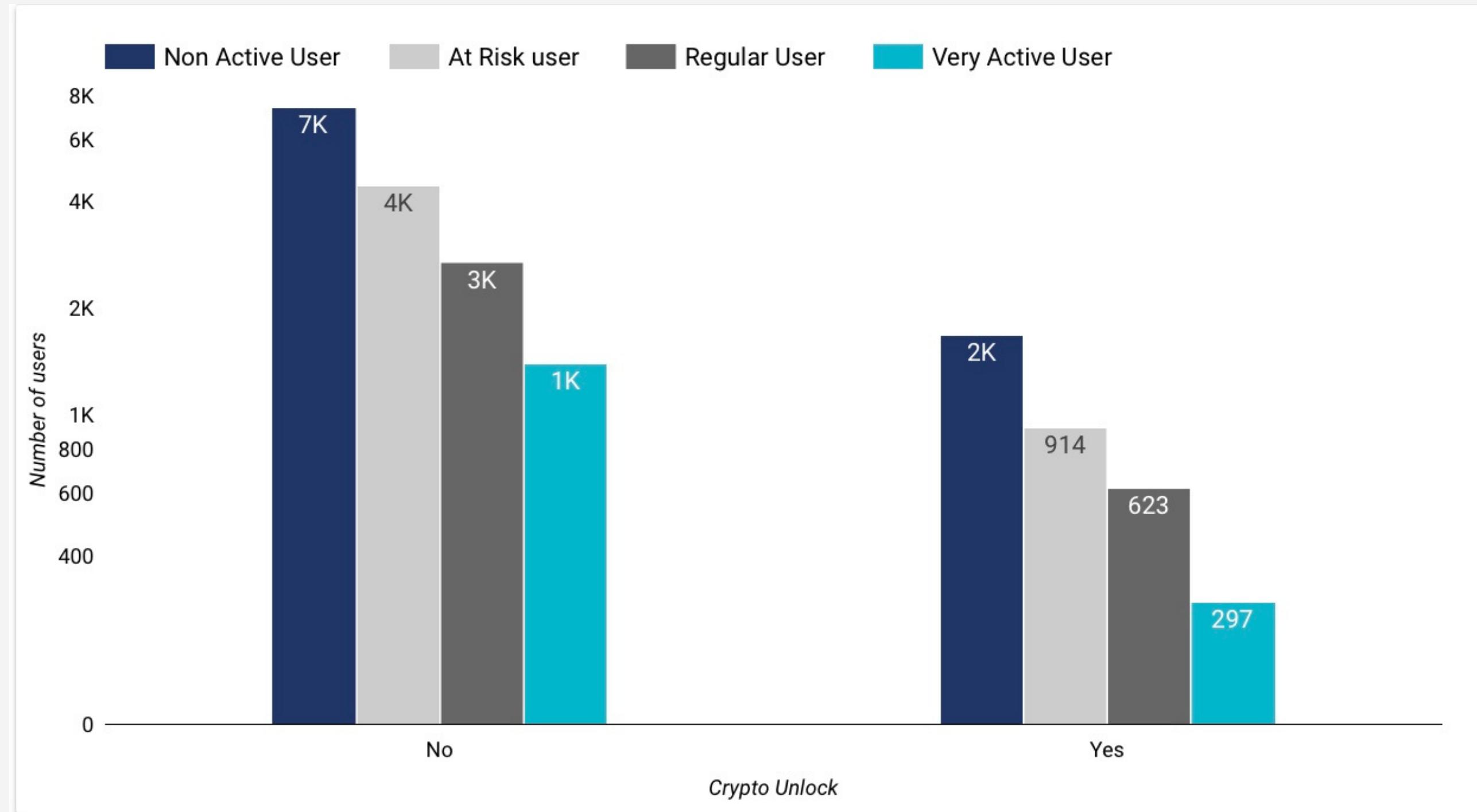
# ○ ○ ○ ○ FEATURE ANALYSIS - 1

Notification status for each channel



# ○○○○ FEATURE ANALYSIS - 2

Relationship between cryptocurrencies and User Type



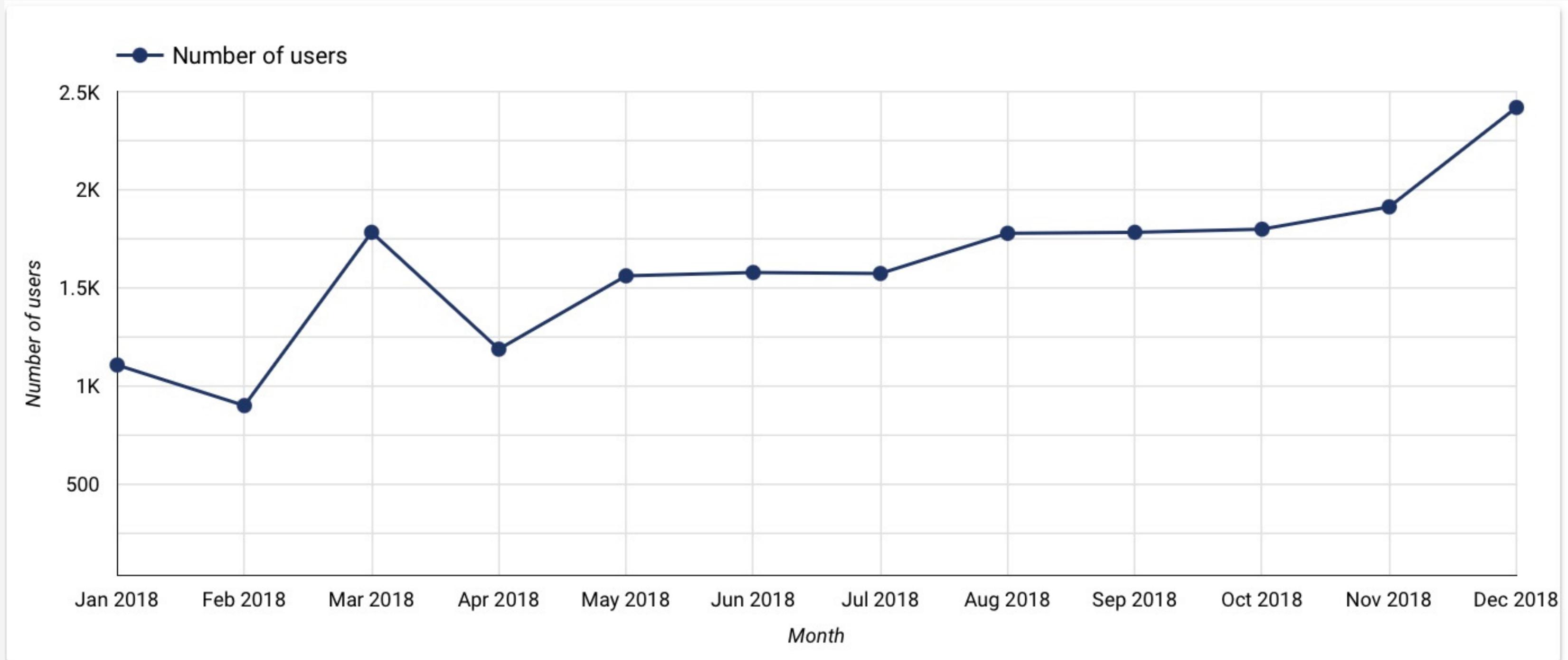
# OUR HYPOTHESIS



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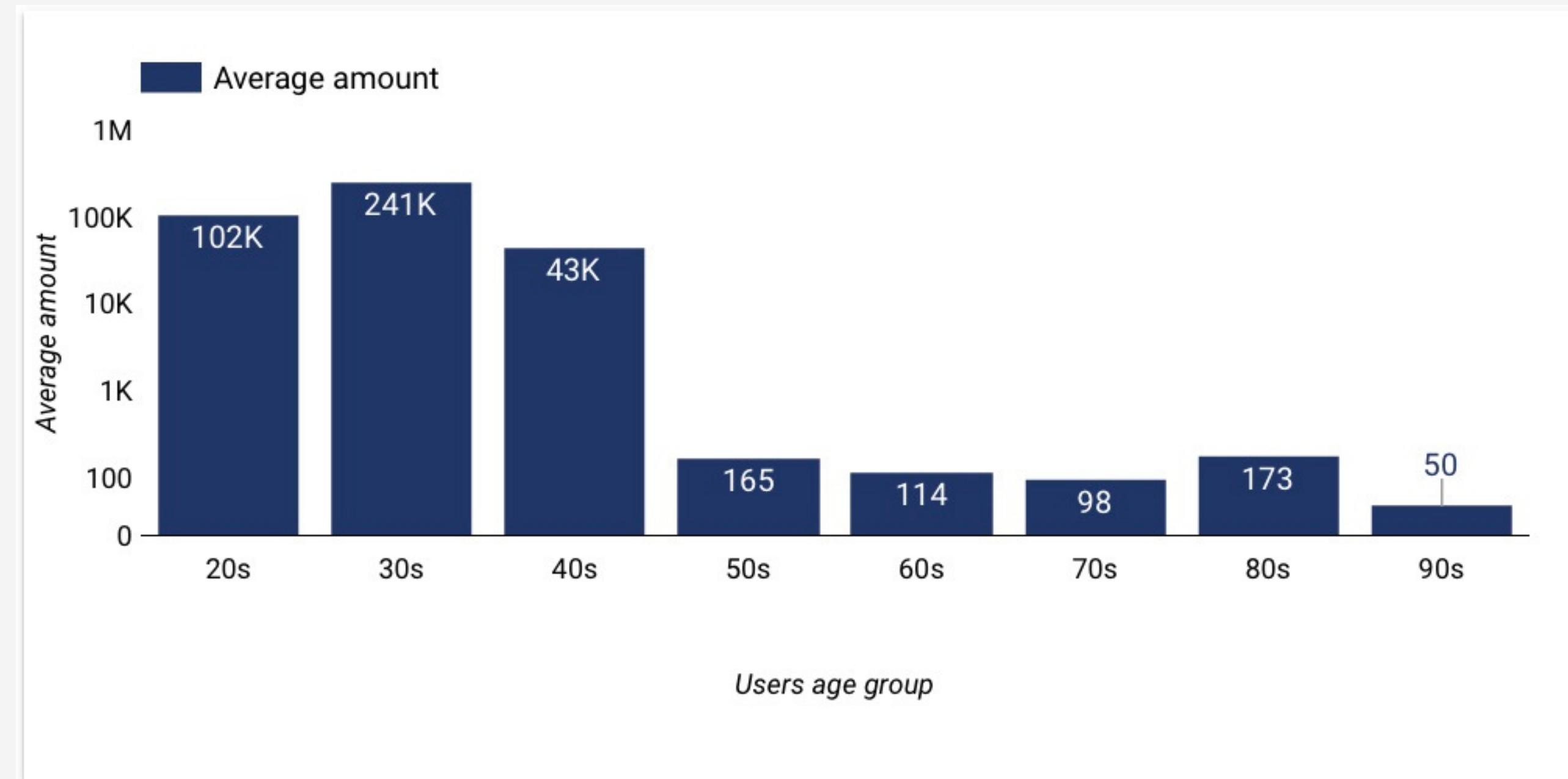
oooo **HYPOTHESIS 1:**

**We gain more users during the summer season or on  
holidays**



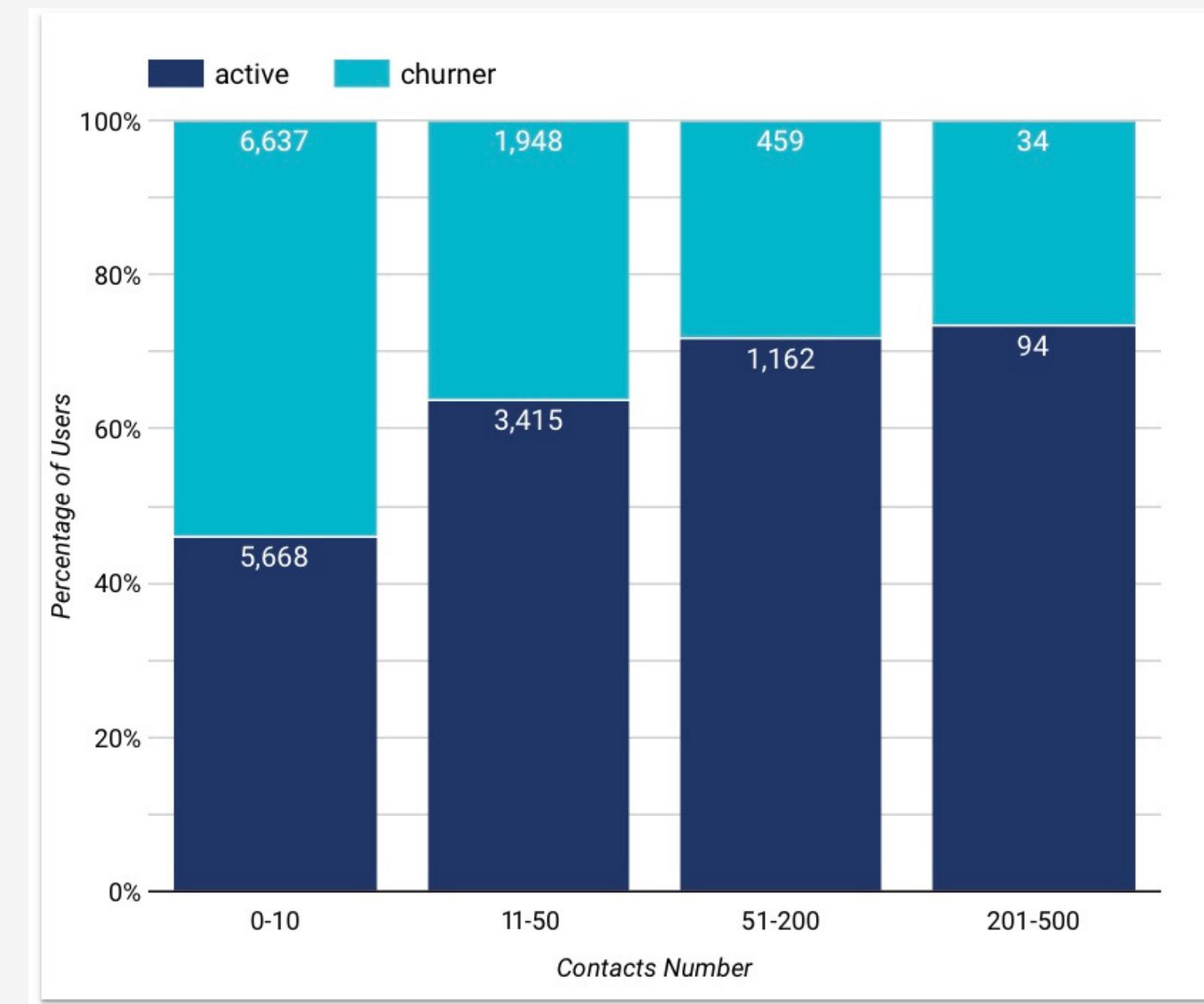
○ ○ ○ ○ **HYPOTHESIS 2:**

**Younger age groups are most likely to spend more  
and have the highest average spending amount**



oooo **HYPOTHESIS 3:**

**Users who have high number of contacts are more active**





# RECOMMENDATIONS



1- Improving the user experience by **adding more features** that suit all age groups



2- Increase the **marketing campaigns** during the summer season



3- Encourage the user to use cryptocurrency by **providing consulting team that specializes in cryptocurrency**

4- Target the most **active age group through social media and encourage them to add contacts**



5- As STANDARD plan give us more user , **offer a discount** on other plans



6- Use **Email & Push** channel to send the notification

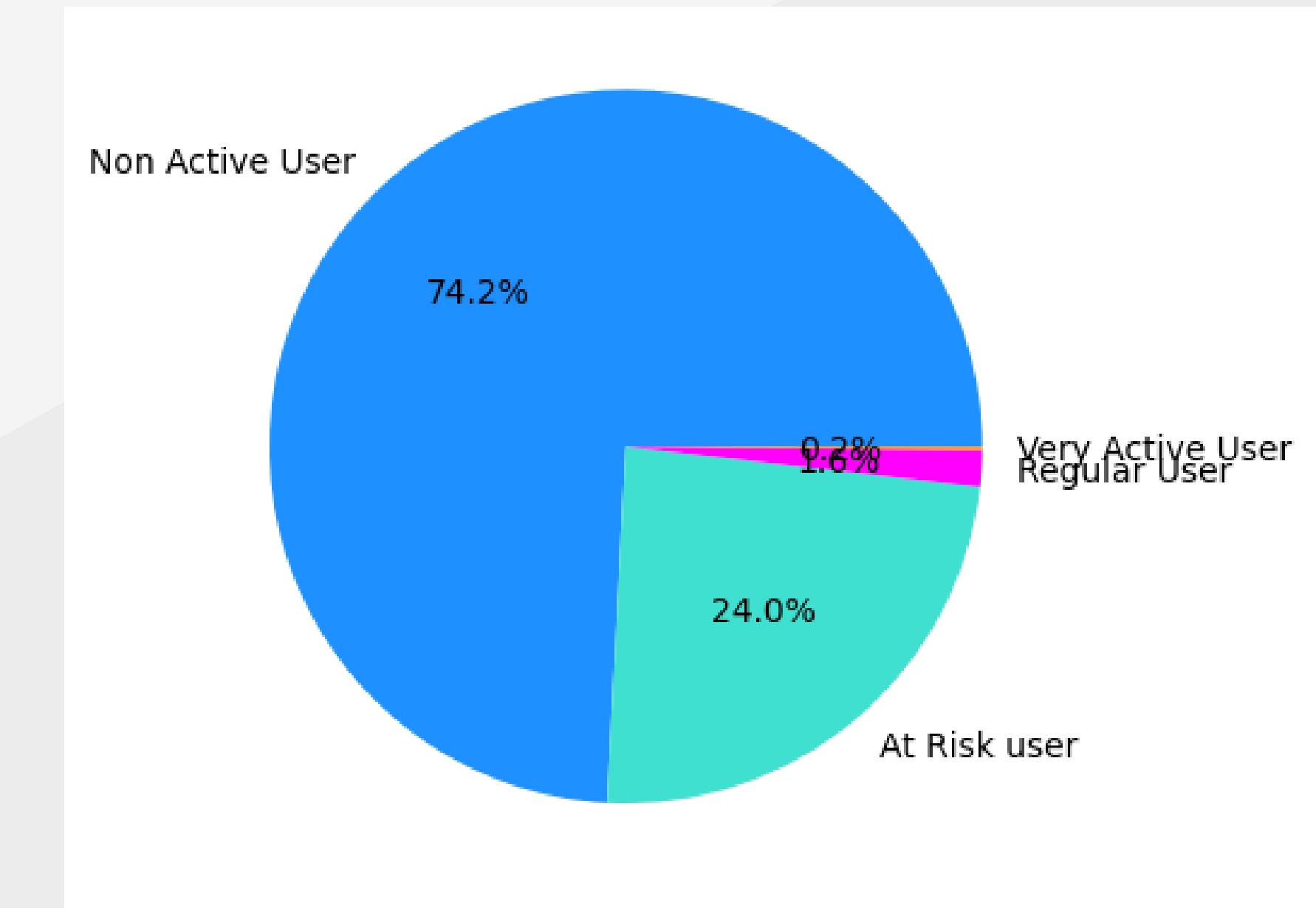
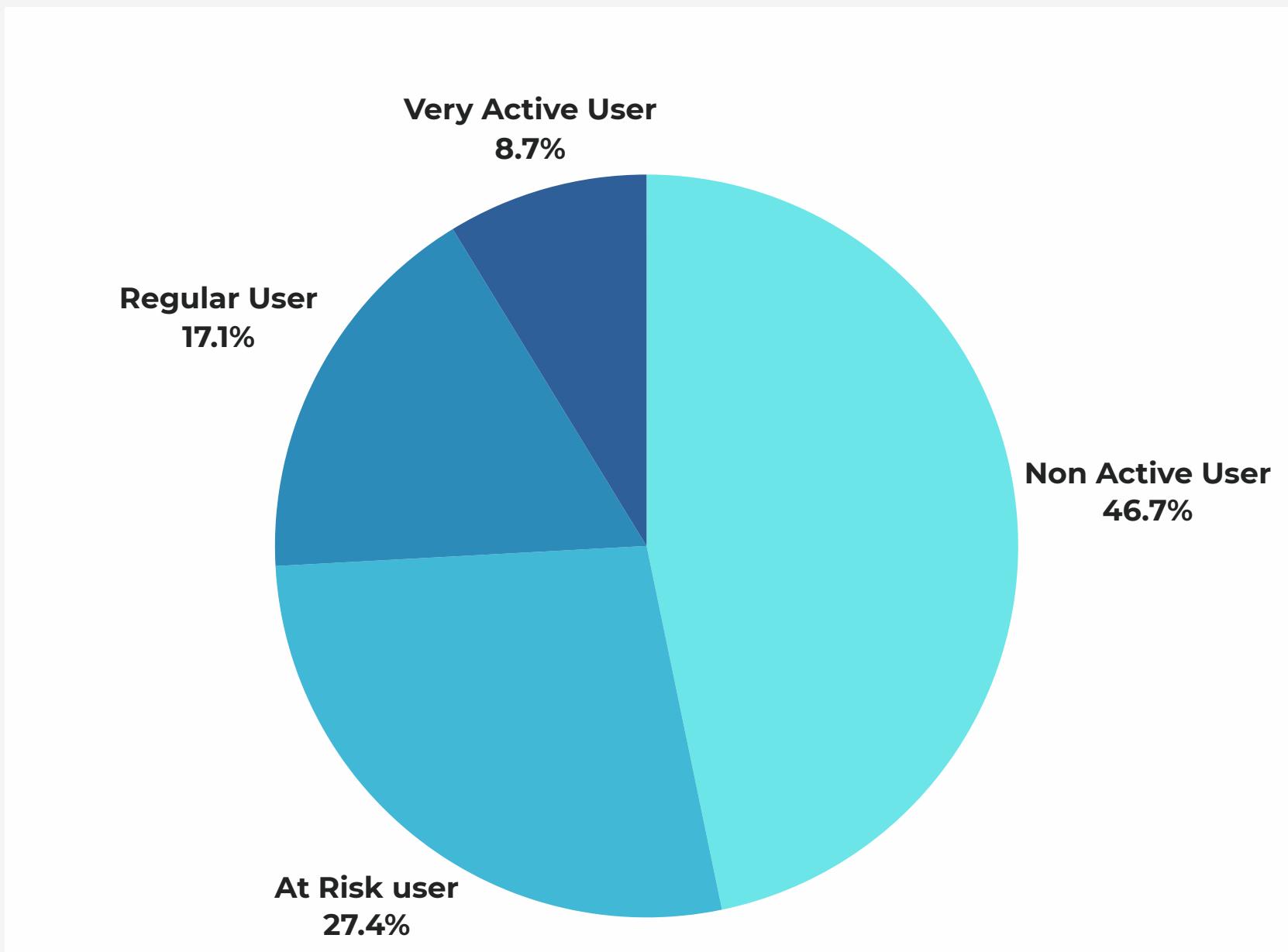
**WHAT IF  
WE DID  
NOT  
TAKE A  
STEP ?**



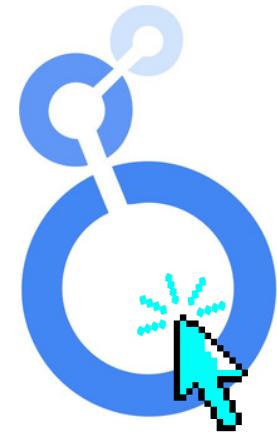
# CURRENTLY



# PREDICTED



# DASHBOARD



Insight   User engagement   User Activity   Transactions   Bank features

## The Bank Of The Future



Date Filter: Date -

Age Filter: Age -

Plan Filter: plan -

Country Filter: Country -

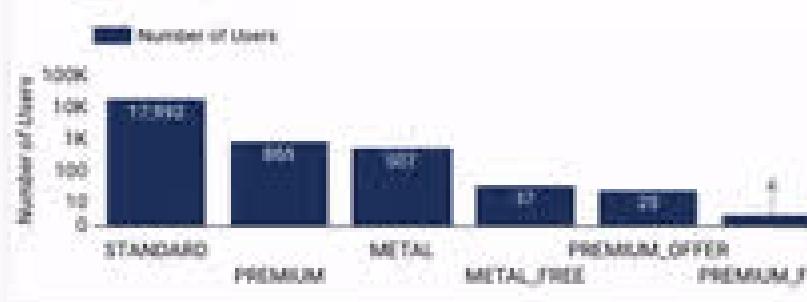
**Insights**

Number of Transactions	2.7M
Number of Users	19.4K
Number of countries	41

**KPIs**

Transaction Completion Rate	89.96%
Churn Rate	46.7%

**Plane Type**



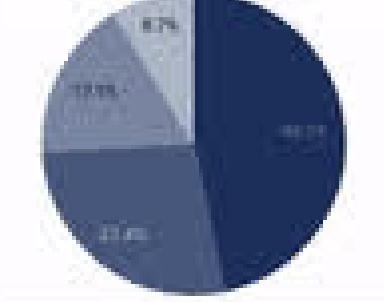
Plane Type	Number of Users
STANDARD	11,000
PREMIUM	800
METAL	600
METAL_FREE	400
PREMIUM_FREE	200
PREMIUM_FREE	100

**Users over the Country**



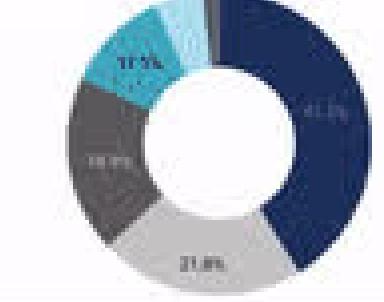
user\_type: 1 - ● 6,319

**User Type**



User Type	Percentage
New Active	45%
At Risk User	20%
Regular User	25%
Very Active User	10%

**Users per age group**



Age Group	Percentage
20s	15%
30s	25%
40s	30%
50s	20%
60s	10%
70s	5%

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# THANK YOU FOR YOUR ATTENTION

Bank of The Future team

Maryam Alsubhi  
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Aljawaher Busbait  
Ayah Maghrabi  
Zainab Alshaban

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