

TINKOFF

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North Star metric

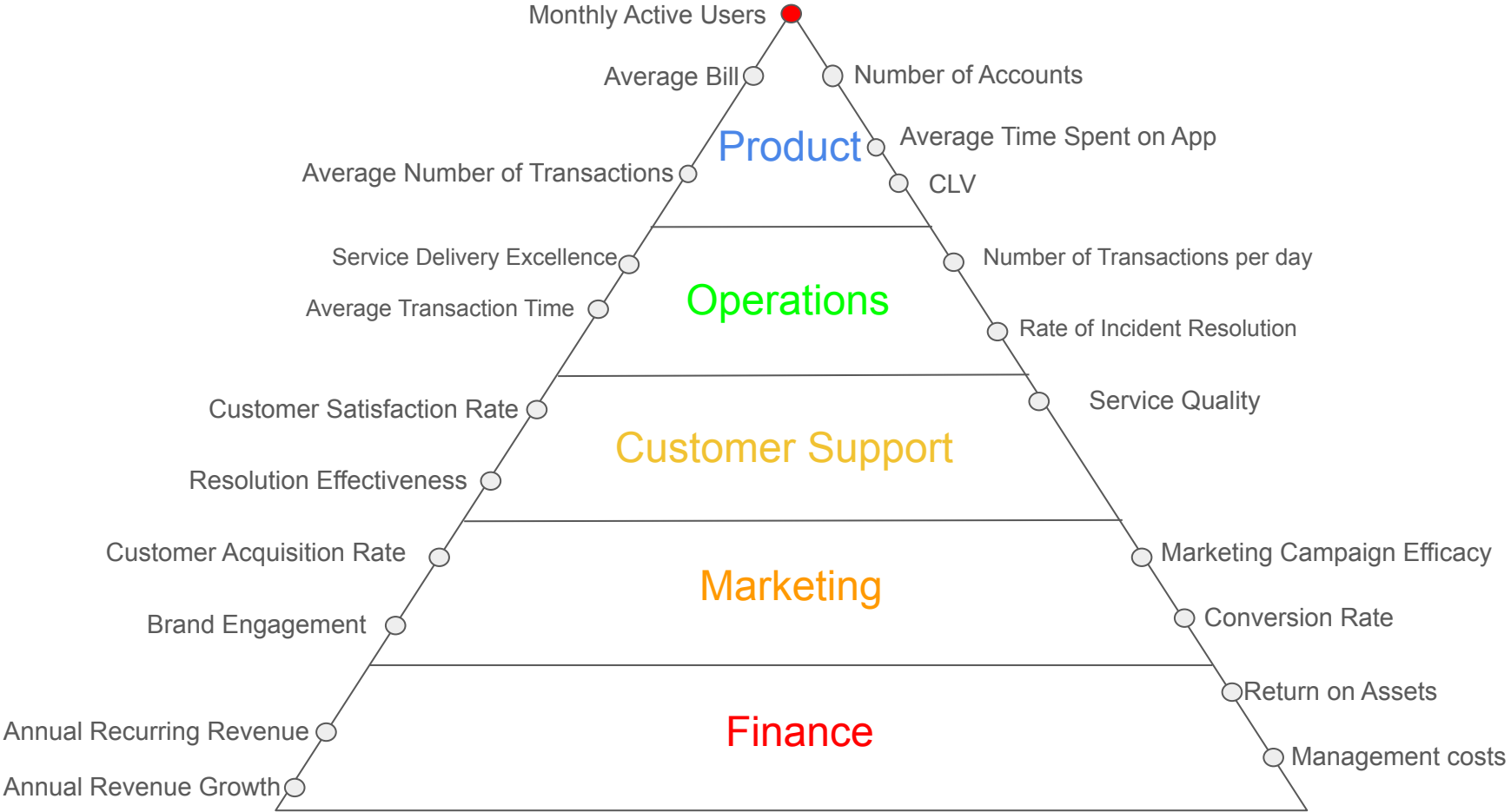
Number of monthly active users!

Reasons:

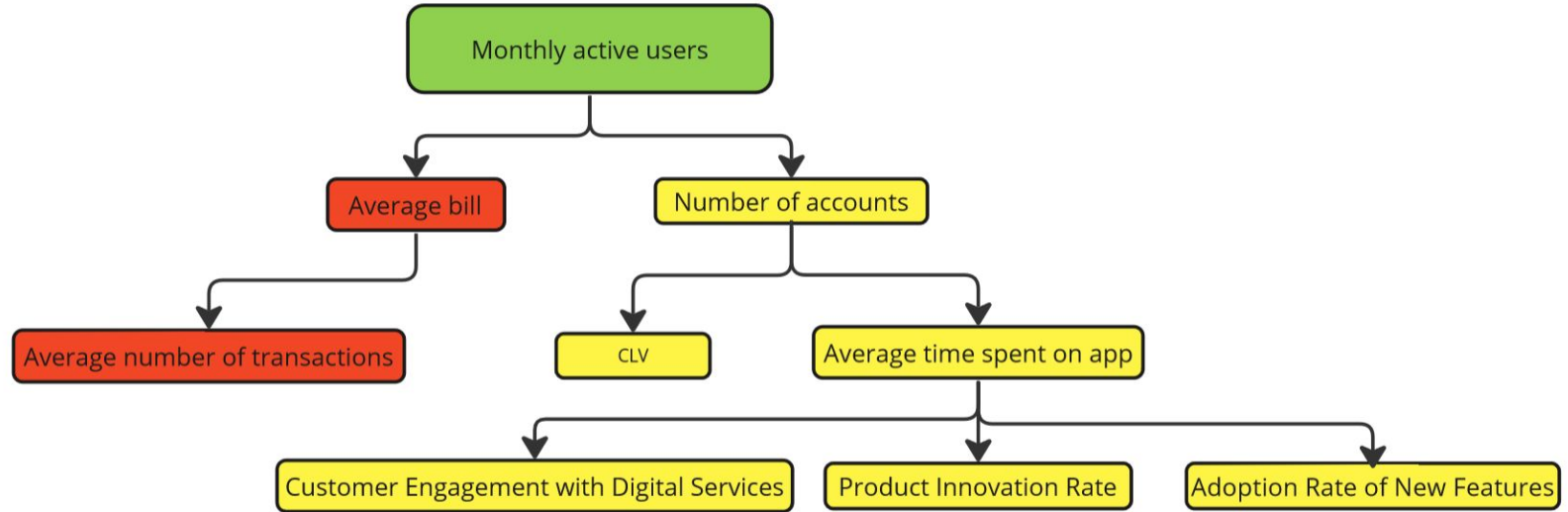
- Half of all profit comes from credit payoffs
- Strong correlation with the total deposits in the bank
- Useful for sticky factor

Итоги 4кв'23

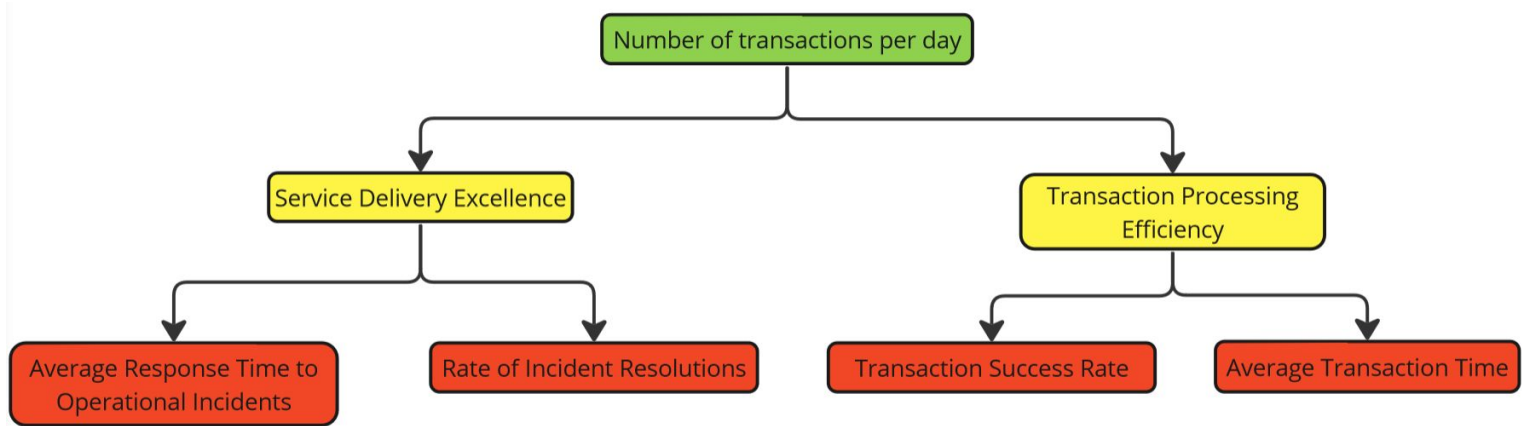




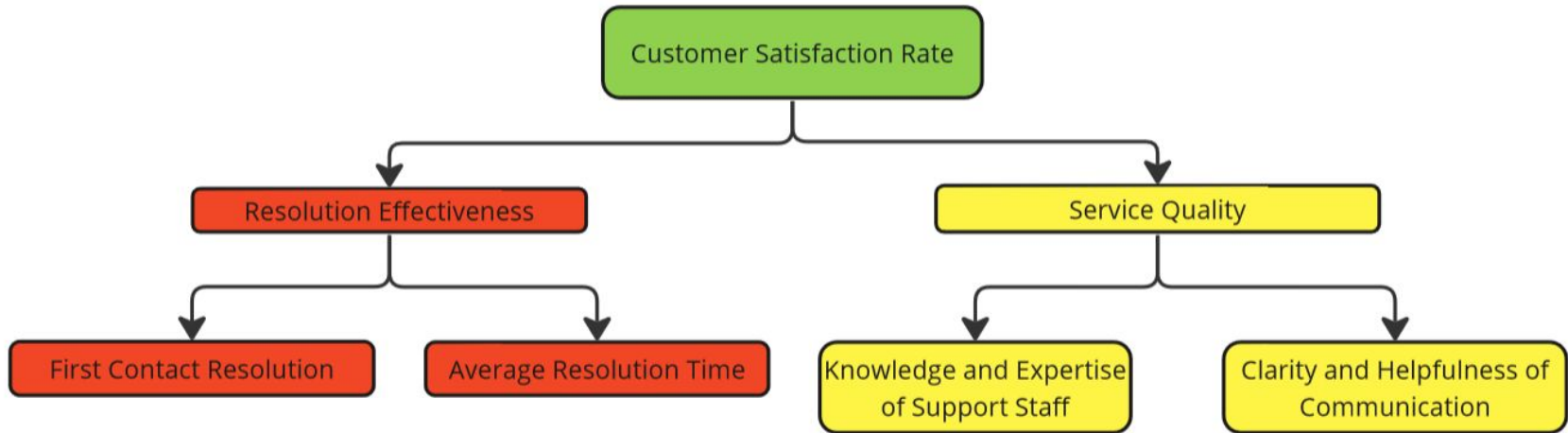
Product hierarchy



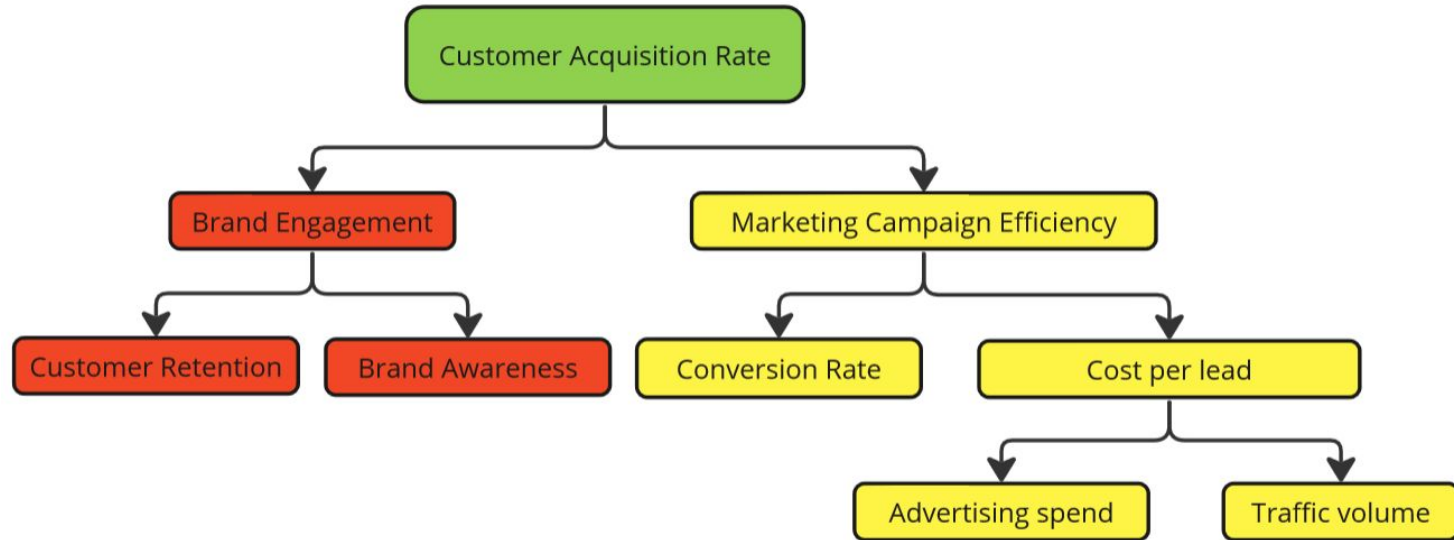
Operations hierarchy



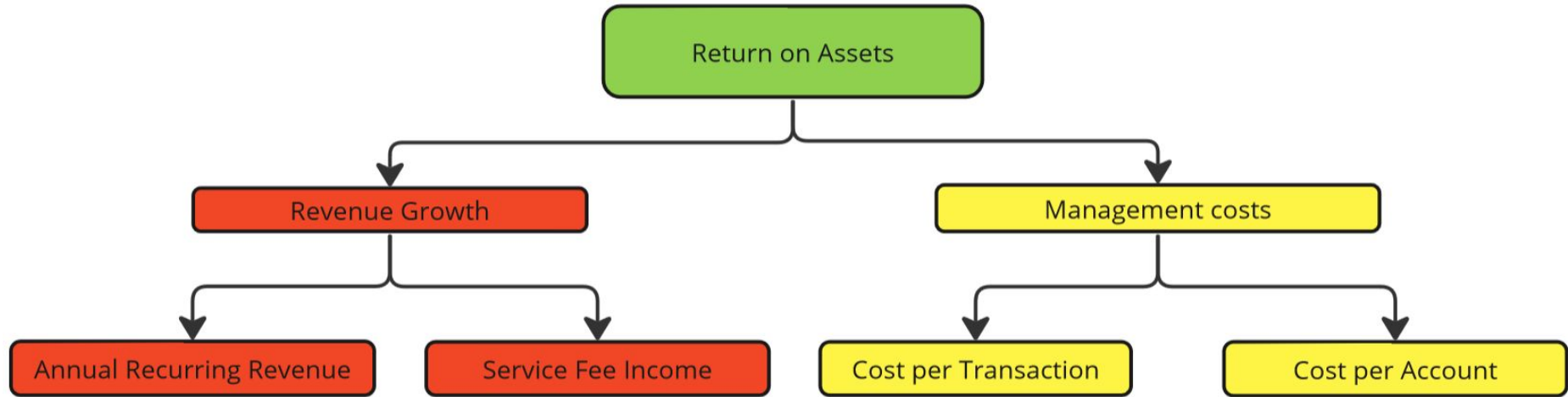
Customer Support hierarchy



Marketing hierarchy

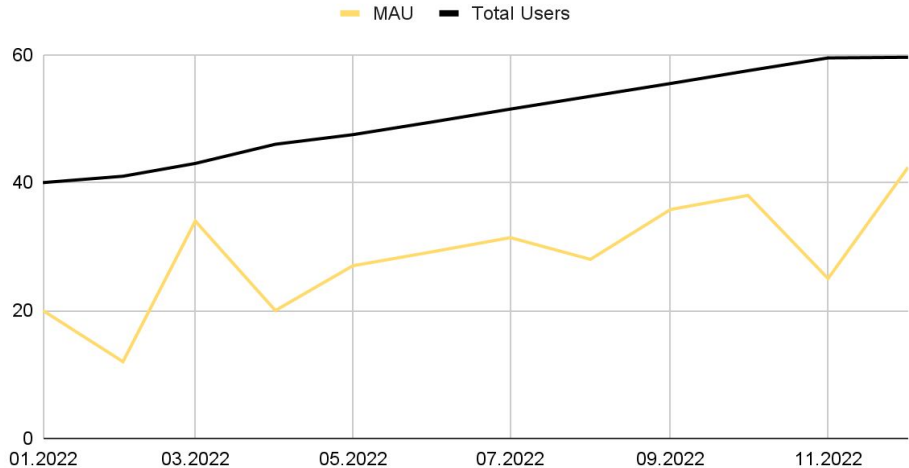


Finance hierarchy

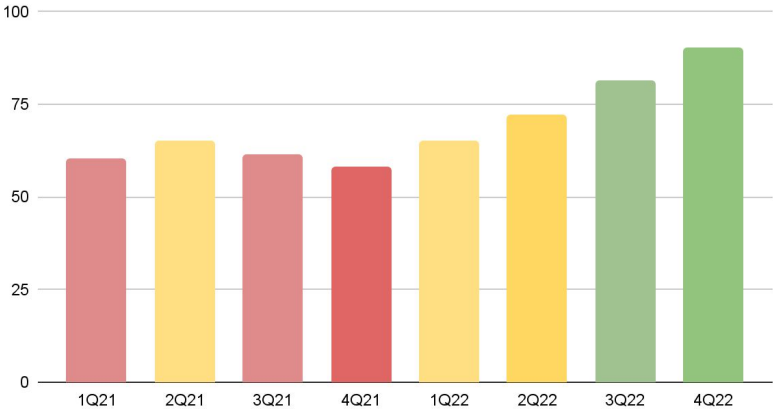


Examples of charts

MAU and Total Users per month (in mln)



Customer Satisfaction Rate (in %)



Transaction Type

