

USER BEHAVIOR ANALYSIS

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Overview of Dataset

- **users_data.csv**
 - Contains user-specific data (e.g., demographics).
- **cards_data.csv**
 - Includes card details (e.g., card type, credit limits).
- **transactions_data.csv**
 - Transaction records with client_id, transaction amount, merchant_id, and date.



Overview of the Analysis

We want to understand customer behavior through transaction data

[Full Dashboard Click Here](#)

Key Focus:

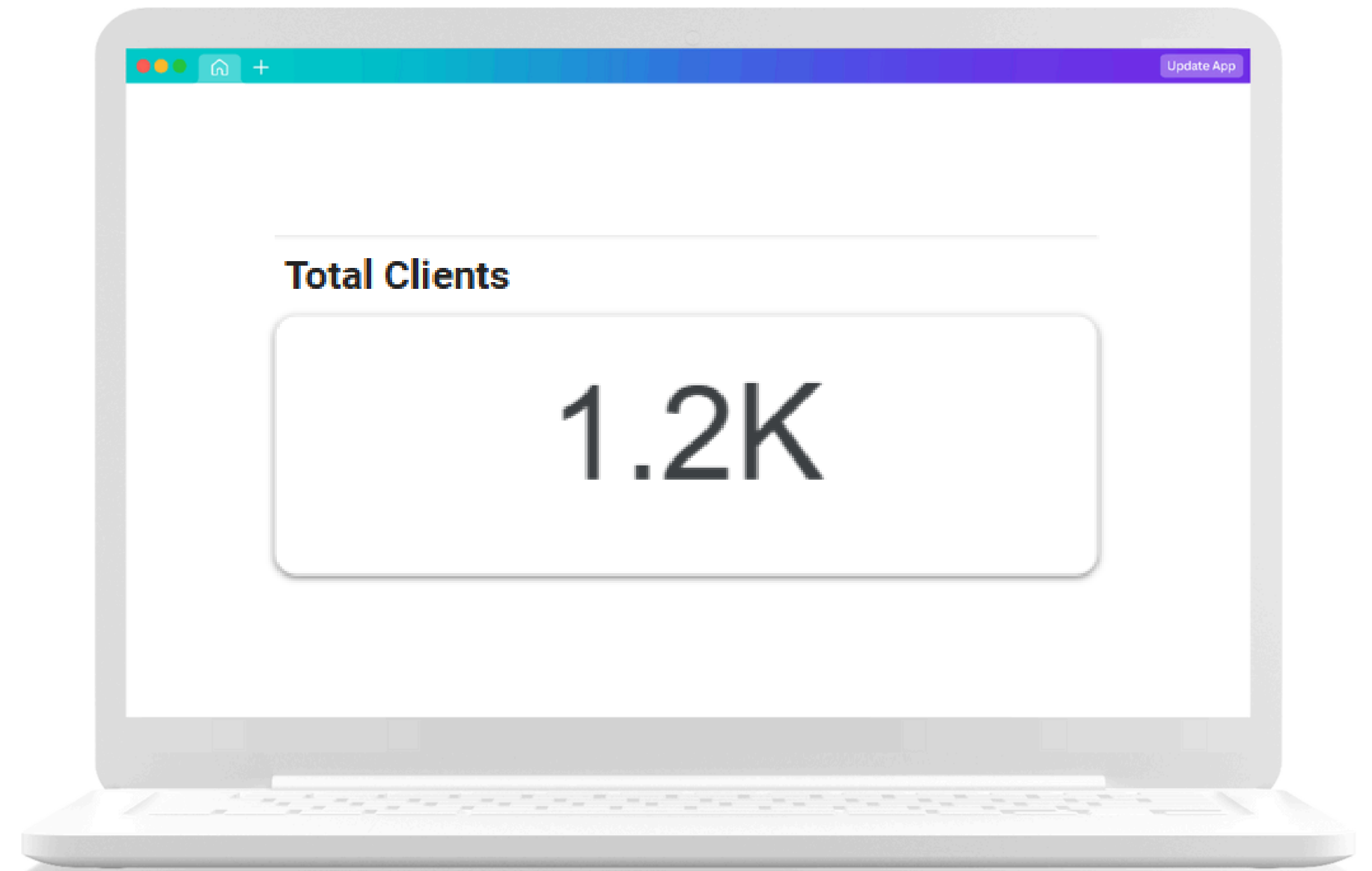
- Total number of clients and their demographics
- Spending patterns by gender distributions
- Transaction frequency and trends over time
- Analysis of card brands and types across transactions
- Merchant performance analysis based on their revenue

Total Clients

There are **1219** unique clients in the dataset

Key Takeaway:

This gives us a baseline of the active user base to analyze further

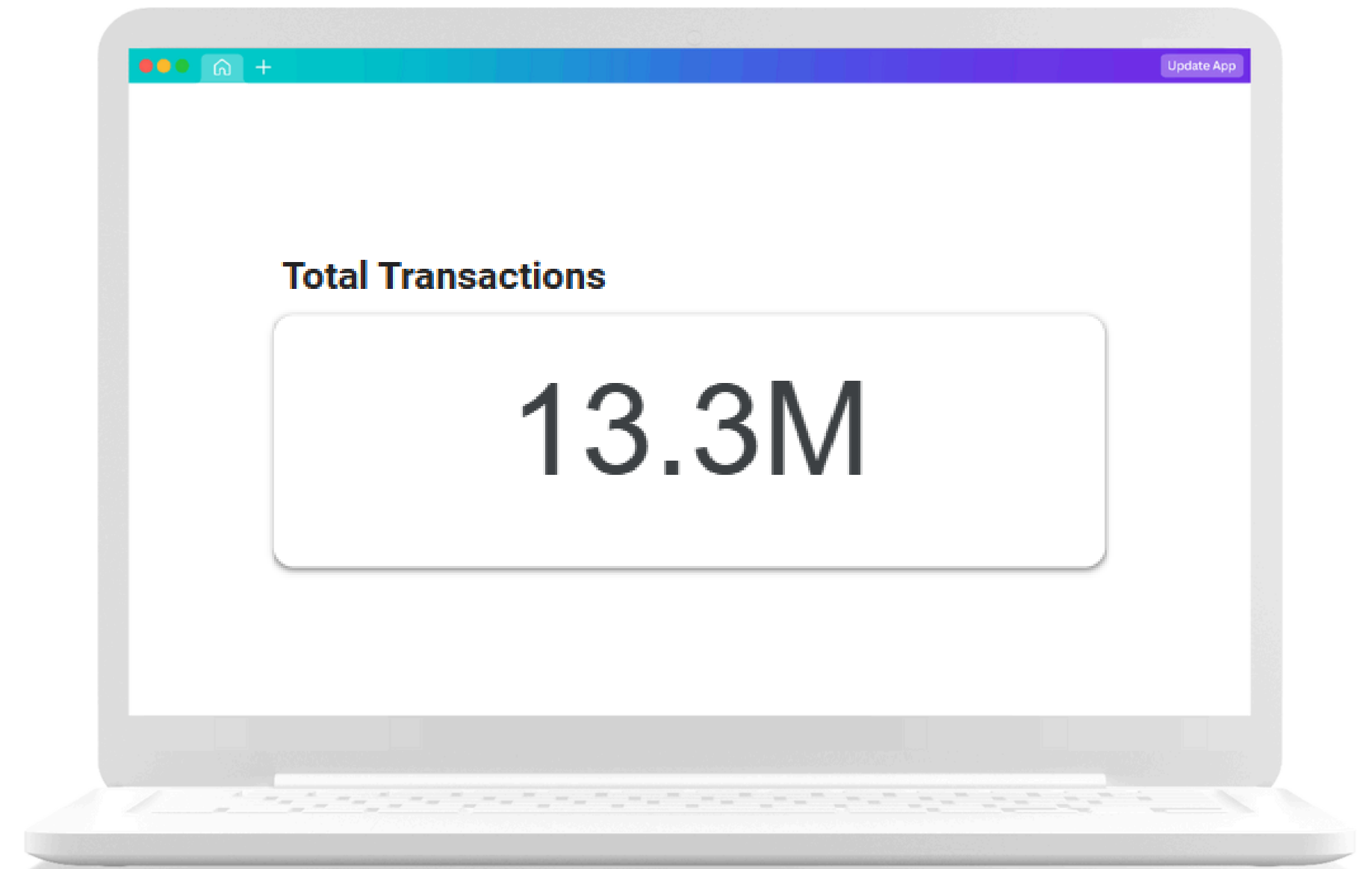


Total Transactions

The dataset shows a total of **13.3 million** transactions

Key Takeaway:

The high number of transactions indicates that users are actively engaging in our platform

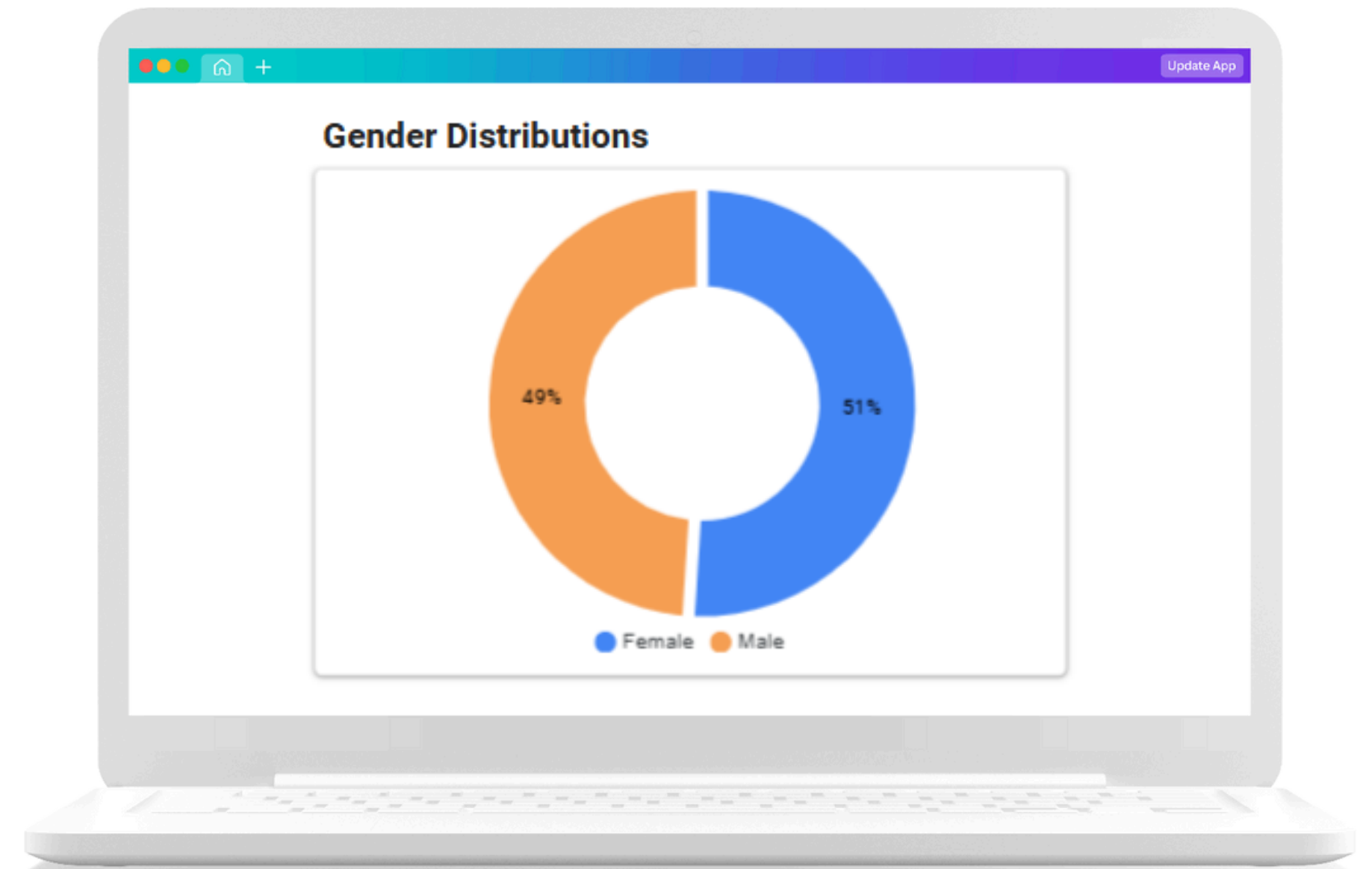


Gender Distribution

The gender distribution of clients is nearly balanced

Key Takeaway:

The balanced gender split suggests that marketing strategies can be tailored to appeal to both genders

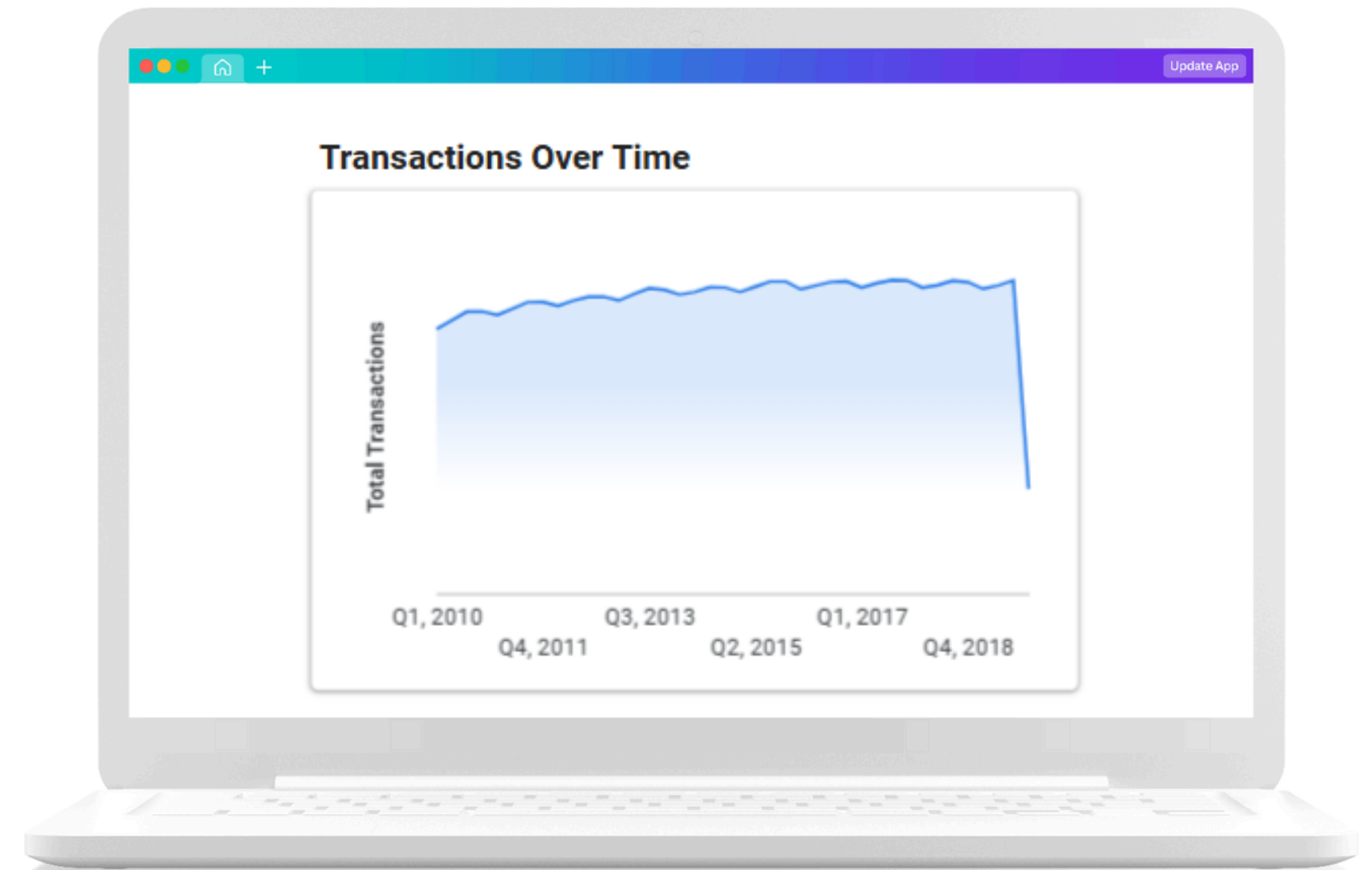


Transactions Over Time

Transactions show trends over time, from Q1 2010 to Q1 2019

Key Takeaway:

By identifying peaks and valleys in transaction activity we can understand seasonality predictions and create a better targeted marketing

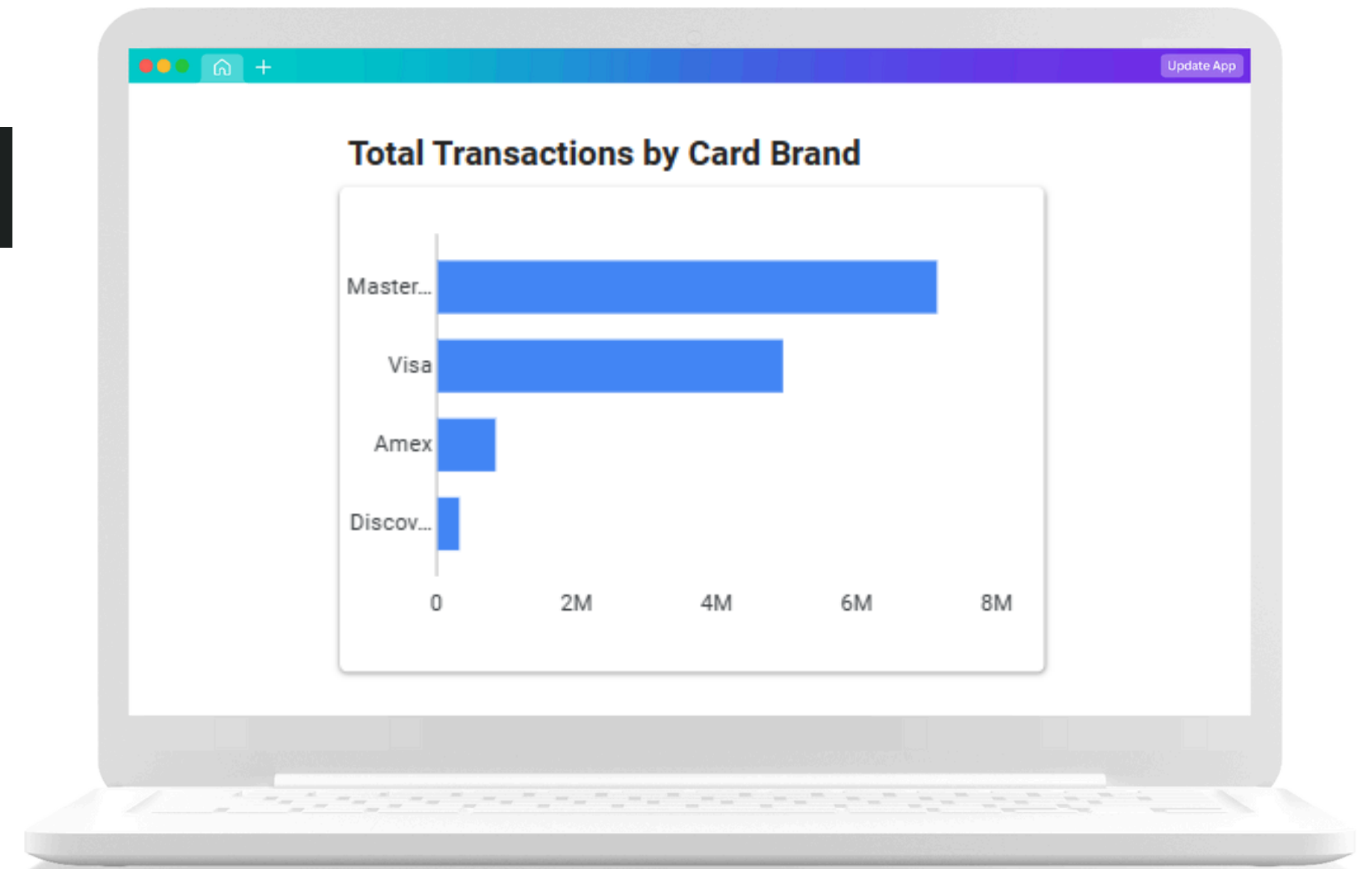


Transactions by Card Brand

Transaction distribution by card brand shows that Visa and Mastercard dominate the market

Key Takeaway:

Visa and Mastercard account for the largest share of transactions, and can potentially be converted into payment partnerships or targeted promotions

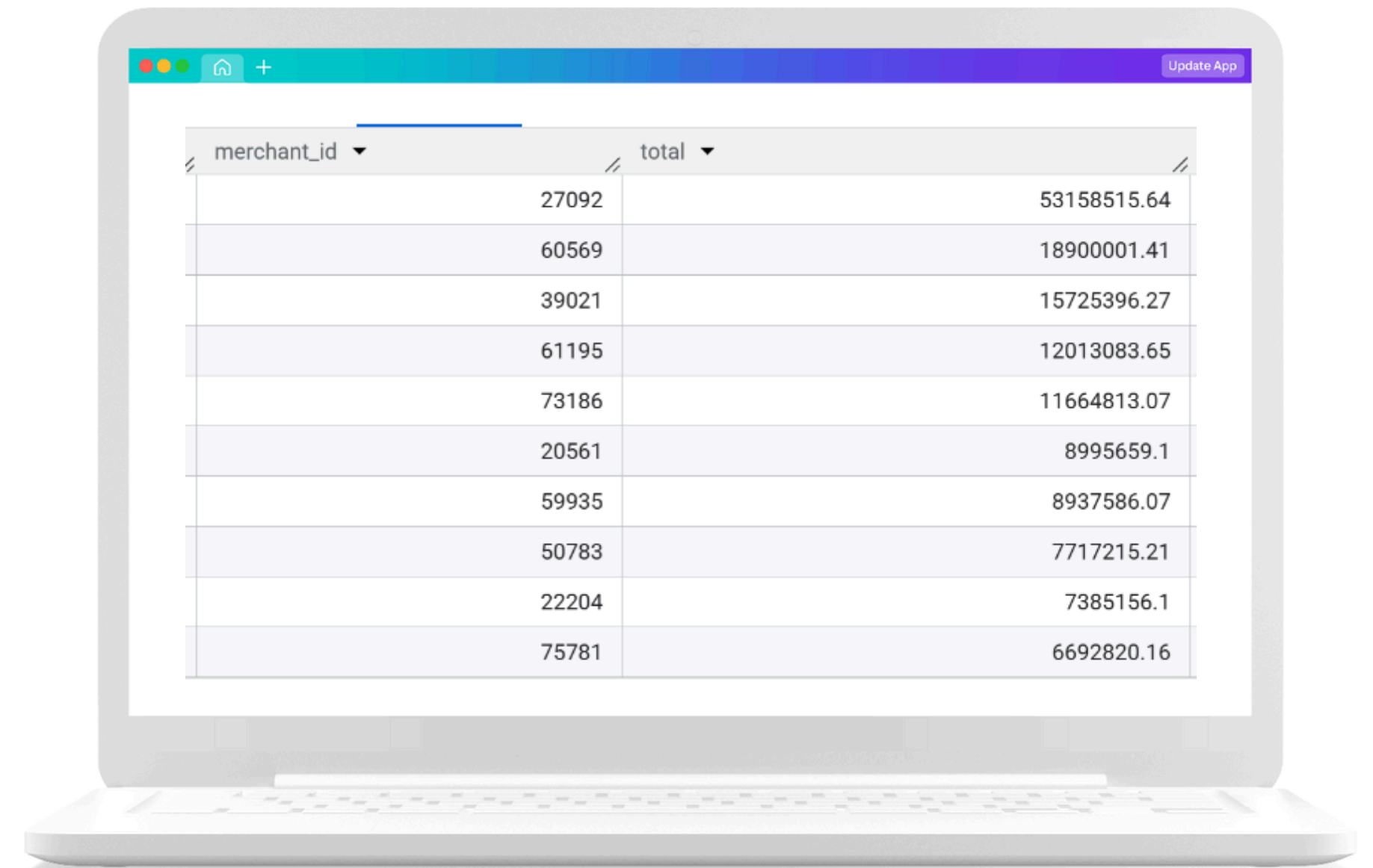


Top Merchants by Revenue

The top merchants are those receiving the highest total revenue

Key Takeaway:

By identifying popular merchants, it allows us to focus on partnership opportunities and more focused marketing strategies

A laptop is shown from a front-three-quarter view, displaying a web application on its screen. The application features a table with two columns: 'merchant_id' and 'total'. The table lists ten merchants, sorted by their total revenue in descending order. The interface includes a top navigation bar with a home icon, a plus sign, and an 'Update App' button. The table rows alternate between white and light blue backgrounds.

merchant_id	total
27092	53158515.64
60569	18900001.41
39021	15725396.27
61195	12013083.65
73186	11664813.07
20561	8995659.1
59935	8937586.07
50783	7717215.21
22204	7385156.1
75781	6692820.16

Conclusion

This analysis of user behavior has provided valuable insights into demographics, spending habits, and merchant preferences.

Recommendation: We can use these insights to refine marketing strategies, optimize customer engagement, and collaborate with the top merchants to boost user engagement and satisfaction.



**Thank you
very much!**