

ATM TRANSACTION REPORT

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ATM Transaction Report

All



Transaction Count

2M

Transaction Amount

\$38.6bn

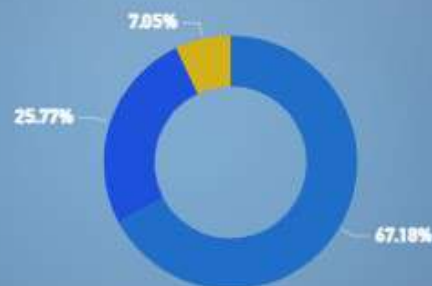
Average Duration

4.14

Atm Utilization Rate

12.9%

% Amount By Transaction Type



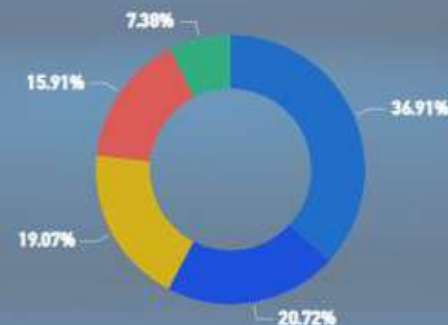
Utilization Rate by State



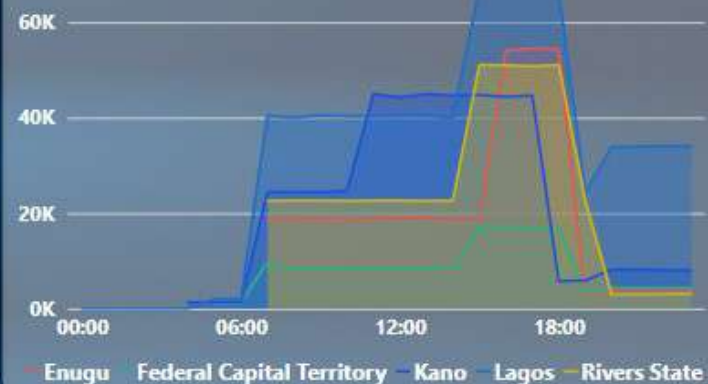
Monthly Trend Of Transaction Amount & Count



% Transaction Amount By State

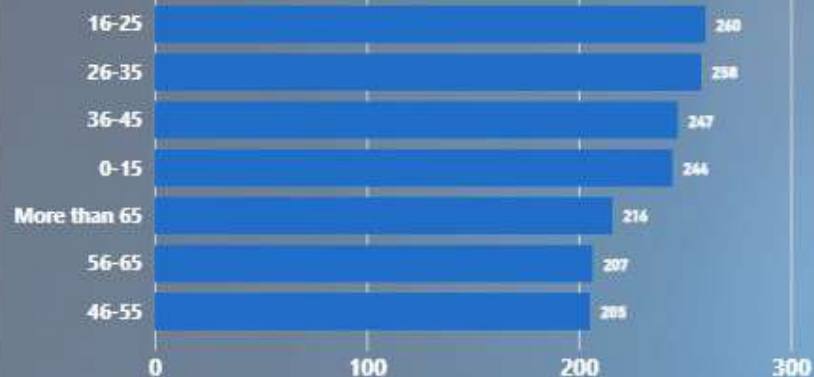


Daily Trend Of ATM Transactions





Transaction Frequency By Age Group



Average Time To Transact At Atm Across States



Transaction Type Per Age Group



Transaction Distribution By Demography



Monthly Trend of Average Transaction Amount & Frequency By State



Average amount by State and TransactionType





Utilization Rate by State

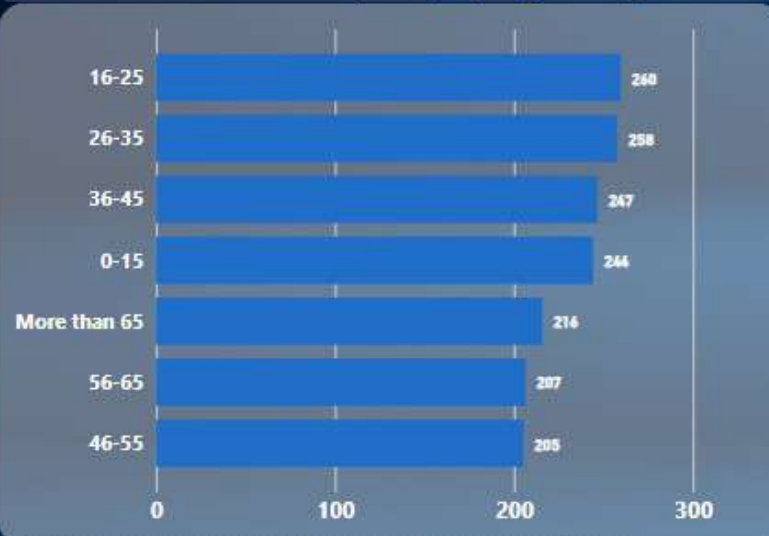


ATM in Kano state has the highest utilization rate (18.6%)

The ATM in FCT state has the lowest utilization rate (8.5)% where as Rivers & Lagos has utilization rate of over 12% while for Enugu has 11.7% respectively.



Transaction Frequency By Age Group

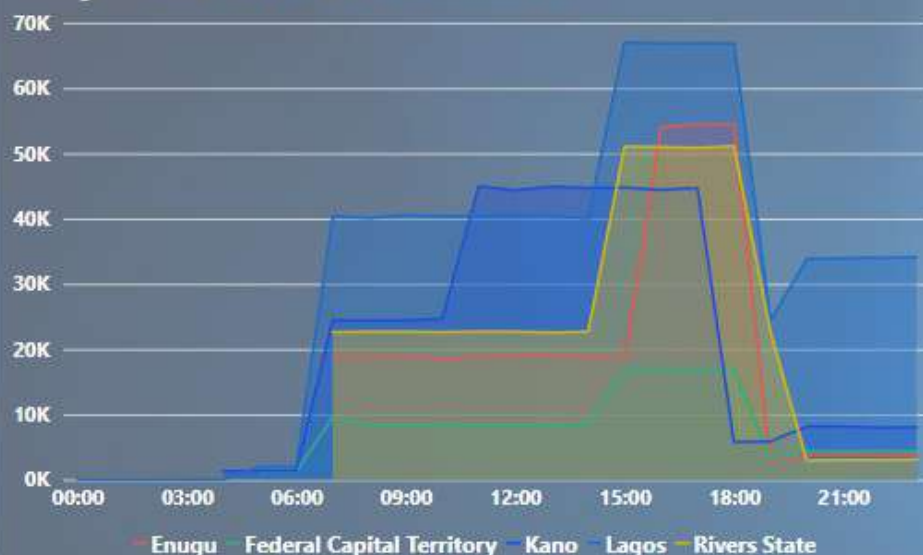


Customers between the age group of 16-25 has the highest transaction frequency of (260)

Although, the age group of more than 65 (216) has higher transaction frequency than the age group of 46-55 (205) & 56-65(207)



Daily Trend Of ATM Transactions

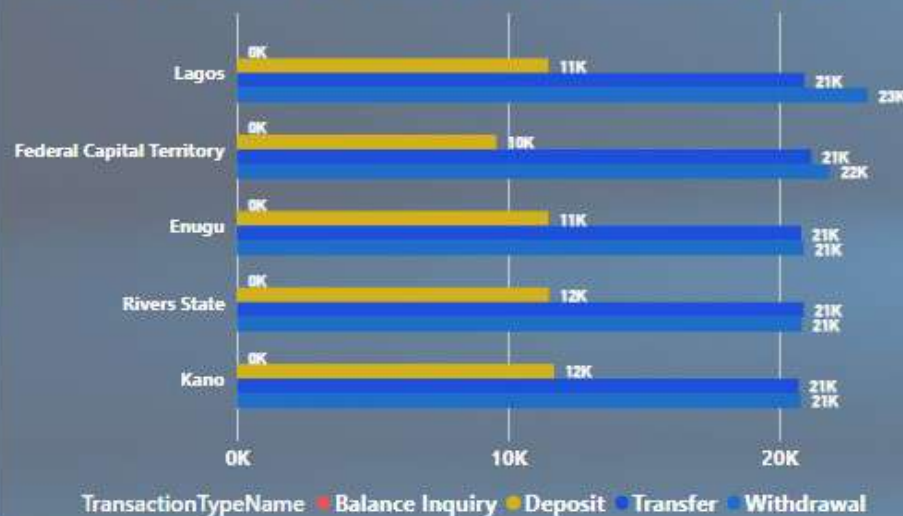


ATM transaction in Lagos state increases after 6:00 am and peaks between 3:00 & 7:00 pm

However, in Kano state the transaction activities peaks around 11:00 am and starts declining sharply after 5:00 pm

As compared to other states Lagos has better transactions even after 7:00 pm

Average amount by State and Transaction Type



Among the transaction type, withdrawal has the highest transaction, followed by transfers

Deposit type has recorded the lowest among all the states

Across all the states, Federal Capital Territory (FCT) has the lower deposit amounts

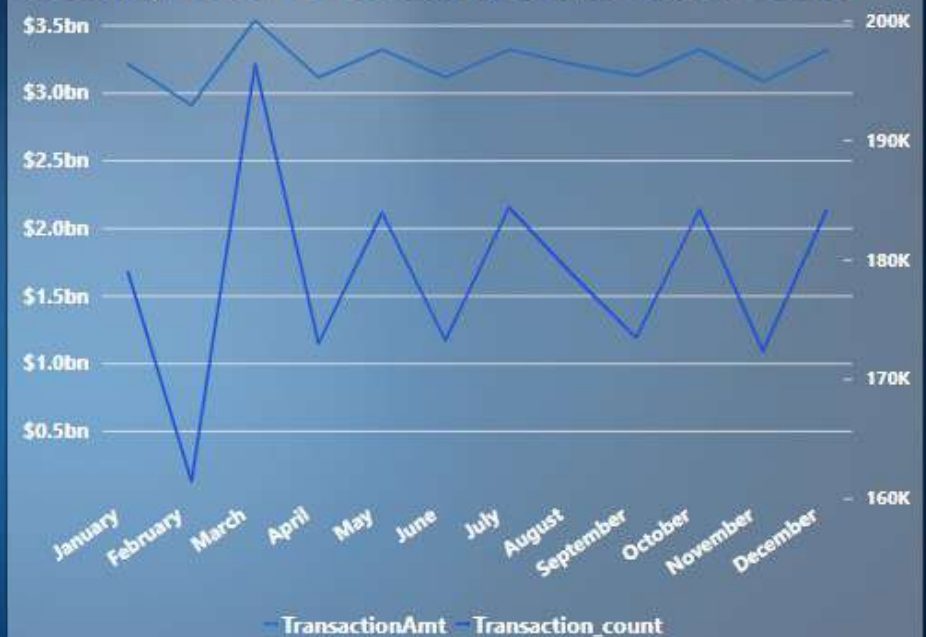


State	TransactionTypeName	%Transaction
Rivers State	Balance Inquiry	2.18%
Rivers State	Deposit	2.17%
Rivers State	Transfer	4.35%
Rivers State	Withdrawal	10.90%
Lagos	Balance Inquiry	3.92%
Lagos	Deposit	3.90%
Lagos	Transfer	7.81%
Lagos	Withdrawal	19.58%
Kano	Balance Inquiry	2.41%
Kano	Deposit	2.40%
Kano	Transfer	4.75%
Kano	Withdrawal	11.84%
Federal Capital Territory	Balance Inquiry	0.84%
Federal Capital Territory	Deposit	0.86%
Federal Capital Territory	Transfer	1.64%
Federal Capital Territory	Withdrawal	4.11%

Across all the transaction types, Lagos state has the highest % of transaction

River State has the lowest % of transaction

Monthly Trend Of Transaction Amount & Count



The highest number of transaction by amount happens in the month of March

The lowest number of transaction happens in the month of February

Other months experiencing good transactions across states are July, October and December



Recommendations;

Utilization rate in FEDERAL Capital State (FCT) is comparatively low and the bank can do the following steps to improve the utilization rate;

Work on visibility and access to customers, especially at the peak usage hours highlighted in the report, improve the signage and landscaping around the ATM can also improve the utilization rates.

Bank can offer additional schemes at the ATM's such as deposits or waiver in the transaction fees.

The bank can also conduct a detailed survey to understand the preference of the customers around the ATM facility for detail analysis

A significant amount of transaction (>20%) are either transfers or balance enquiries, possible recommendations;

Educate the customers about other type of transactions happening at the ATM and make sure they are accessible to the information in the bank branch.

Monitor the waiting time at the ATM and also the availability of cash at regular interval of time.

Bank provide one on one specialized services to customers who are hesitant in using alternate services provided at the ATM, especially, in the age group of 45-55 and more than 65 facing technology constraints.

ATM in every state has a pattern of reduced usage, which is early before 5:00 am which we hardly can do but after 8:00 pm we can look after the reason.

Schedule maintenance can be put in these on working hours for better utilization and customer experience through out the day.

Additionally, marked ATM's as per the locations having high utilization rate should be there for customers during the peak hours.