

CBA3402382

## CLIENT ANALYTICS DASHBOARD - A B ASSOCIATES

Total Clients

176

(All created clients)

Total Activated Clients

108

(All clients that have traded at least once)

Old Clients Active Ratio

61.36%

(% of total clients that have traded at least once)

New Clients

0

(Clients created this month)

New Active Clients

0

(Clients created this month and active by trade)

Active Clients (90 Days)

56

(Clients active in the last 90 days)

90-Day Activity Rate

31.82%

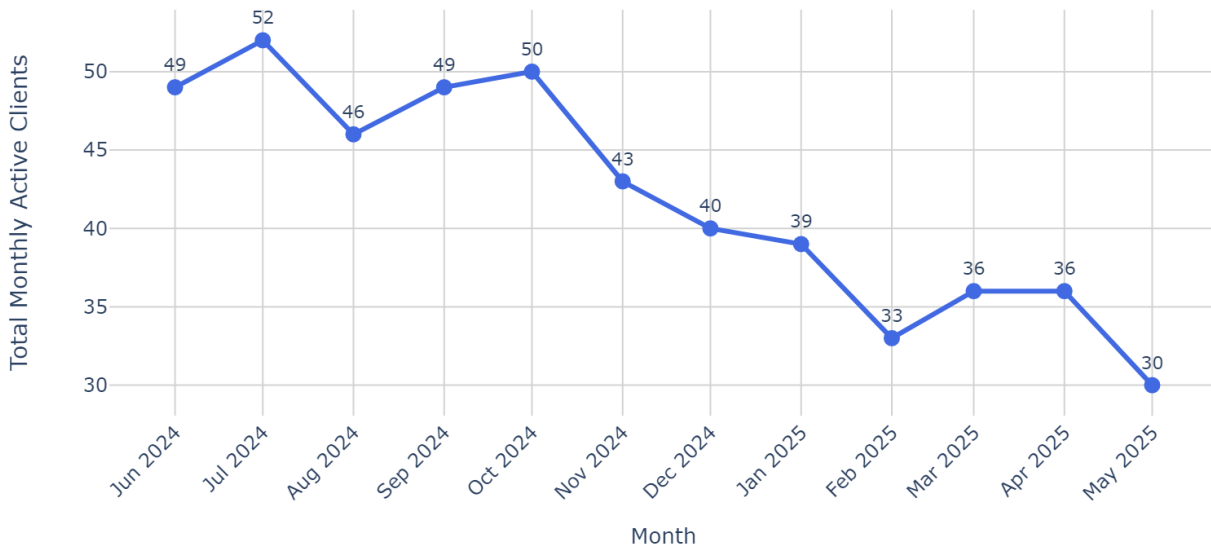
(% of total clients active by trade in last 3 months)

Avg Days to First Trade

258.08

(Avg. days taken by a client to make the first trade)

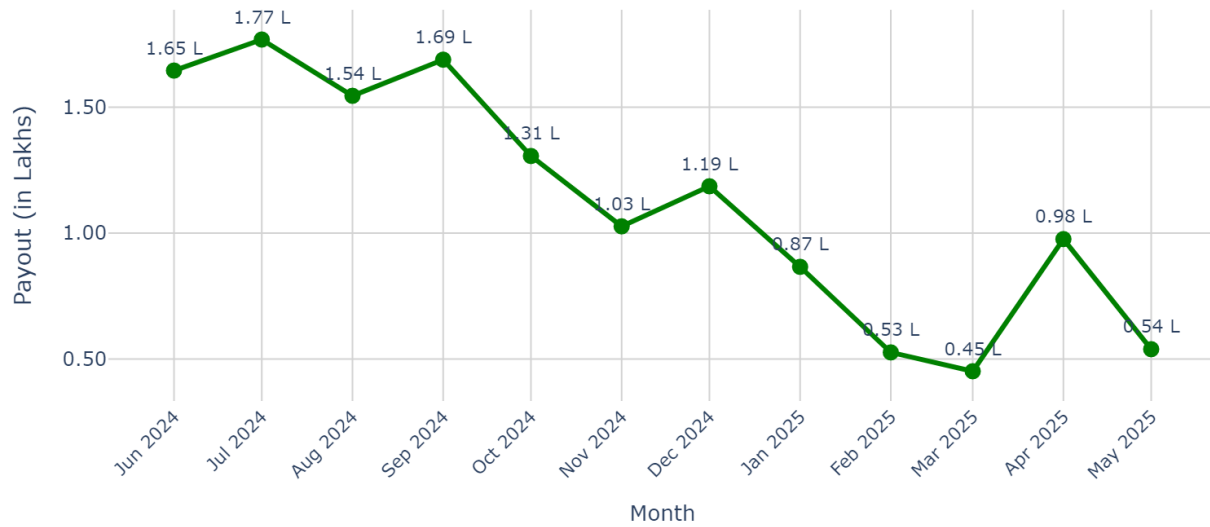
Monthly Active Clients (Last 12 Months)



**Note:** This chart shows the number of active clients for each month over the past year. An upward trend indicates growing client engagement, while a downward trend may signal decreasing platform activity.



Month-wise Payout (Last 12 Months)



**Note:** This chart displays the total payout amounts (in Crores) for each month over the past year. Spikes or dips can indicate seasonal trends, promotional impacts, or changes in client trading behavior.

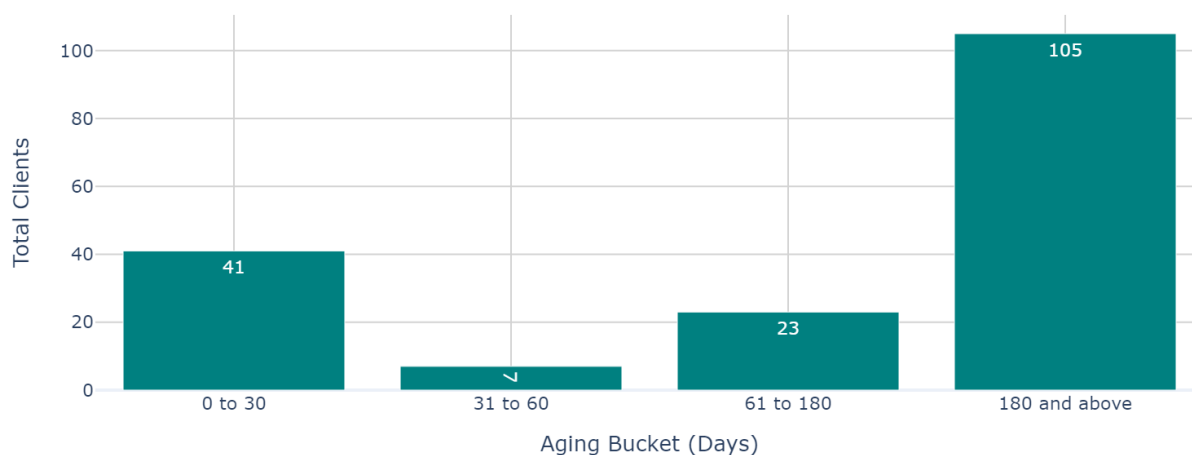
Monthly New Clients & New Active Clients (Last 12 Months)



**Note:** This chart compares the total number of new clients acquired each month against how many of those new clients became active traders. A wider gap between lines indicates lower activation rates for new clients.

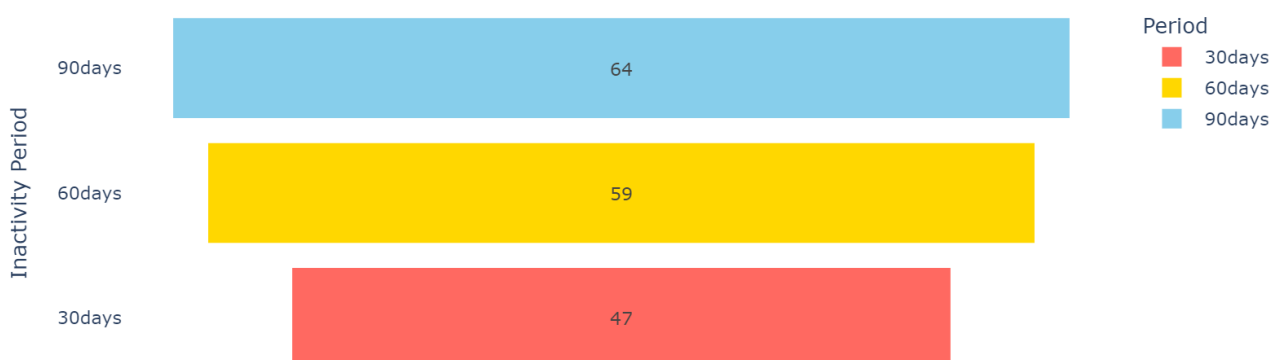


Clients who have not traded in 30/60/180 days



**Note:** This chart shows the distribution of inactive clients across different time periods. Larger bars in shorter time buckets (0-30 days) represent recently inactive clients who may be more easily re-engaged.

No. of Clients That Will Become Inactive in 30/60/90 Days



**Note:** This funnel chart shows the projected number of clients who will become inactive in the next 30, 60, and 90 days if their current behavior continues. This helps anticipate and plan re-engagement campaigns.



Revenue Segmentation Table (By Segment)

Segement	Trade Client	Total Brokerage	Last 30Days TradeClient	Last 30Days TradeClient Brokerage	Avg per Client Brokerage
CASH	106	14.00L	36	46.15K	1.28K
COMMODITY	3	8.54K	1	150.00	150.00
CURRENCY	0	0.00	0	0.00	0.00

**Note:** This table breaks down revenue metrics by client segment, showing total brokerage earned, number of trading clients, recent (30-day) activity, and average brokerage per client. This helps identify your most valuable client segments.

Top 10 Clients (in last 60 Days)

Trade Client	Client Name	Total Brokerage
83295	KAVIL APPU SURESHKUMAR	99,269.51
78031	PUTHURKARA IYPE GEORGE	19,174.81
83287	SUJAY SIDHAN AVANIPPILLIL	16,588.12
83048	ARUN KANDANCHATHAMANARAMAN	9,942.80
THJ010	SAJITHAKUMARY SATHIAN	9,278.93
83284	RINI RAVEENDRAN	8,688.70
83269	MANJU	8,599.36
83008	PULIKKAL KESAVAN BIJISH	5,972.08
THJ032	BEEJI RAGHUTHAMAN PUTHUSSERY	4,579.51
X168257	MANJITH SHAJAHAN	4,348.31

**Note:** This table lists the top 10 clients by total brokerage in the last 60 days. These are your highest-value clients who may benefit from dedicated relationship management.

This report contains confidential business information.