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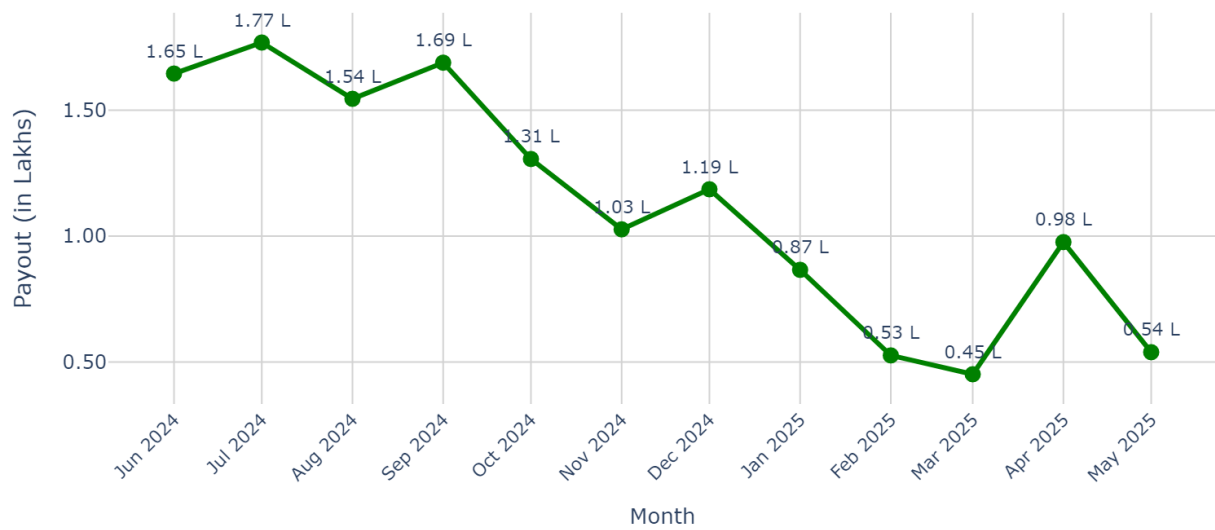(% of total clients active by trade in last 3 months)

Avg Days to First Trade
258.08
(Avg. days taken by a client to make the first trade)

Monthly Active Clients (Last 12 Months)

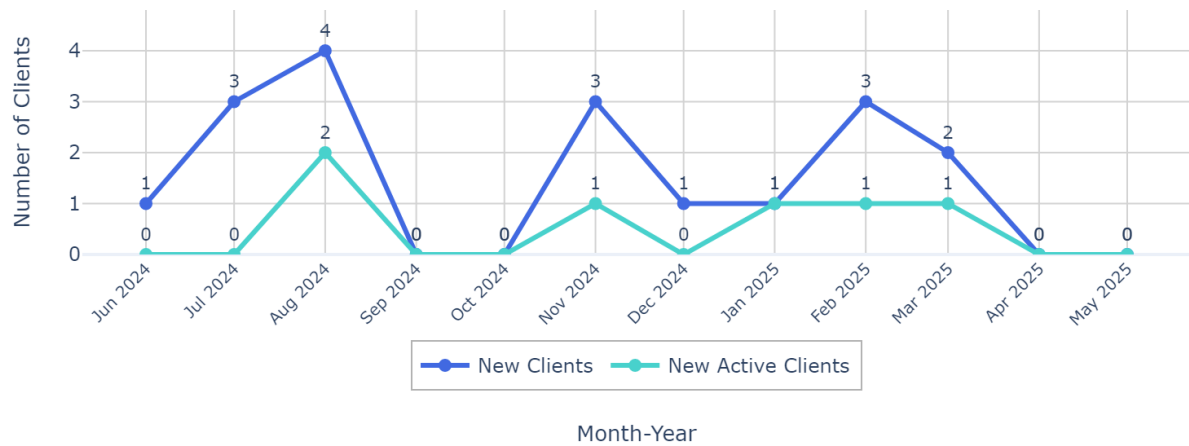| Month	Total Monthly Active Clients
Jun 2024	49
Jul 2024	52
Aug 2024	46
Sep 2024	49
Oct 2024	50
Nov 2024	43
Dec 2024	40
Jan 2025	39
Feb 2025	33
Mar 2025	36
Apr 2025	36
May 2025	30

ℹ️ **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)

Chart: Payout (in Lakhs) vs Month

- Jun 2024: 1.65 L
- Jul 2024: 1.77 L
- Aug 2024: 1.54 L
- Sep 2024: 1.69 L
- Oct 2024: 1.31 L
- Nov 2024: 1.03 L
- Dec 2024: 1.19 L
- Jan 2025: 0.87 L
- Feb 2025: 0.53 L
- Mar 2025: 0.45 L
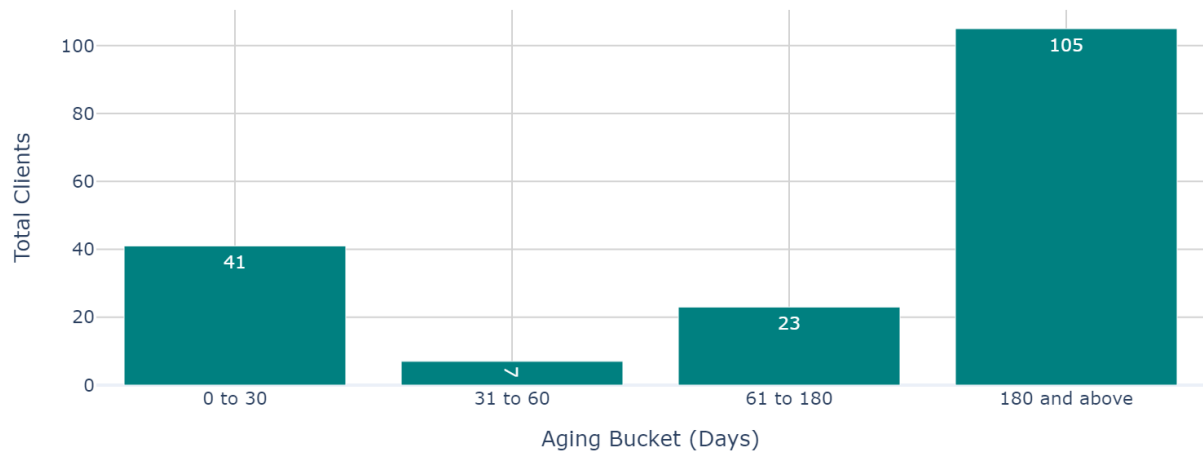- Apr 2025: 0.98 L
- May 2025: 0.54 L

ⓘ **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.**

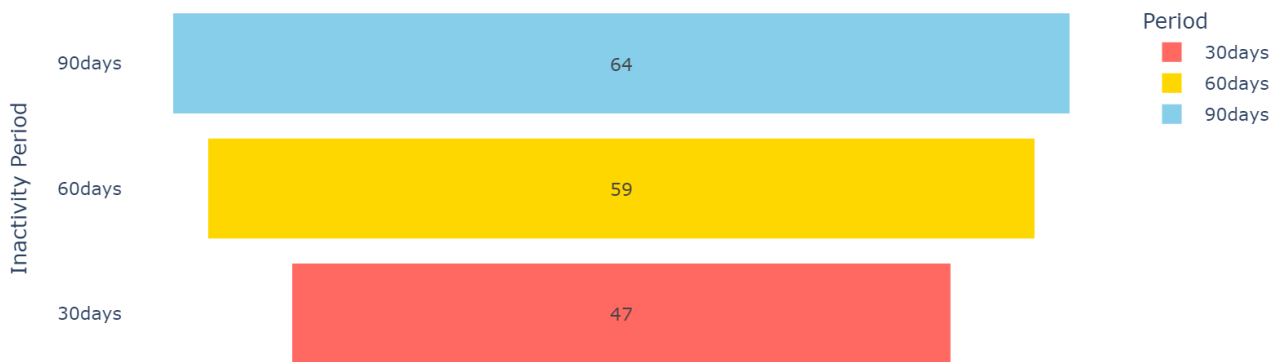## Monthly New Clients & New Active Clients (Last 12 Months)

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

Total Clients (y-axis)

- 0 to 30: 41
- 31 to 60: 7
- 61 to 180: 23
- 180 and above: 105

Aging Bucket (Days) (x-axis)

ℹ️ **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

> ℹ️ **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

ℹ️ **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.**