**Analysis Wisabi Bank ATM Transactions [Time Period from January to December 2023]**

**# ATM Transaction & Demographic Insights:**

1. ₦38,555,885,000 Total amount processed by Wisabi ATMs in 2022
2. 2,143,838 Number of Transactions Processed
3. 8819 Unique persons who carried out at least one transaction
4. 12.9% Utilization Rate

**# Utilization Rate:**

❖ ATMs in Kano have the highest Utilization Rate (18.6%)

❖ Rivers & Lagos have Utilization Rates greater than 12% (12.7% & 12.2% respectively) while that for Enugu is 11.6%

❖ The FCT has the lowest Utilization Rate (8.5%)

**# Transaction Frequency**

❖ Customers between 15-25 years have the highest transaction frequency (260).

❖ Interestingly, customers above 65 years have a higher transaction frequency (216) than the 56 - 65 & 46 - 55 age groups (207 & 205 respectively).

**# Average Amount vs Average Duration**

❖ On Average, while the transaction amount is comparatively similar, Withdrawals in Kano have the longest transaction duration (>5 mins) when compared with other states.

❖ Kano, Lagos, and the FCT have longer transaction duration for Deposits (>5 mins) while Rivers has the lowest transaction duration for deposits. (<4mins)

❖ Kano also has the longest transaction duration for Balance Inquiries and Transfers

❖ Withdrawals have the highest transaction amount on average as expected. Withdrawals and Deposits have longer transaction duration on average while Balance Inquiries have the least transaction duration.

**# Daily Transactions Trend**

❖ ATM Transactions in Lagos increase gradually from 6 am and peaks between 3 and 7 pm.

❖ Similar behavior is seen across other states however transactions peak earlier in Kano (around 11 am) and this is sustained till about 5 pm after which activity sharply declines.

❖ Compared to other states, Lagos has significant transactions activity after 7 pm.

**# Average Transaction Amount**

❖ On Average, Withdrawals have the highest transaction amounts across all states, next is Transfers, with Deposits have the lowest.

❖ Across all locations, The FCT has comparatively lower Deposit amounts on Average

**# Transaction Count**

❖ Across all Age Groups, Withdrawals is the common transaction type (>50%), followed by Transfers (>20%)

❖ Interestingly, Deposits & Transfers account for a significant amount of transactions (>10% each) across all Age Groups

**# Average Transaction Duration**

❖ Across all locations, Withdrawals has the longest duration on average.

❖ Kano’s average Withdrawal, Transfer, and Balance Inquiry durations are comparatively higher than other locations.

❖ Rivers & Enugu have lower average transaction duration for Deposits, Transfers, & Withdrawals when compared to other locations

**# Trend of Transaction Amount & Count**

❖ We had the highest number of transactions and transaction amount in March

❖ Other months with high transaction activity include January, May, July, October, and December

❖ We had the lowest number of transactions and transaction amount in February