

# ATM Transaction and Demographic Analysis

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# ATM Transaction Report

# Introduction



**Objective:** To analyze ATM transaction data from January 1st, 2022 to December 31st, 2022 for insights on customer behavior, ATM usage, and service improvement opportunities.



**Scope:** Analysis covers all bank branches in Lagos, Kano, Rivers State, Enugu, Rivers, and FCT Abuja.

# ATM Transaction Analysis



Total amount processed in 2022:  
**\$39 billion**



Number of transactions processed: **2 million**



Total number of customers: **8,819**

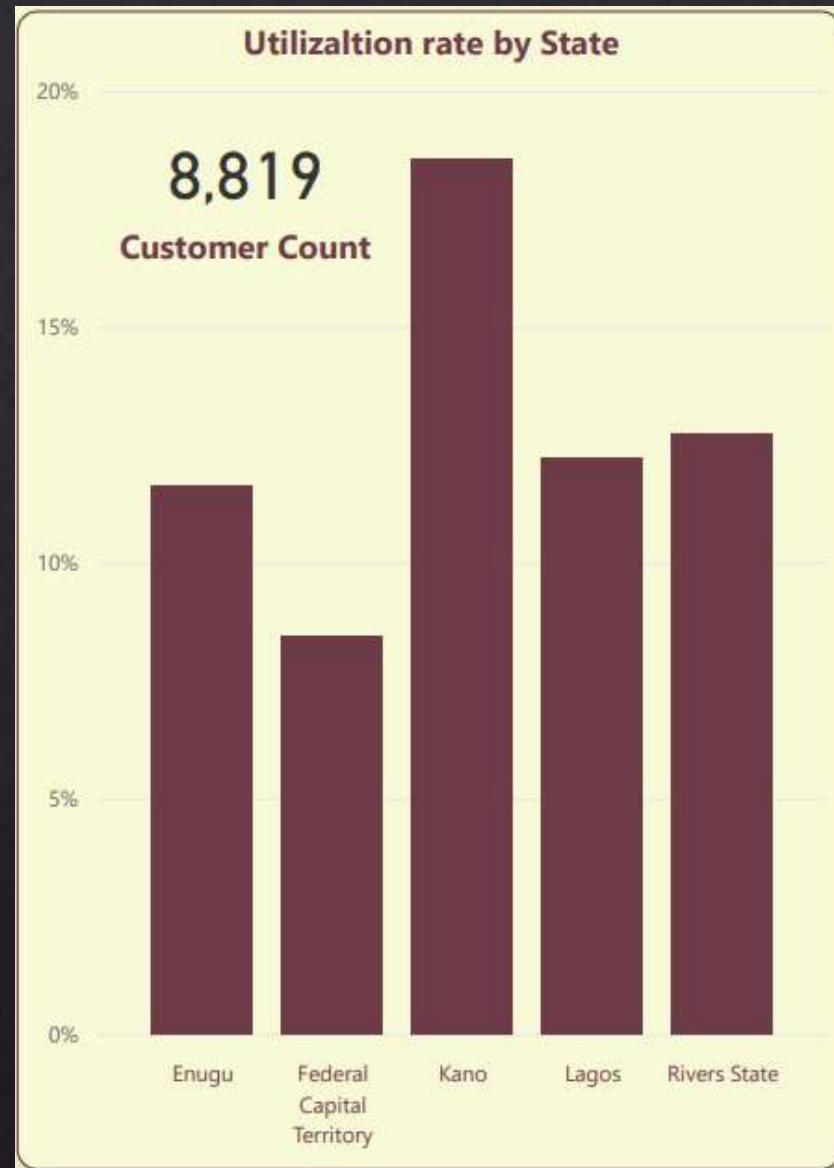


Utilization rate:  
**12.9%**



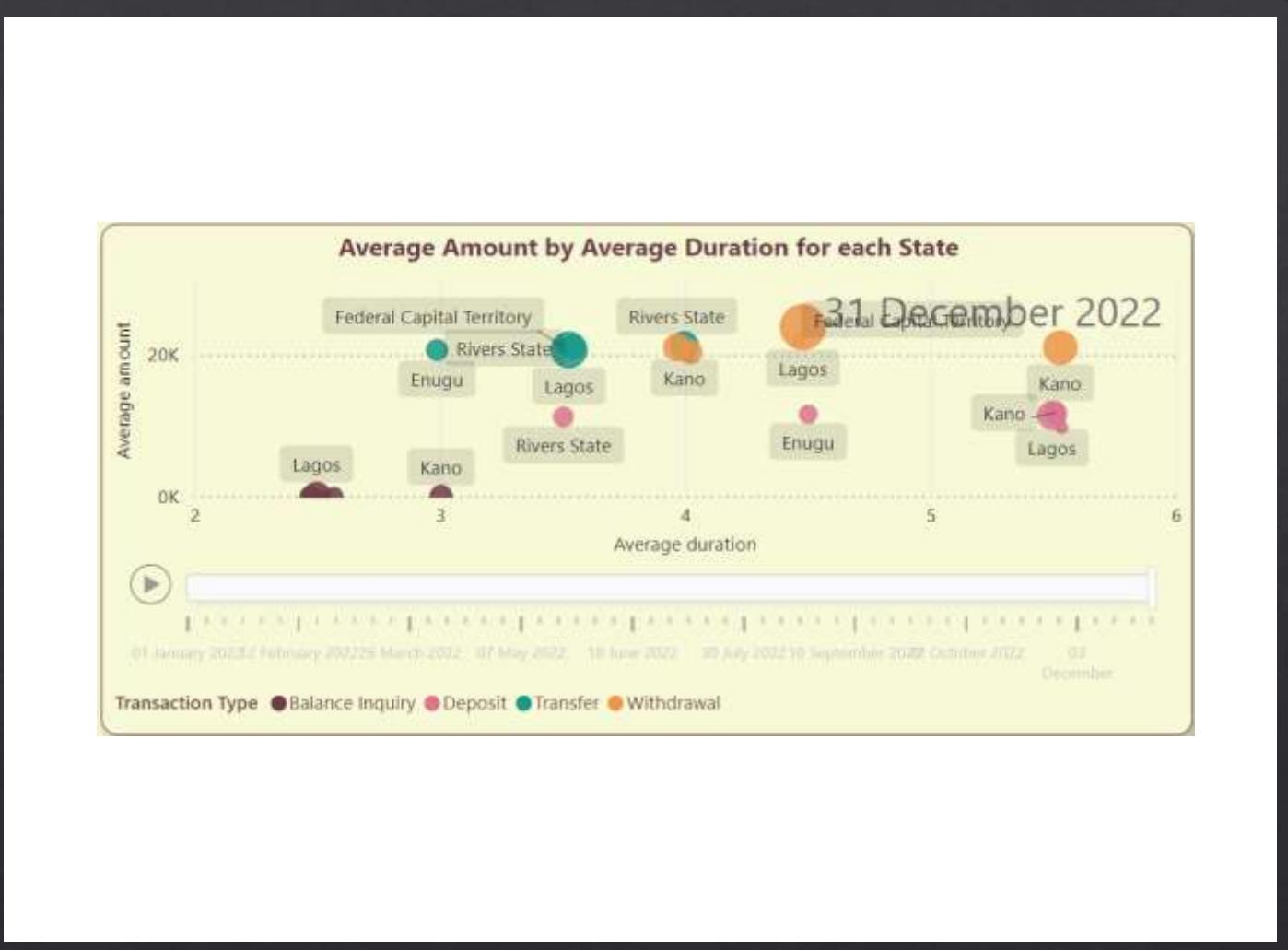
# Utilization Rate by State

- ⑥ ATMs in Kano have the highest Utilization Rate (18.6%)
- ⑥ Rivers & Lagos have Utilization Rates greater than 12% (12.7% & 12.2% respectively) while that for Enugu is 11.6%
- ⑥ The FCT has the lowest Utilization Rate (8.5%)



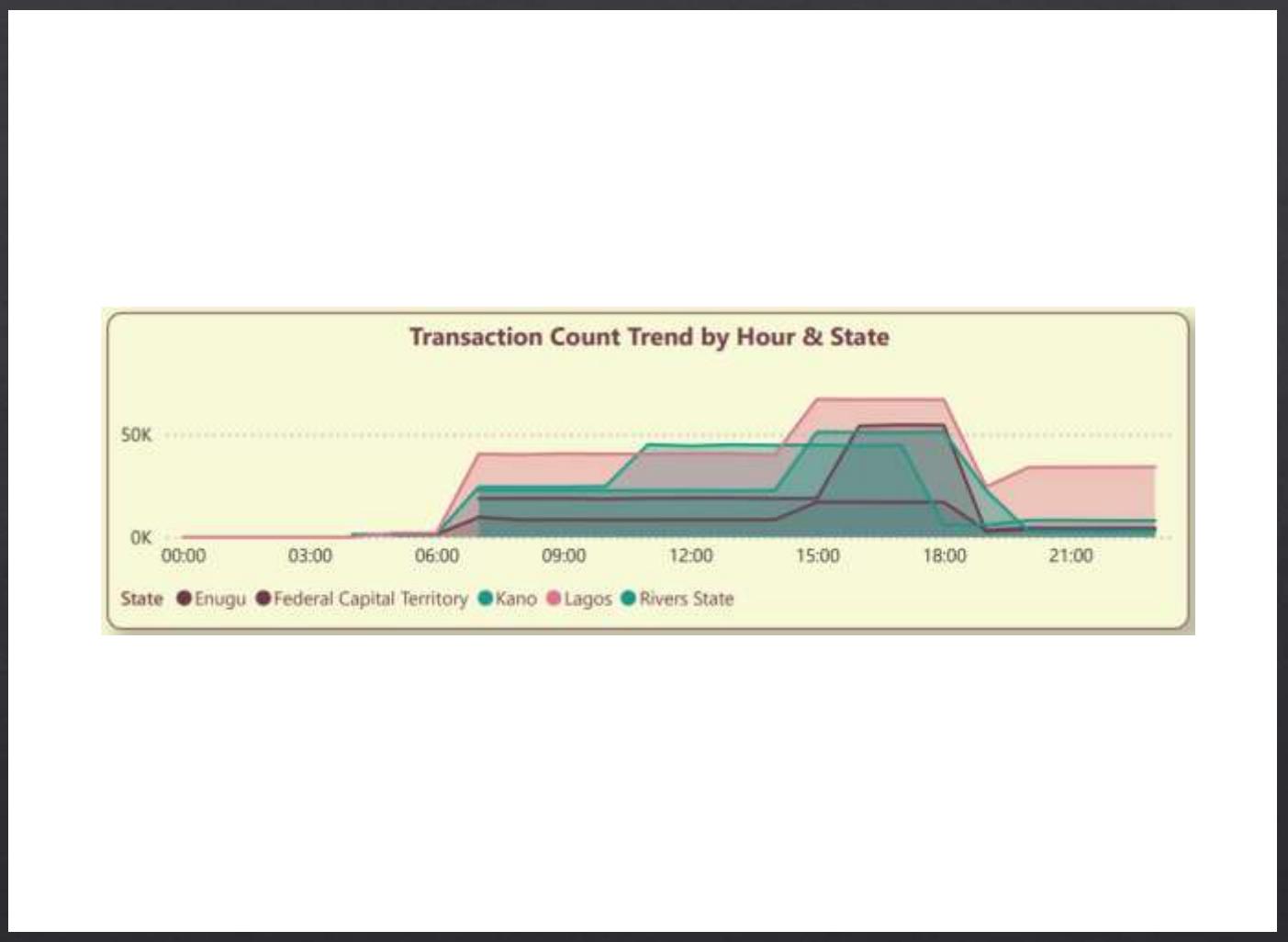
# Average Amount vs Average Duration

- ⑥ On Average, while the transaction amount is comparatively similar, Withdrawals in Kano have the longest transaction duration (>5 mins) when compared with other states.
- ⑥ Kano, Lagos, and the FCT have longer transaction duration for Deposits (>5 mins) while Rivers has the lowest transaction duration for deposits.(<4 mins)
- ⑥ Kano also has the longest transaction duration for Balance Inquiries and Transfers.
- ⑥ 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.



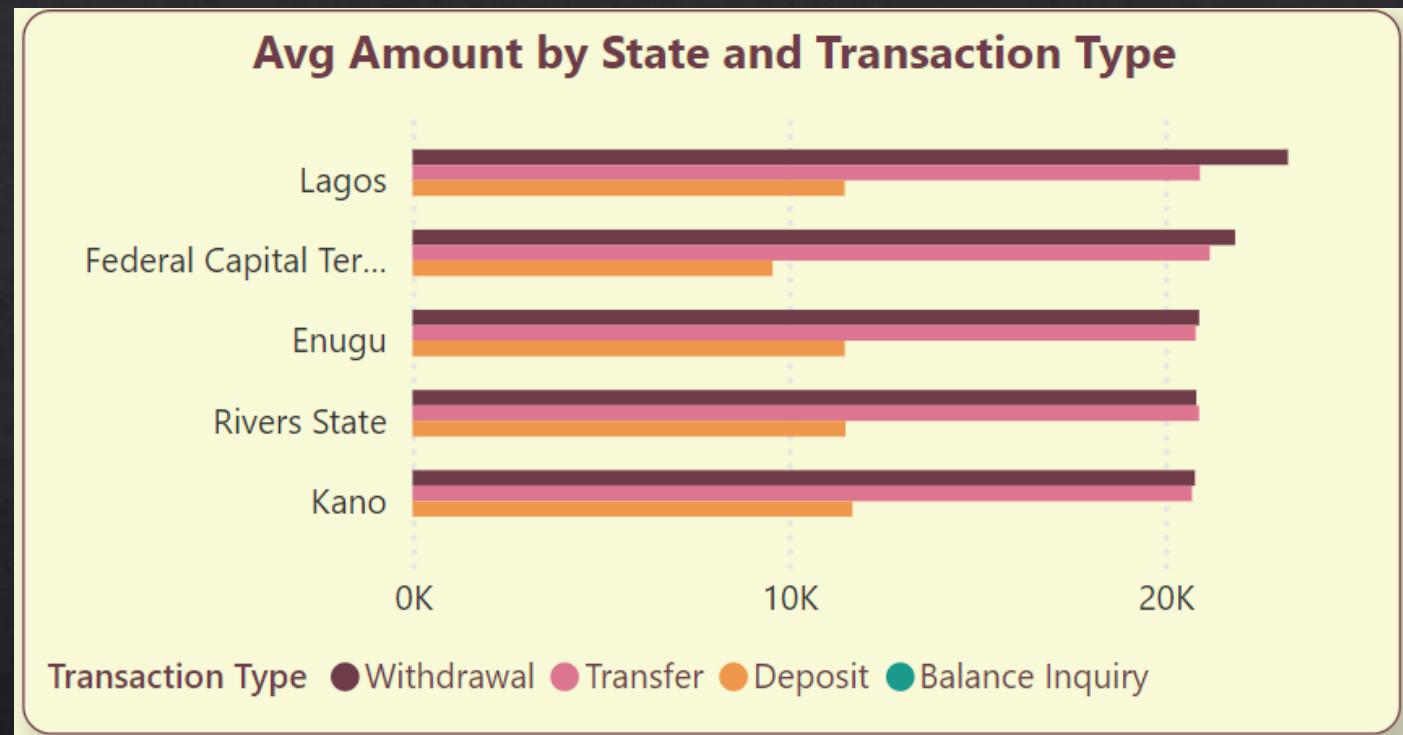
## Transaction Count Trend by Hour & State

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



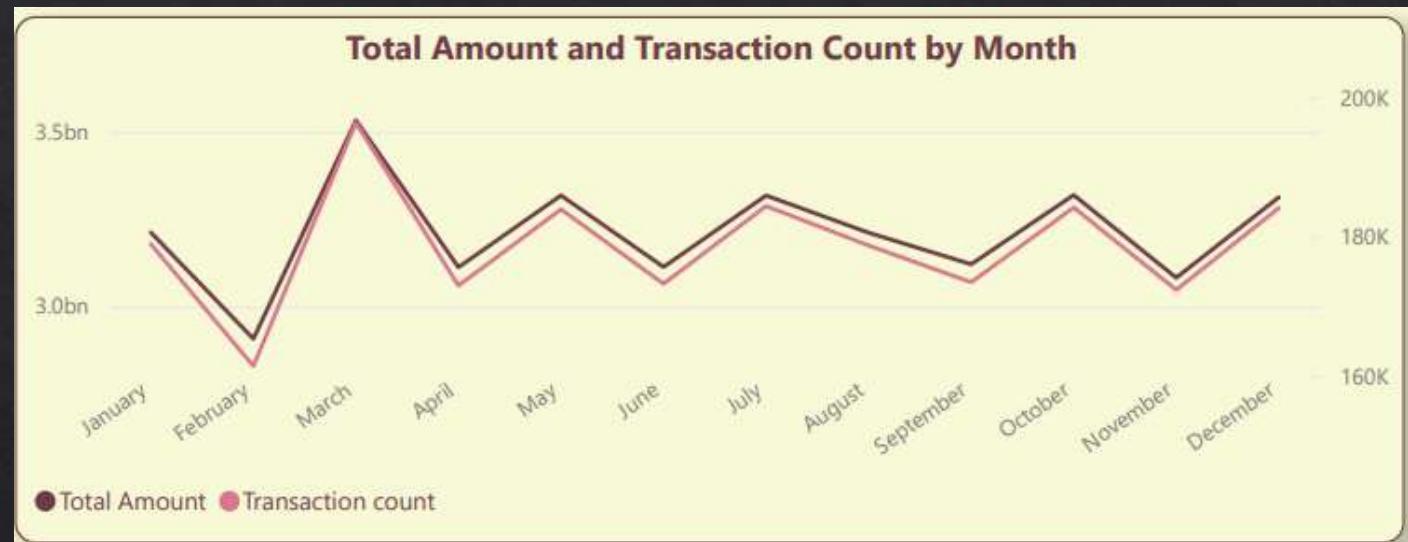
# Average transaction Amount

- ⑥ On Average, Withdrawals have the highest transaction amounts across all states, next is Transfers, with Deposits have the lowest.
- ⑥ Across all locations, The FCT has comparatively lower Deposit amounts on Average



## Total Amount and Transaction Count by Month

- ⑥ Transaction volume (both count and amount) exhibits a seasonal trend with March experiencing the peak and February the trough.
  
- ⑥ Other months with high transaction activity include January, May, July, October, and December

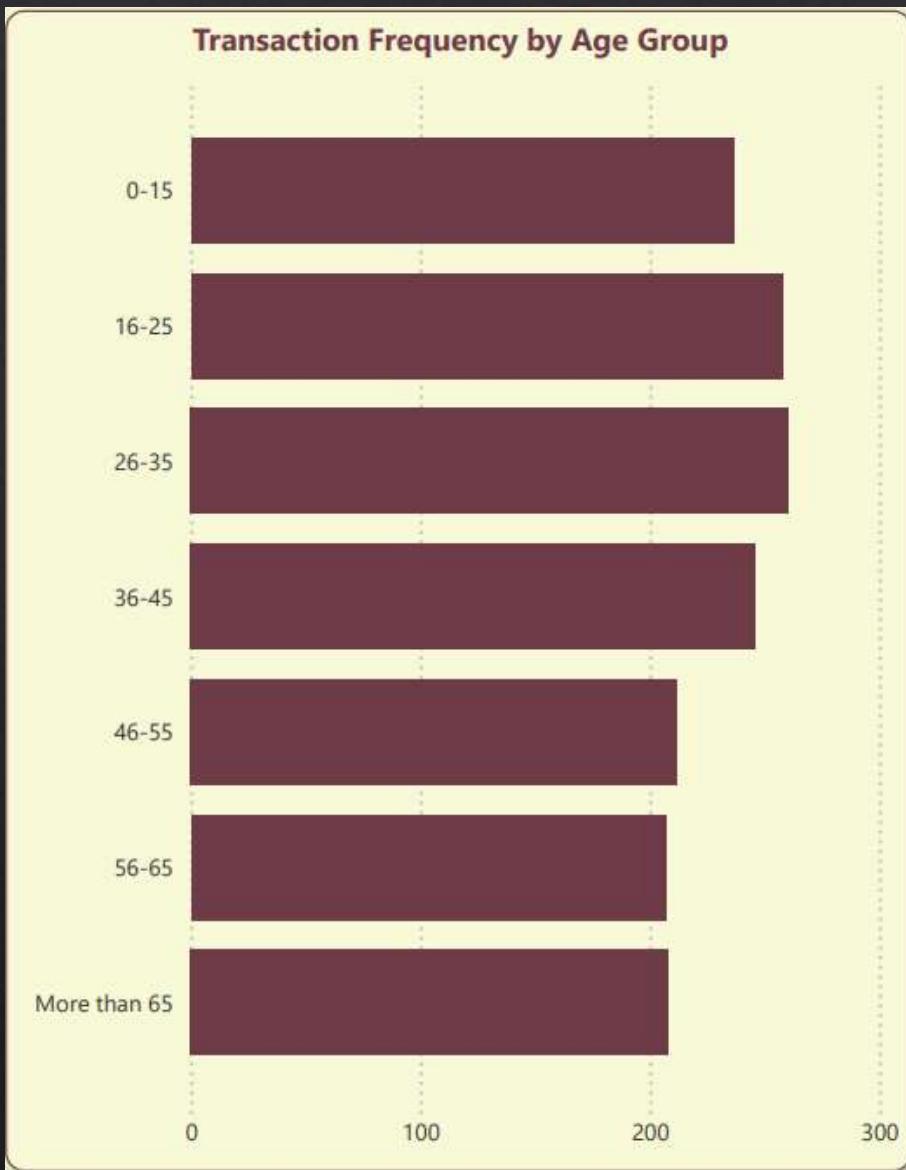




# Demographic Report

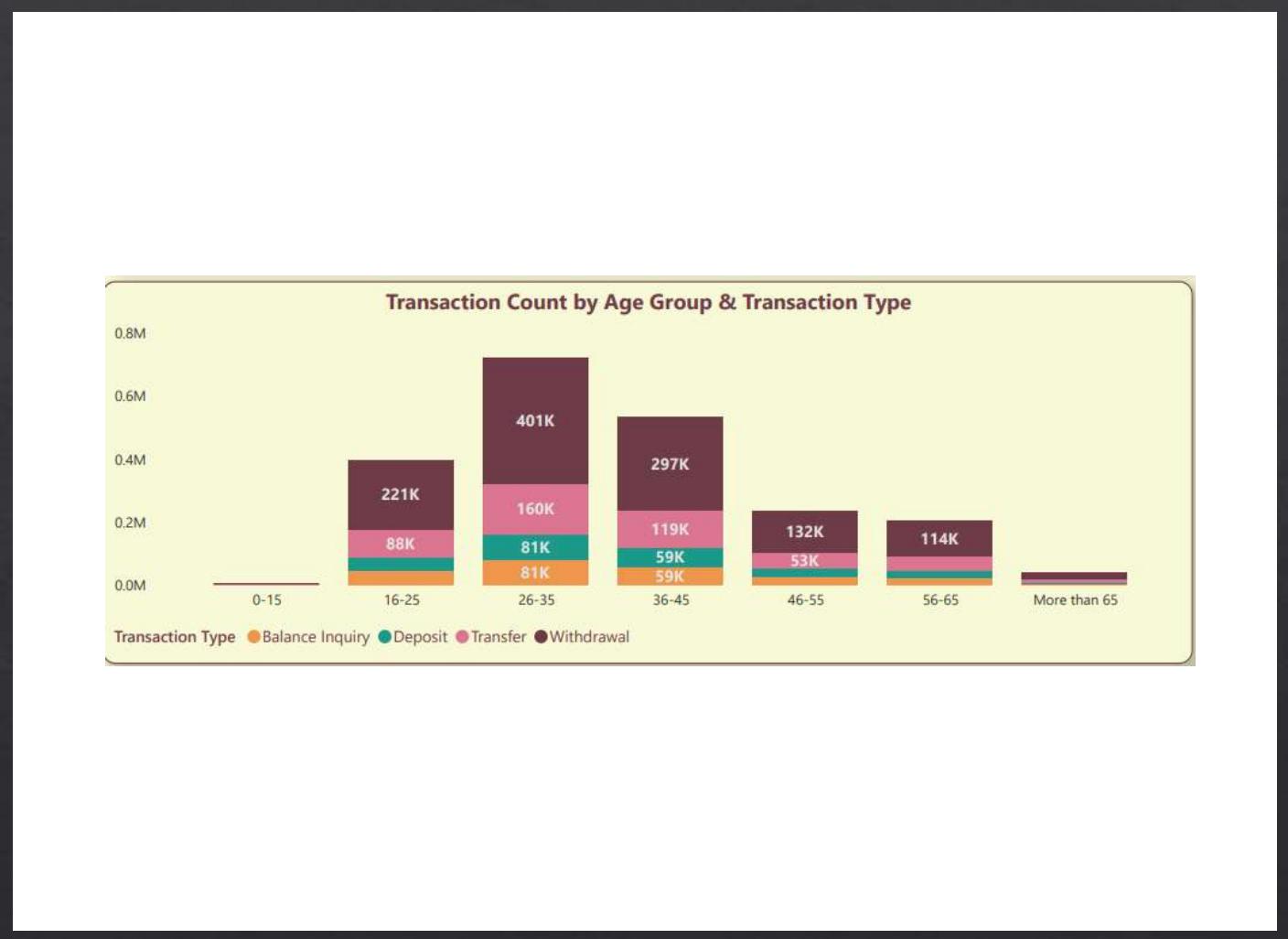
## Transaction Frequency by Age Group

- ② Customers between 15-25 years have the highest transaction frequency (260).
- ② Interestingly, customers above 65 years have a higher transaction frequency (216) than the 56 - 65 & 46 - 55 age groups (207 & 205 respectively).



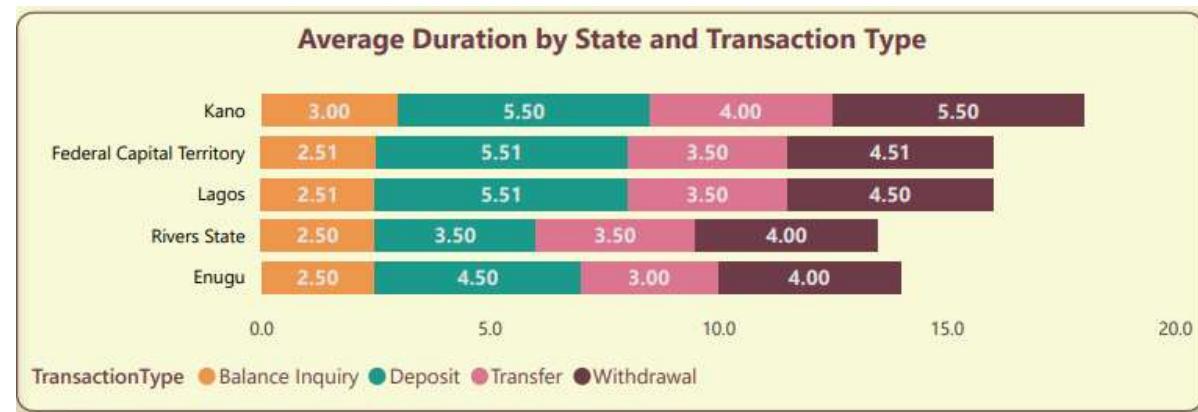
## Transaction Count by Age Group & Transaction Type

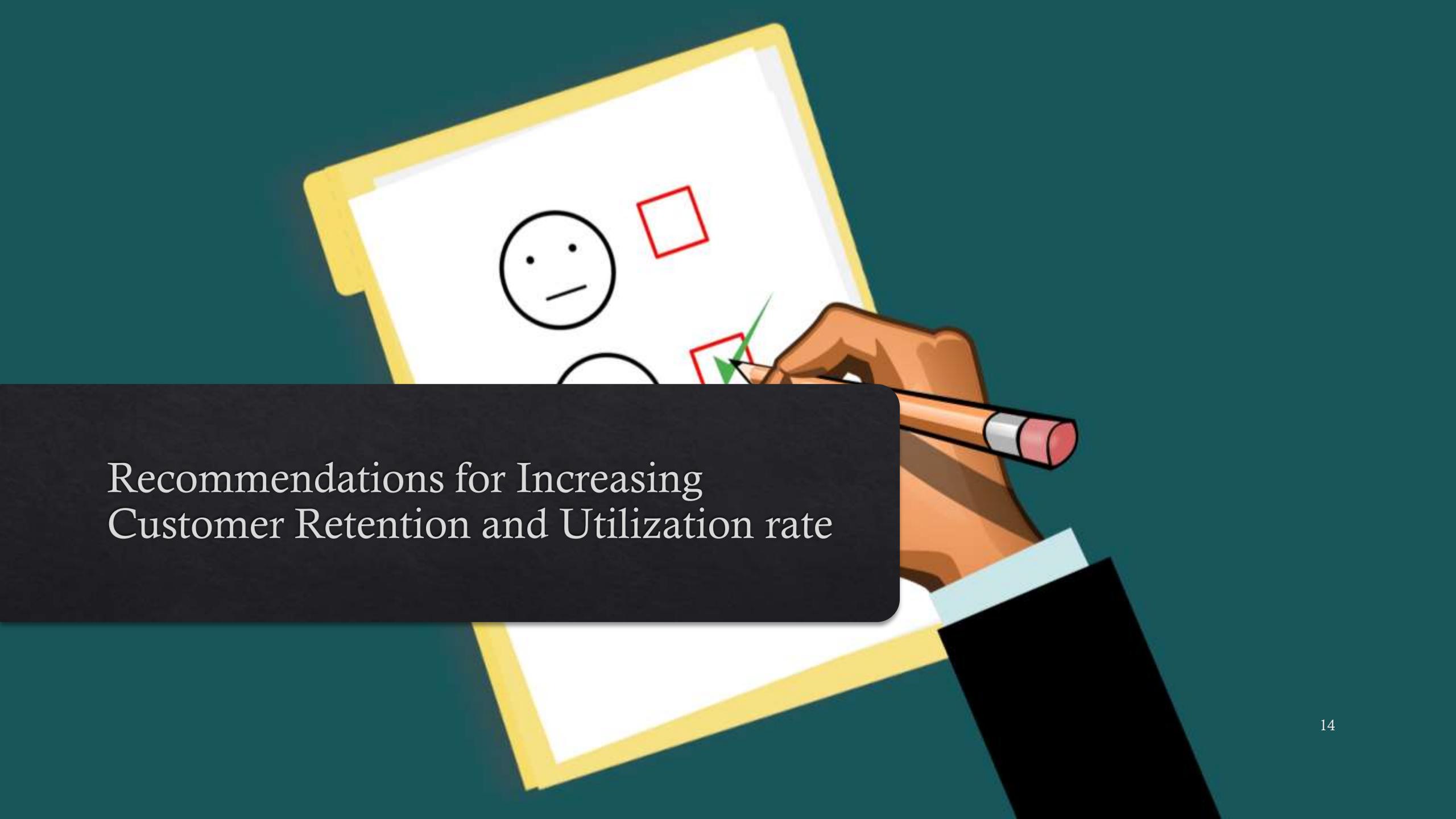
- ② Across all Age Groups, Withdrawals is the common transaction type, followed by Transfers; Highest being in age group 26-35 followed by 36-45.
  
- ② Interestingly, Deposits & Transfers account for a significant number of transactions across all Age Groups.



## Average Duration by State and Transaction Type

- ② Across all locations, Withdrawals has the longest duration on average.
- ② Kano's average Withdrawal, Transfer, and Balance Inquiry durations are comparatively higher than other locations.
- ② Rivers & Enugu have lower average transaction duration for Deposits, Transfers, & Withdrawals when compared to other locations





Recommendations for Increasing  
Customer Retention and Utilization rate

# Data-Driven Customer Retention Strategies

## Enhance Transaction Efficiency:

- ⑥ Upgrade ATM software and hardware to reduce transaction times, especially in Kano.
- ⑥ Implement user-friendly interfaces and clear instructions to streamline transactions.

## Expand Service Offerings and Accessibility:

- ⑥ Introduce additional services like bill payments and mobile top-ups at ATMs.
- ⑥ Extend ATM operating hours in high-utilization areas to accommodate more users.

## Customer Education and Support:

- ⑥ Conduct programs to inform users about the full range of ATM services.
- ⑥ Provide dedicated customer support for quick resolution of ATM-related issues.

### **Optimize ATM Distribution and Maintenance:**

- ⑥ Place ATMs in high-traffic and underserved areas, particularly in the FCT.
- ⑥ Ensure a robust maintenance schedule to minimize downtime and improve functionality.

### **Targeted Marketing and Customer Engagement:**

- ⑥ Develop campaigns offering incentives like fee waivers and cashback for frequent usage.
- ⑥ Engage customers with personalized communications highlighting diverse ATM transaction benefits

**Increasing  
Utilization rate**



**1**

**Phase 1: Immediate Actions  
(0-3 Months)**

- Upgrade ATM software and hardware to enhance transaction efficiency.
- Develop and launch targeted marketing campaigns to boost utilization.



**2**

**Phase 2: Short-Term  
Initiatives (3-6 Months)**

- Optimize ATM distribution by placing new machines in high-traffic and underserved areas.
- Extend ATM operating hours in locations with high utilization rates.



**3**

**Phase 3: Mid-Term  
Developments (6-9 Months)**

- Introduce additional services such as bill payments and mobile top-ups at ATMs.
- Conduct customer education programs to increase awareness of ATM services.



**4**

**Phase 4: Long-Term  
Enhancements (9-12 Months)**

- Implement a robust maintenance schedule for all ATMs to ensure consistent functionality.
- Establish dedicated customer support channels for ATM-related issues to enhance customer satisfaction.

# Timeline for Implementation

TOM	703.09	916.51	100.62	-25.43%
HDM	149.73	224.29	174.56	+21.23%
BMW	853.72	1004.07	170.29	+20.43%
ZTE	303.49	1123.46	223.97	+42.70%
DLY	502.07	1279.80	237.02	+24.17%
VDA	113.74	143.41	39.67	+16.00%
UVV	458.08	505.41	87.33	+14.30%
FLR	680.27	746.29	60.01	+12.00%
UVG	155.50	181.67	25.00	+16.70%
UVV	410.65	540.21	89.00	+21.02%
RZT	285.51	344.00	59.17	+20.80%
PCW	811.44	1020.69	218.22	+26.00%
AJK	351.77	451.39	89.00	+27.77%
ZIJ	658.86	994.57	135.21	+16.00%

# Summary

## Comprehensive Analysis

The ATM transaction analysis for 2022 across Lagos, Kano, Rivers State, Enugu, and the FCT Abuja revealed:

Processed \$39 billion through 2 million transactions by 8,819 unique individuals. Kano had the highest utilization rate (18.6%), while the FCT had the lowest (8.5%). Kano showed the longest transaction durations across all types, with withdrawals having the highest amounts on average. Customers aged 15-25 had the highest transaction frequency (260), with withdrawals being the most common transaction type across all age groups.

## Strategic Recommendations

To enhance customer retention and utilization rates:

Upgrade ATM software/hardware, especially in Kano. Introduce additional services like bill payments and extend ATM operating hours. Strategically place ATMs in high-traffic/underserved areas, particularly the FCT. Ensure a robust maintenance schedule to minimize downtime. Launch targeted marketing campaigns with incentives. Conduct customer education programs and provide dedicated support for ATM issues.

## Investment Potential

Implementation Timeline:

0-3 Months: Upgrade ATMs and launch marketing campaigns.

3-6 Months: Optimize ATM placement and extend operating hours.

6-12 Months: Introduce new services, conduct education programs, and enhance maintenance and support.

# Thank you

Thank you for your time and attention.

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