

FP20

BANKING DASHBOARD

- Executive Summary
- Customer & Channel
- Product & Branch
- Risk & Revenue from Fees



Executive Summary

High-level overview of total transactions, fee revenue, customer activity, and top-performing branches.

2023

2024

2025

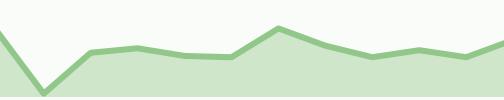
Total Revenue

\$295K -2.6% ▼ from 2023
From Jan 2024 To Dec 2024



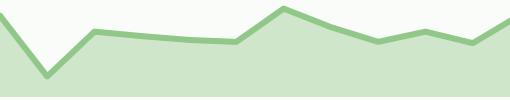
Active Customers

5,468 +1.3% ▲ from 2023
From Jan 2024 To Dec 2024

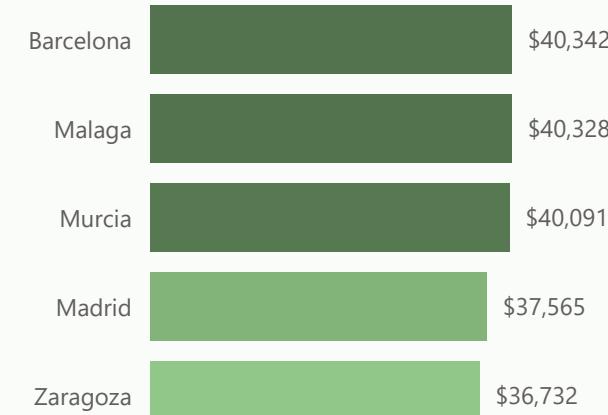


Total Transactions

8,342 -0.8% ▼ from 2023
From Jan 2024 To Dec 2024



Top 5 City Revenue Breakdown

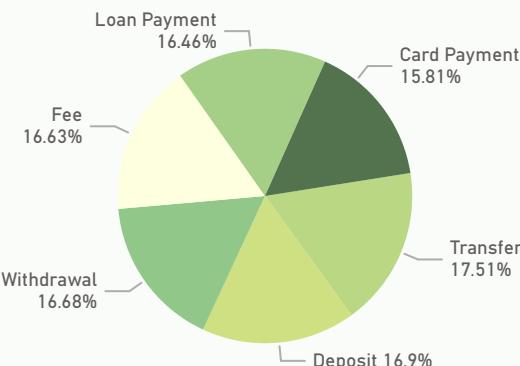


Total Transaction

\$47,235,619 Previous Year : 47,430,086

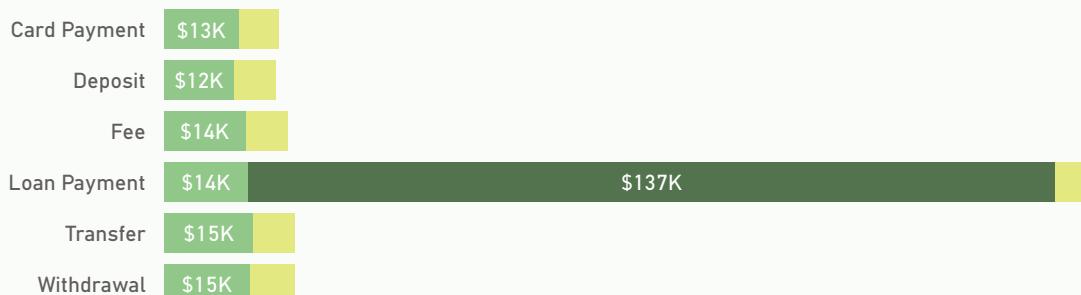


Transaction Breakdown by Type

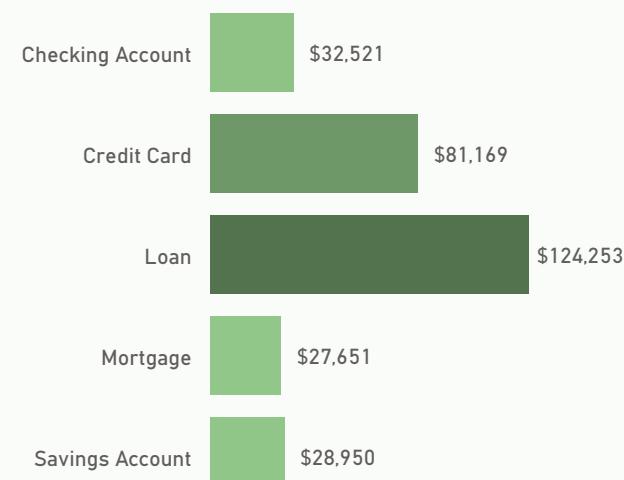


Fee Breakdown by Transaction Type

● Insurance ● Late Payment ● Credit Card



Revenue by Category



Customer & Channel

Explore customer segments, income trends, and how customers interact across various banking channels.

2023

2024

2025

Active Customers

5,468

+1.3% ▲ from 2023
From Jan 2024 To Dec 2024



Average Monthly Income

\$5,474

-0.4% ▼ from 2023
From Jan 2024 To Dec 2024



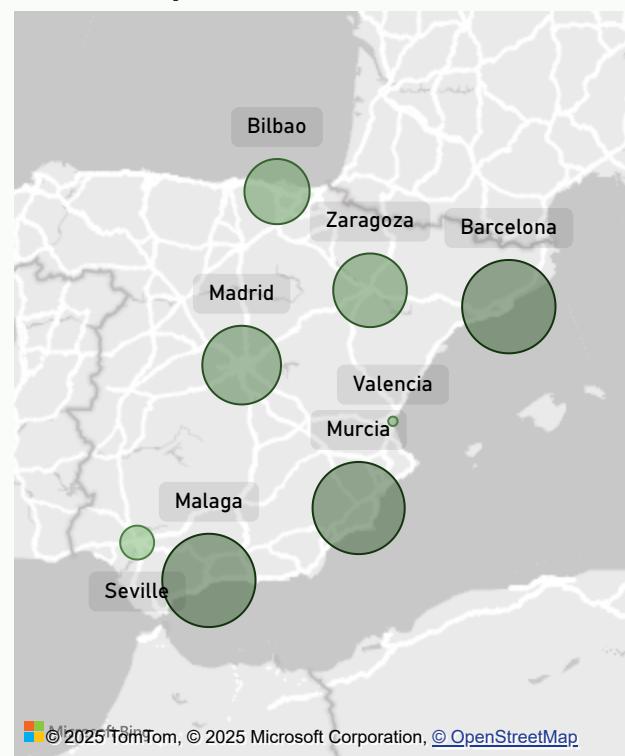
Average Customer Score

575

+0.1% ▲ from 2023
From Jan 2024 To Dec 2024

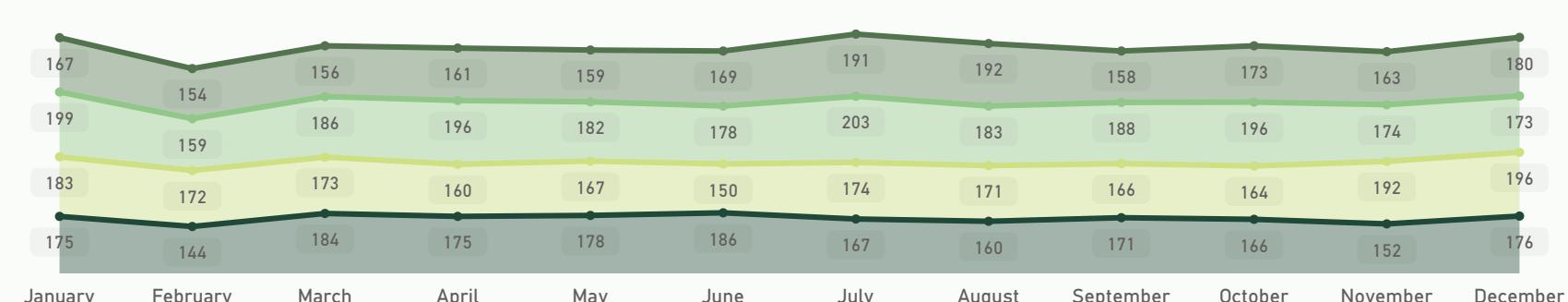


Revenue by Branch

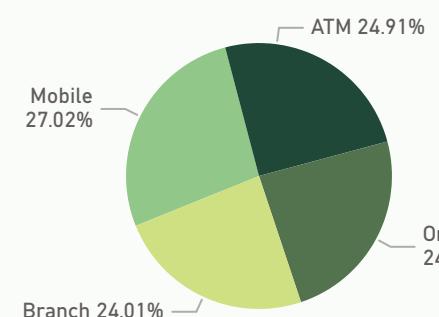


Channel Usage Over Time

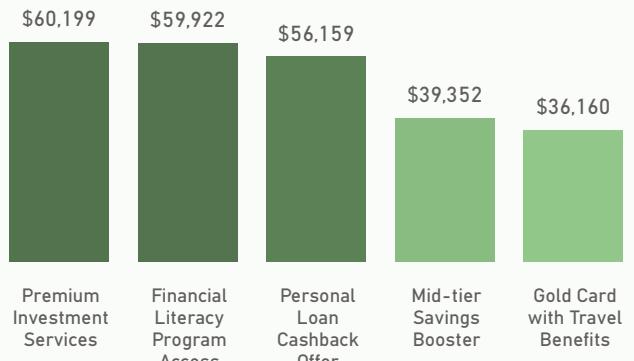
● ATM ● Branch ● Mobile ● Online



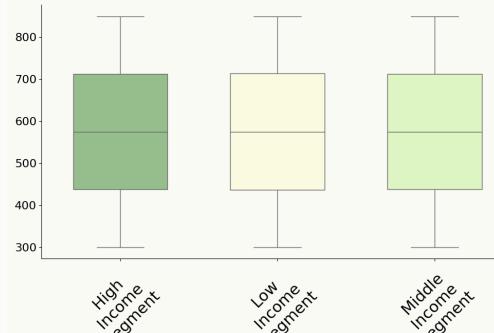
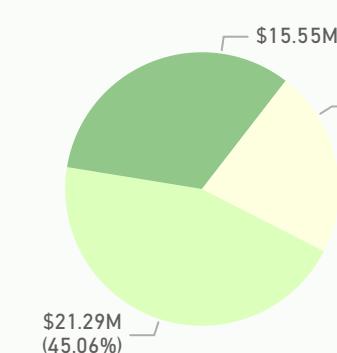
Transaction Breakdown by Channel



Revenue by Recommended Offers



Customer Score by Transactions Segment



Product & Branch

Analyze financial product usage and compare branch performance across locations.

2023

2024

2025

Total Revenue

\$295K

-2.6% ▼ from 2023
From Jan 2024 To Dec 2024



Total Transaction Amount

\$47.2M

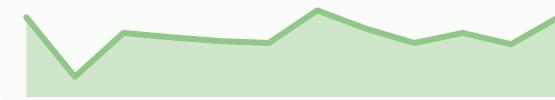
-0.4% ▼ from 2023
From Jan 2024 To Dec 2024



Total Transactions

8,342

-0.8% ▼ from 2023
From Jan 2024 To Dec 2024



There are **5,468** active customers across **8** cities, using **5** products and **5** subproducts. The most popular product category is **Credit Card**

Sales Distribution Across Categories and Offers

Category

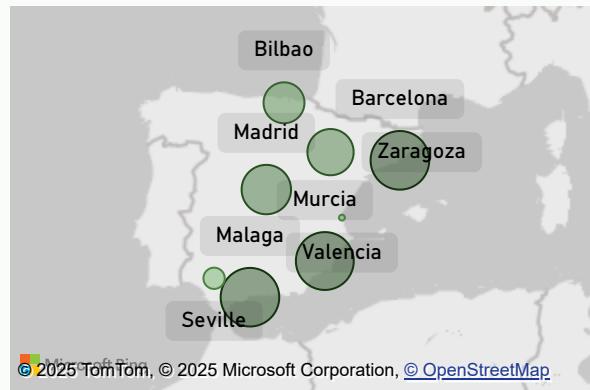
Savings Account

Sub category

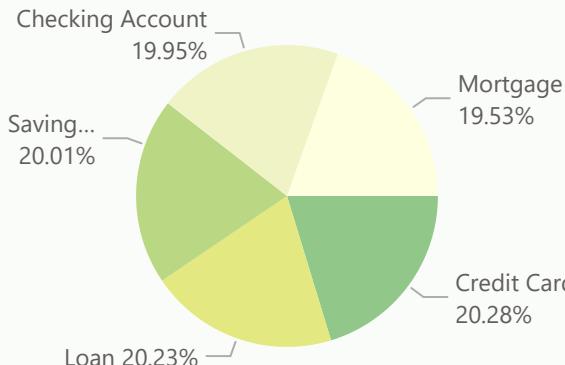
Standard

Mortgage \$14,006,254.17	Student \$1,001,018.46
Loan \$11,886,664.33	Standard \$985,249.60
Credit Card \$9,377,789.21	Platinum \$942,312.13
Checking Account \$7,314,114.51	Business \$874,231.03
Savings Account \$4,650,797.21	Gold \$847,985.99

Branch Performance by Location

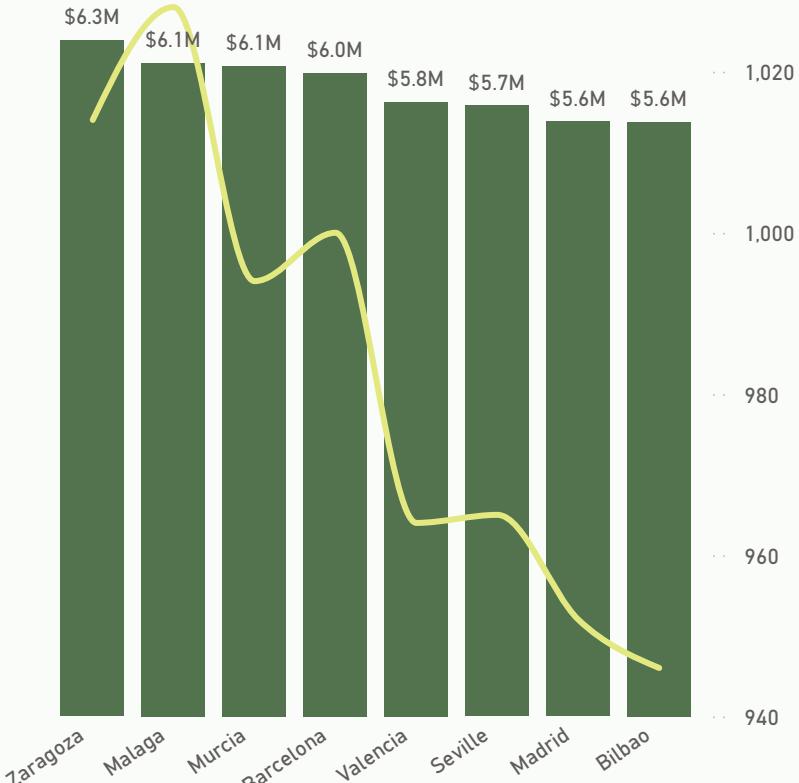


Product Popularity by Customer Count



Total Transactions and Customer Count by City

● Total Amount ● Number of Customers



Risk & Revenue

Monitor revenue from fees and identify customer risk through credit scores and late payment behaviour.

2023

2024

2025

Total Revenue

\$295K

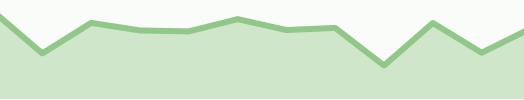
-2.6% ▼ from 2023
From Jan 2024 To Dec 2024



Total Credit Card Fees

\$48.0K

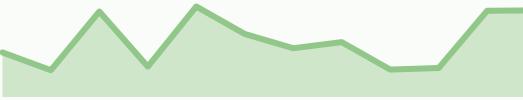
-3.4% ▼ from 2023
From Jan 2024 To Dec 2024



Total Insurance Fees

\$92.7K

-1.4% ▼ from 2023
From Jan 2024 To Dec 2024



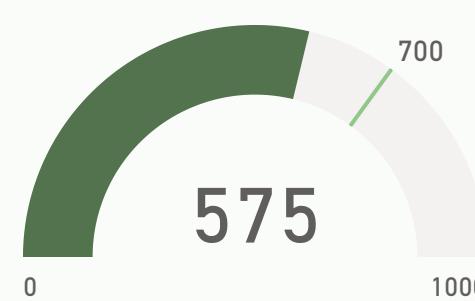
Total Late Payment Fees

\$153.8K

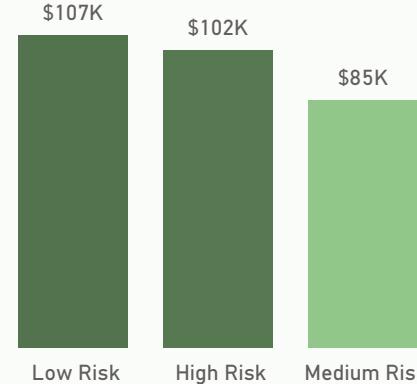
-3.0% ▼ from 2023
From Jan 2024 To Dec 2024



Average Customer Score

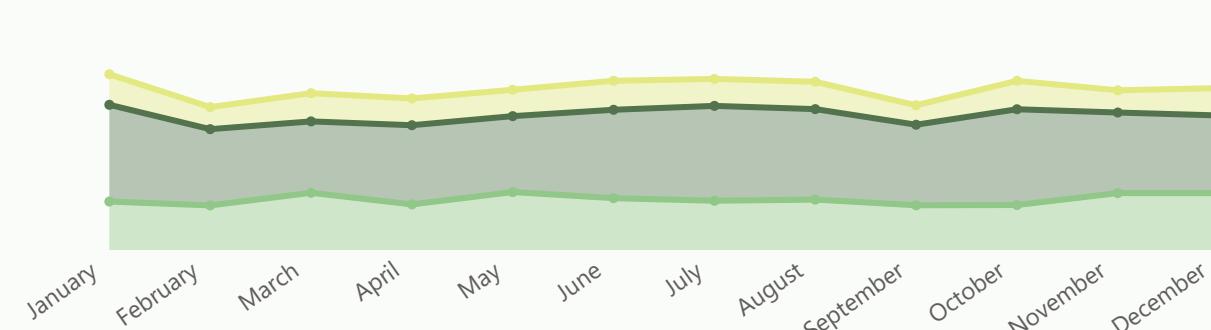


Customer Risk Distribution

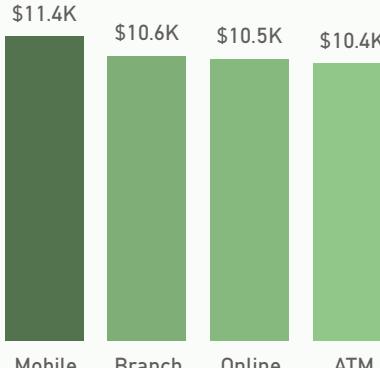


Credit Card, Insurance and Late Payment Fees by Month

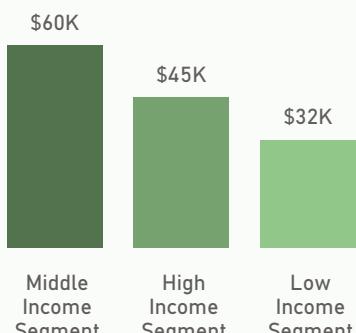
● Insurance ● Late Payment ● Credit Card



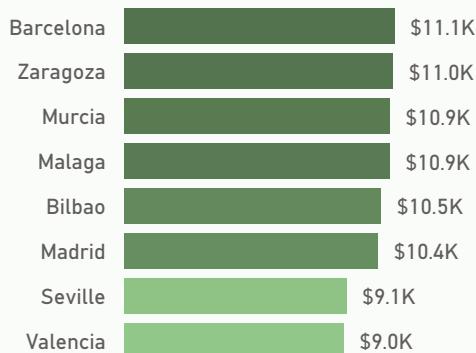
Credit Card Fees by Channel



Late Payment by Income Segment



Insurance Fees by Branch City



Fees Breakdown by Customer Segment

● Insurance ● Late Payment ● Credit Card

