

Q1

Users with Avg trans and #Weeks Actively Transacting, both > 20

5365ef22-136b-460e-bcf9-84ca42570d29
5d4daff8-9df1-4c0f-a9ee-7808a5d0fedb
ef15a0c7-b7bd-4475-8bcf-38325fc79578



Key performing Users both in terms of amount and frequency of trsactions

Top Users by # of Weeks actively transacting



Top Users by Avg transactions per active week



Key Insights

Total Count of overall transactions was higher for debit (7,045) than credit (3252)

'ef15a0c7-b7bd-4475-8bcf-38325fc79578'(9) is the User who is present in top 10 of both ' # of transactions' and also in 'amount of transactions'. Unlike rest of Users in top 10, his credit transactions are higher than debit transactions. He seems to be a **retailer** from the high frequency of transactions.

From the rest 9, I am categorizing them into 2 sections:

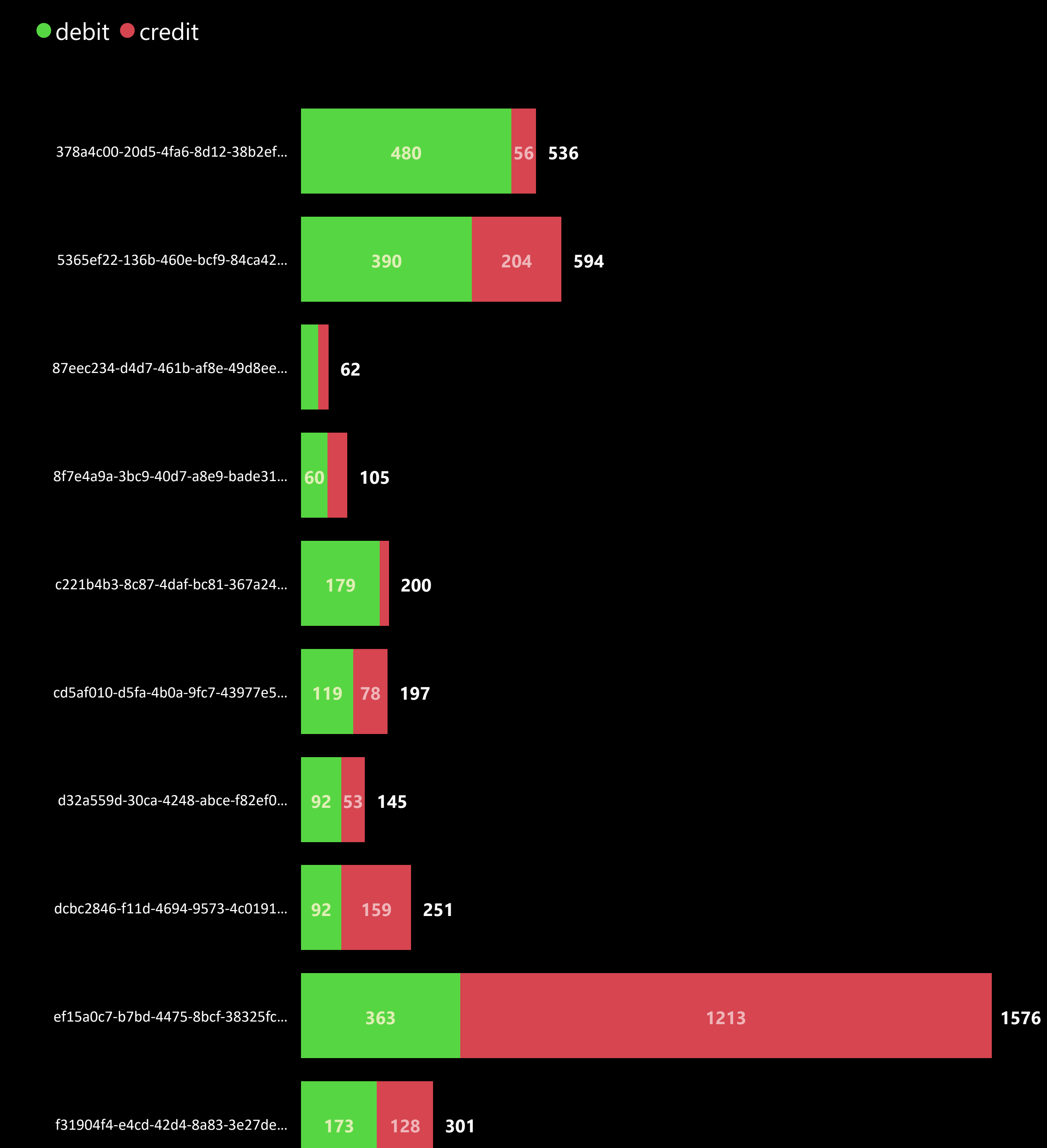
- 1.Those who started with credit transaction.
3,5,7,10 started with credit transaction **suppliers**
- 2.Those who started with debit transaction.
1,2,4,6,8 started with debit transaction **wholesallers**

Q2

Top Users by # of Transaction



Top Users by Transaction Amount



Credit cycle of Top 10 users by transaction amount



Count of transaction_type