Customer Churn & Fraud Monitoring Dashboard
Tracking churn trend & suspicious financial behavior across users

Overview

Total users: 280

Churn Rate: 30%

Flagged TXN: 24.3%

Month
- January
- February
- March

Channel
- Mobile
- USSD
- Web

Total Users
280
▲ 1.3% MoM% | Dec 2024 vs Nov 2024

Total Transactions
1K
▲ 10.8% MoM% | Dec 2024 vs Nov 2024

Churn rate
30%
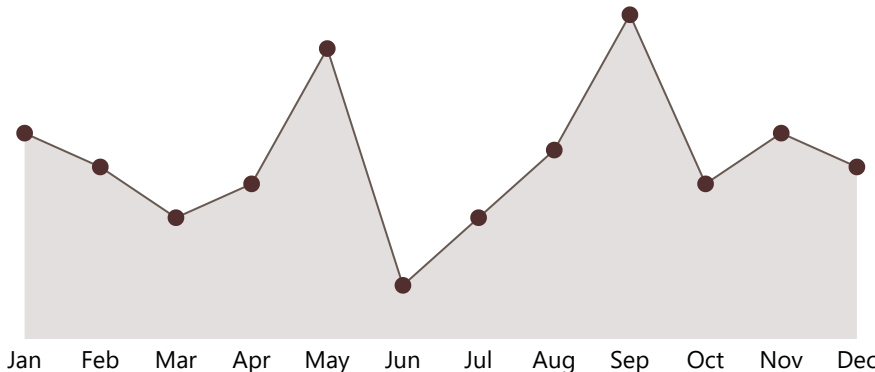▼ -10.3% MoM% | Dec 2024 vs Nov 2024

Active rate
70%
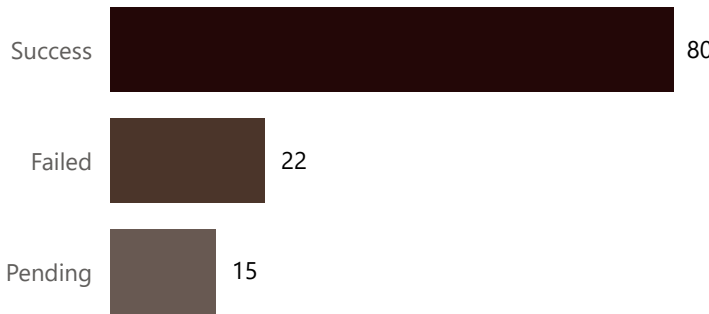▲ 5.6% MoM% | Dec 2024 vs Nov 2024

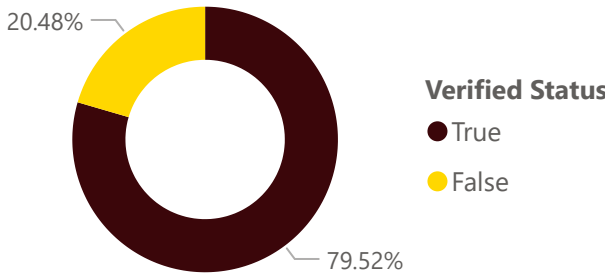**Avg Days Since Churned**
153
▲ 0.8% MoM% | Dec 2024 vs Nov 2024

Churn Over Time

Churned by Txn Status
- Success — 80
- Failed — 22
- Pending — 15

Verified Status Of Churned Users
Verified Status
- True — 79.52%
- False — 20.48%

Churned Users by Location
- South Africa — 47
- Ghana — 43
- kenya — 43
- Uganda — 40
- Nigeria — 30
- Unknown — 2
- Lagos — 1
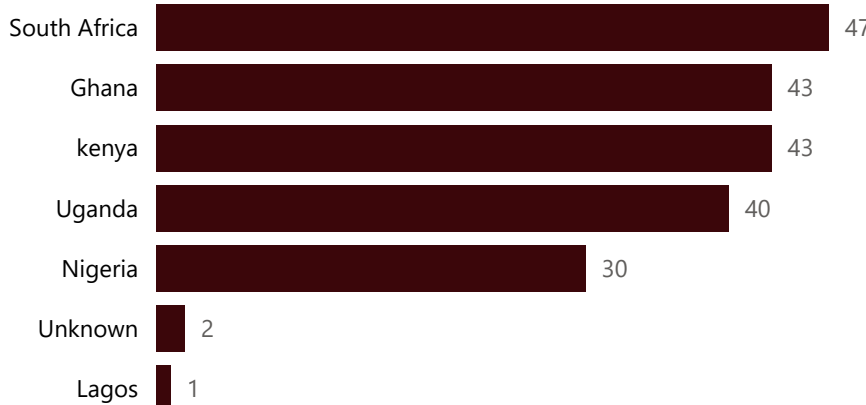
Churned: Linked Card vs None
has_linked_card
- True — 59.26%
- False — 40.74%
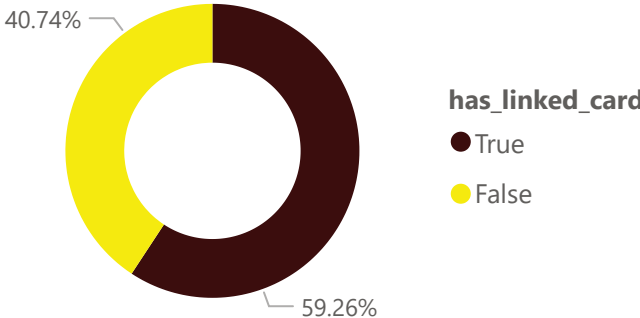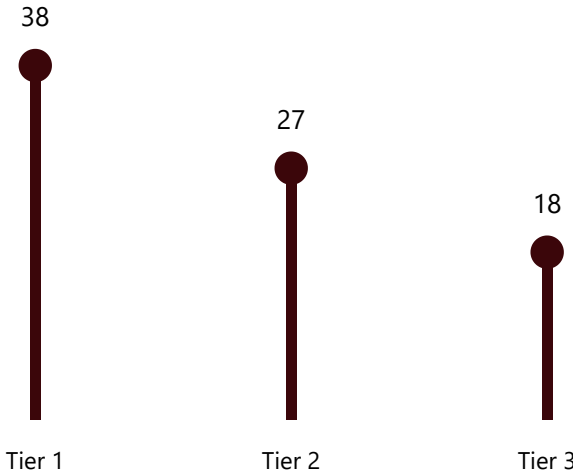
Churned by Account Tier
- Tier 1 — 38
- Tier 2 — 27
- Tier 3 — 18

Flagged Transaction Insight

Overview

Total users: 280

Churn Rate: 30%

Flagged TXN: 24.3%

Month

- January
- February
- March

Channel

- Mobile
- USSD
- Web

Flagged Txn Rate

24.3%

▲ 72.7% MoM% | Dec 2024 vs Nov 2024

Total Flagged Volume

$4.2M

▲ 97.7% MoM% | Dec 2024 vs Nov 2024

% Of Volume Flagged

67.45%

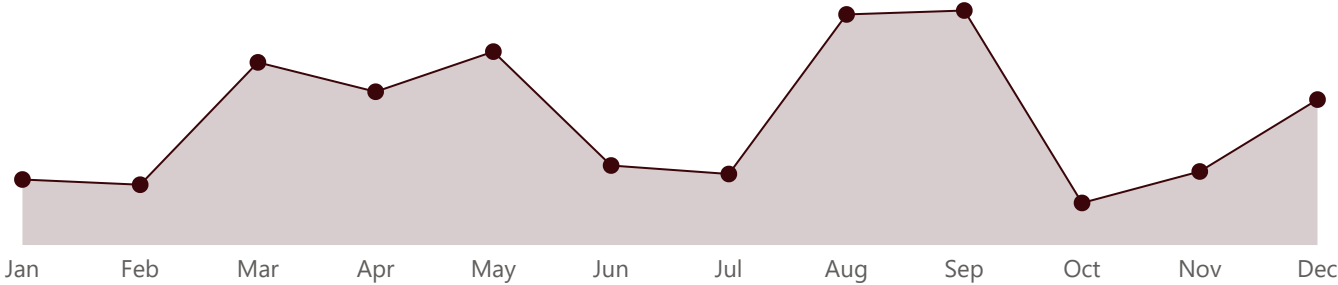▼ -17.6% MoM% | Dec 2024 vs Nov 2024

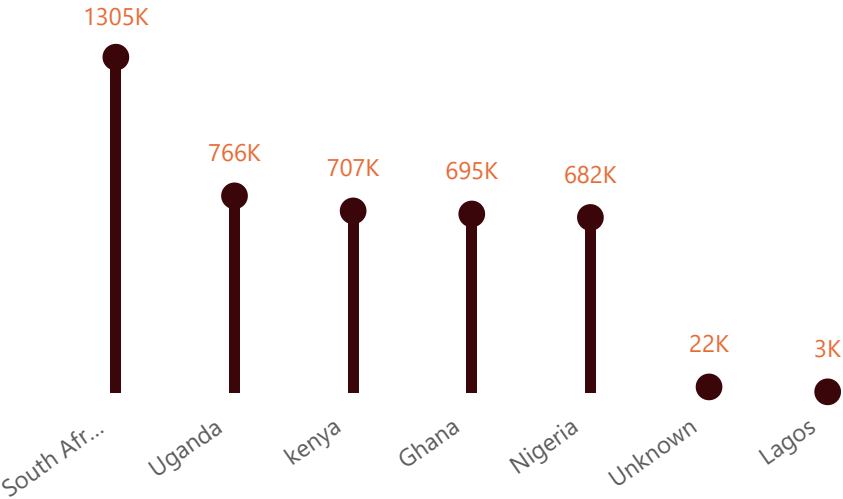## Flagged Value % by Channel
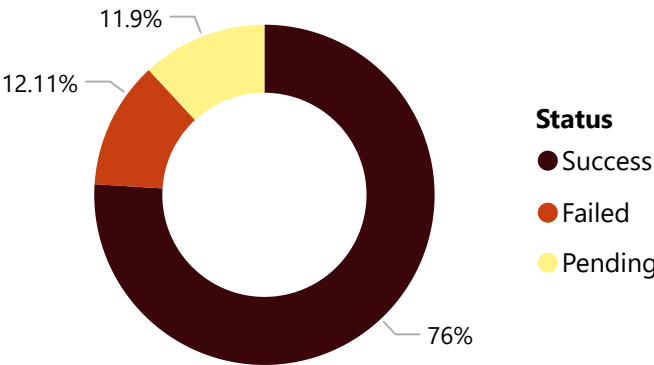
Channel

- ● USSD - 38%
- ● Web - 33%
- ● Mobile - 30%

Monthly Flagged Volume $

Jan · Feb · Mar · Apr · May · Jun · Jul · Aug · Sep · Oct · Nov · Dec

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Flagged $ by Country

- South Afr... — 1305K
- Uganda — 766K
- kenya — 707K
- Ghana — 695K
- Nigeria — 682K
- Unknown — 22K
- Lagos — 3K

Flagged $ by Transaction Status

- 11.9%
- 12.11%
- 76%

Status
- ● Success
- ● Failed
- ● Pending

Suspicious Account by Transaction Volume

UserID	fraud amout/ user ▼	Location	Channel	churned
U0083	$89,041	Ghana	Mobile	False
U0112	$87,800	South Africa	Web	False
U0127	$87,534	Ghana	Mobile	True
U0284	$87,532	South Africa	USSD	False
U0019	$87,457	Uganda	Web	False
U0073	$86,552	Ghana	USSD	True
U0103	$83,847	South Africa	Web	True
U0082	$82,550	South Africa	USSD	False
U0158	$81,691	Ghana	Web	False
U0031	$81,503	South Africa	Web	False
U0089	$80,711	Nigeria	Web	True
U0173	$80,591	Uganda	Mobile	False
U0241	$80,237	Uganda	USSD	False
U0103	$79,174	Nigeria	Mobile	True
U0219	$78,753	kenya	Web	True
Total	**$4,180,580**			