

Users Churn & Fraud Monitoring Dashboard

Tracking churn trend & suspicious financial behavior across users

Churn & Engagement Monitor

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%

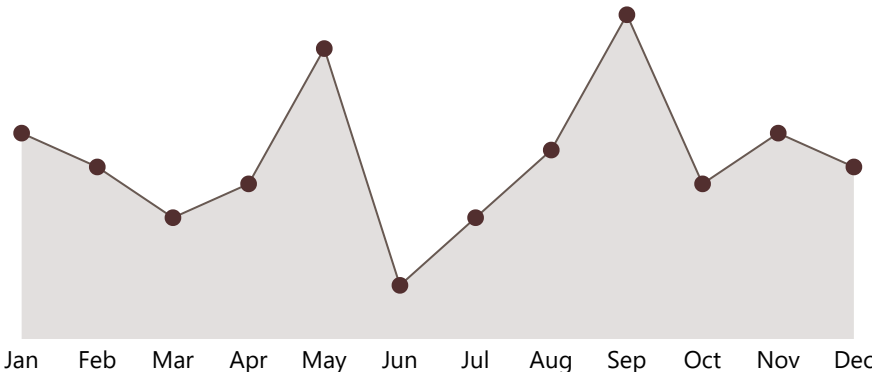
▲ 5.6% MoM% | Dec 2024 vs Nov 2024

Avg Days Inactive

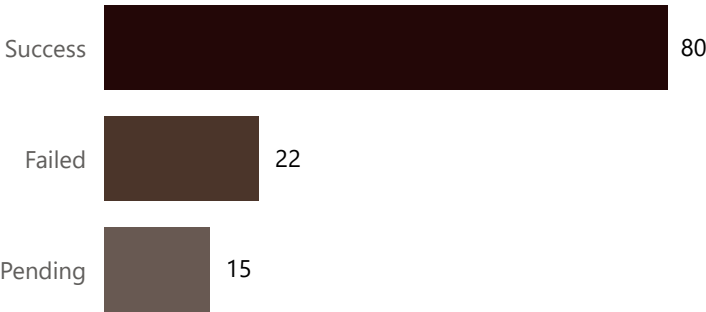
153

▲ 0.8% MoM% | Dec 2024 vs Nov 2024

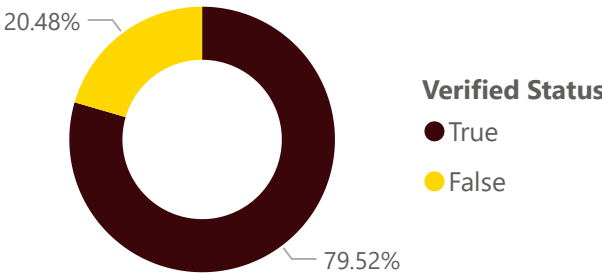
Churn Over Time



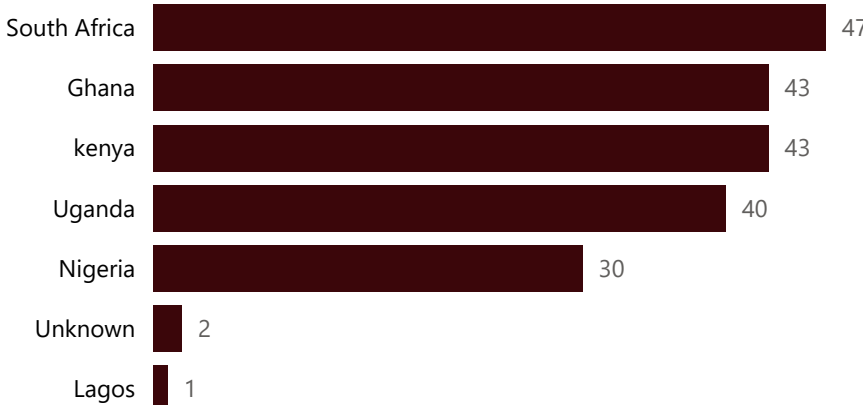
Churned by Txn Status



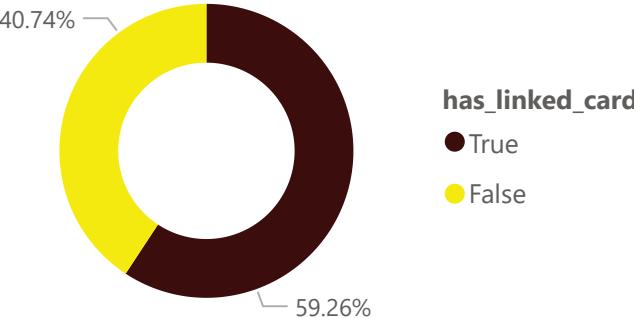
Verified Status Of Churned Users



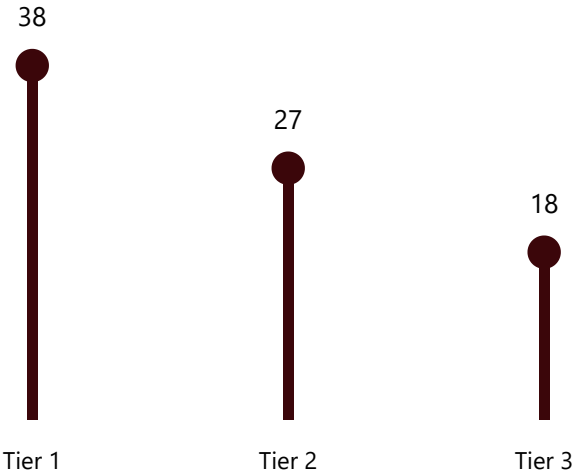
Churned Users by Location



Churned: Linked Card vs None



Churned by Account Tier



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

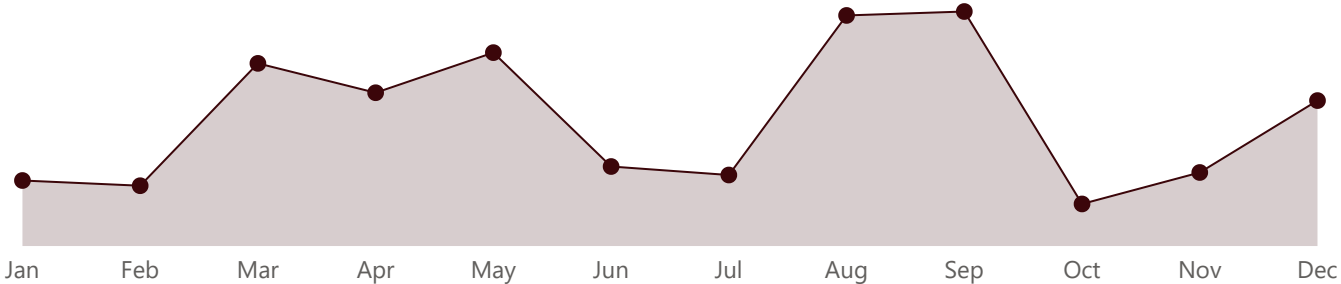
● USSD - 38%

● Web - 33%

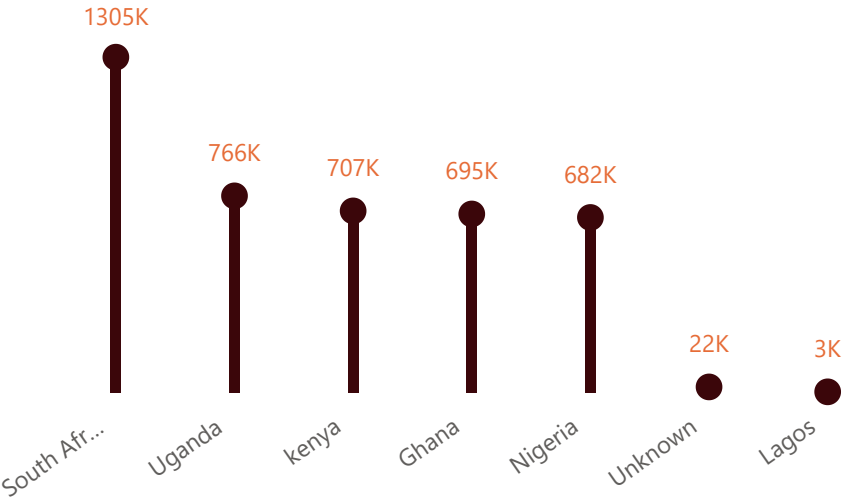
● Mobile - 30%



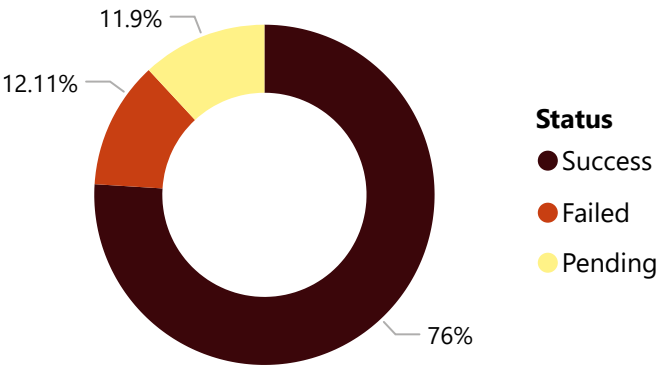
Monthly Flagged Volume \$



Flagged \$ by Country



Flagged \$ by Transaction Status



Suspicious Account by Transaction Volume

UserID	fraud amount/ 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	\$78,752	Kenya	Web	True
Total	\$4,180,580			