



Fintech BI Dashboard

Business Performance

Agent Network Optimization

Customer Insights

Complaint Resolve

FINTECH PERFORMANCE TRACKING DASHBOARD

This **Fintech Performance Dashboard** is Designed to provide a comprehensive view of your Organization's **Operational Health and Growth Potential**. Tailored for Leaders and Decision-makers, the Dashboard Delivers Actionable Insights into critical areas, helping you achieve Efficiency, Transparency, and Excellence.

Key Focus Areas:

Business Performance:

Monitor and evaluate key metrics such as transaction volumes, revenue streams, and service adoption rates to track overall business growth. Leverage detailed performance insights to maximize impact and profitability.

Agent Network Optimization:

Analyze agent activity, performance, and coverage to ensure your network is operating efficiently. Identify underperforming areas, optimize agent placement, and develop strategies to boost engagement and service quality.

Customer Insights:

Understand customer behaviour through data-driven segmentation and trends. Track customer engagement, transaction patterns, and preferences to deliver a personalized and seamless experience.

Complaint Resolution:

Enhance customer satisfaction by monitoring complaint trends, resolution times, and root causes. Optimize service delivery by addressing recurring issues and improving your support systems.

Whether you're analyzing agent performance, identifying service bottlenecks, or tracking customer complaints, our platform provides real-time, **Customizable Dashboards for Your Needs** that adapt to your requirements.

Empower your team with **Power BI insights** needed to make informed decisions. From optimizing agent incentives to resolving customer issues, this dashboard supports every aspect of your financial ecosystem to **Take Charge with Data-Driven Decisions**.



Fintech BI Dashboard

Business Performance

Agent Network Optimization

Customer Insights

Complaint Resolve

Transaction Status

Select all Failed Successful

Date
01/01/2022 31/12/2024



25.2bn

Total Transaction Volume

515.3K

Total Transaction

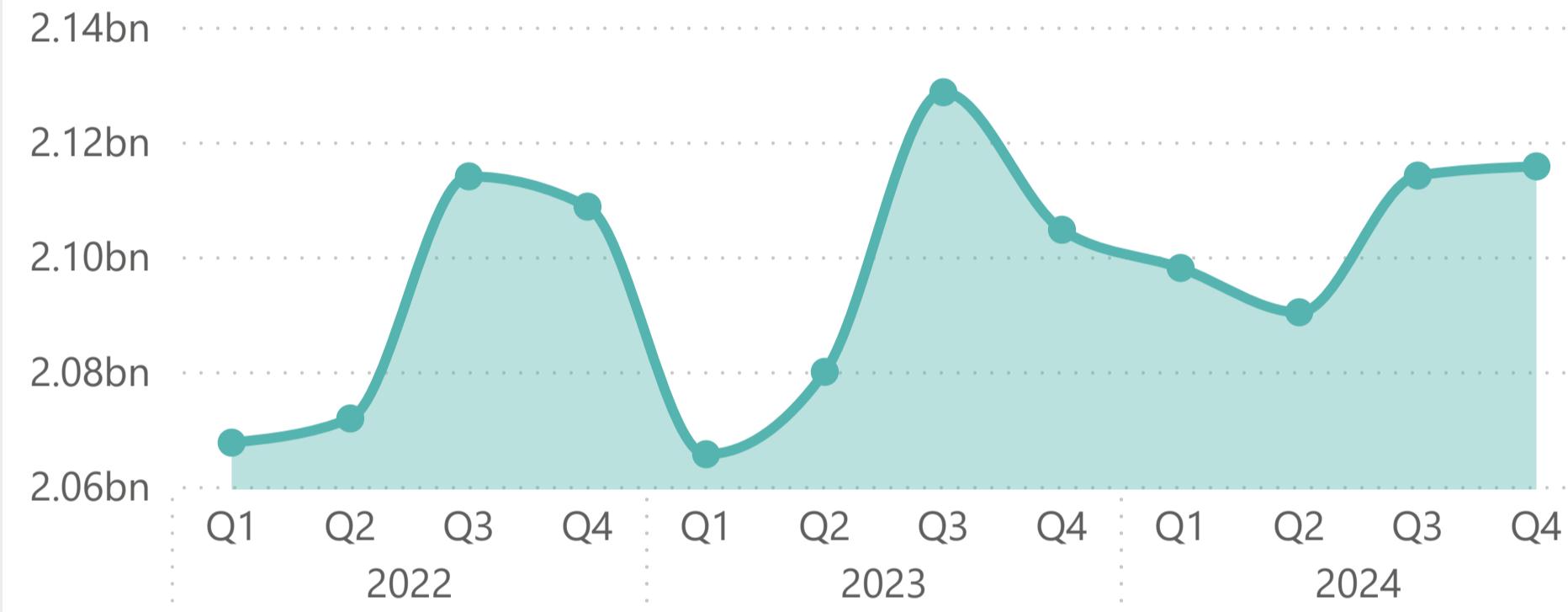
48.8K

Average Transaction

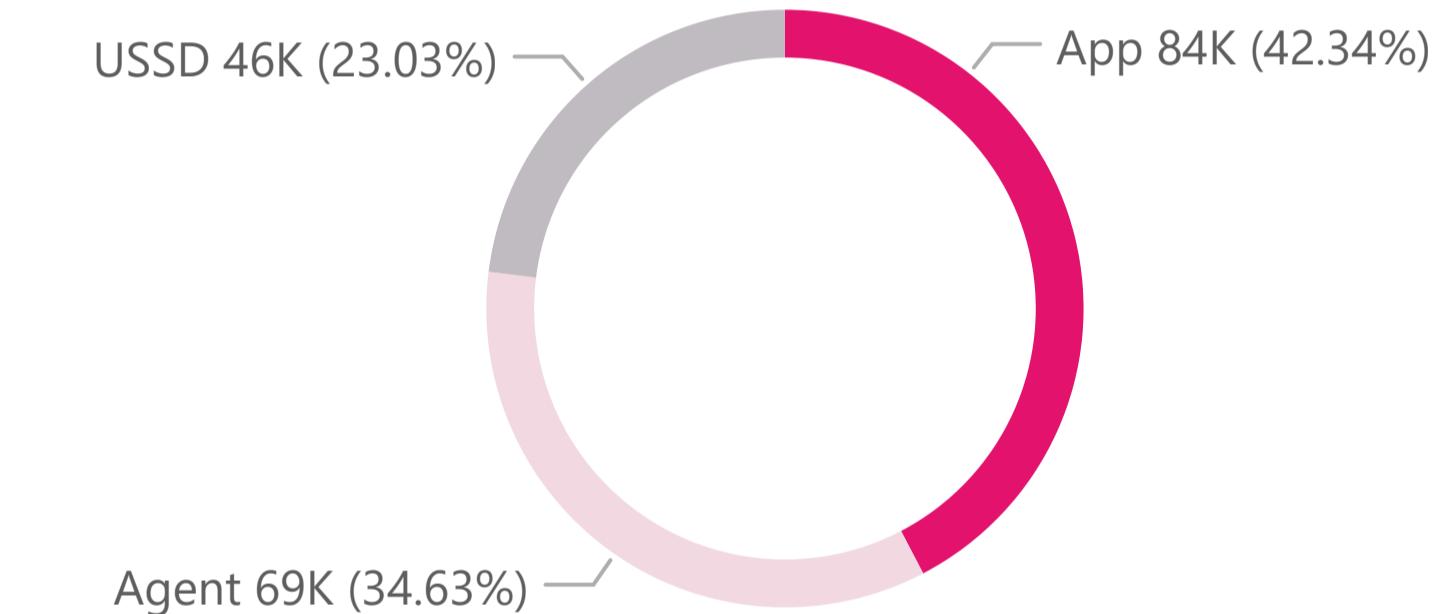
88.5%

Success Rate

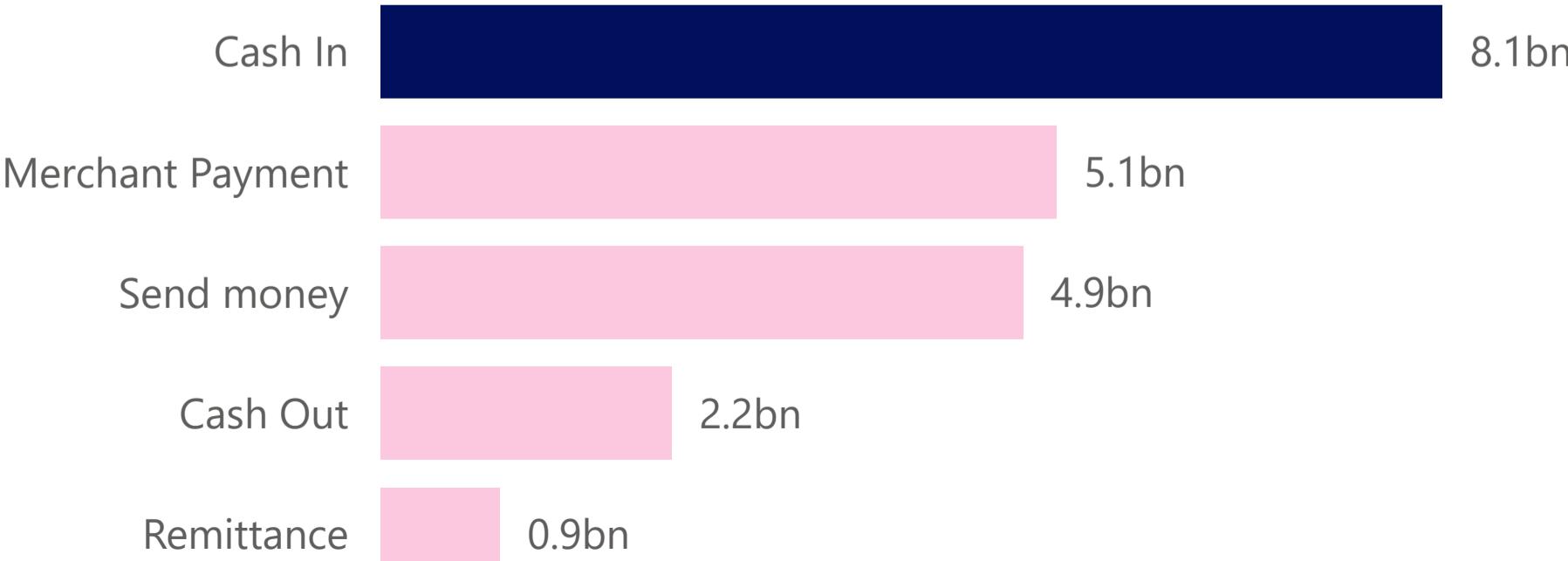
Transaction volume Trend



Most Favorite Channels of Customers



Top 5 Transaction Type by Volume



Transaction By region





Fintech BI Dashboard

Business Performance

Agent Network
Optimization

Customer Insights

Complaint Resolve

Transaction Status

Select all

Failed

Successful

Active Status

Select all

Active

Inactive

Date

01/01/2022

31/12/2024

68.7K

Total Agents

1.75bn

Total Revenue

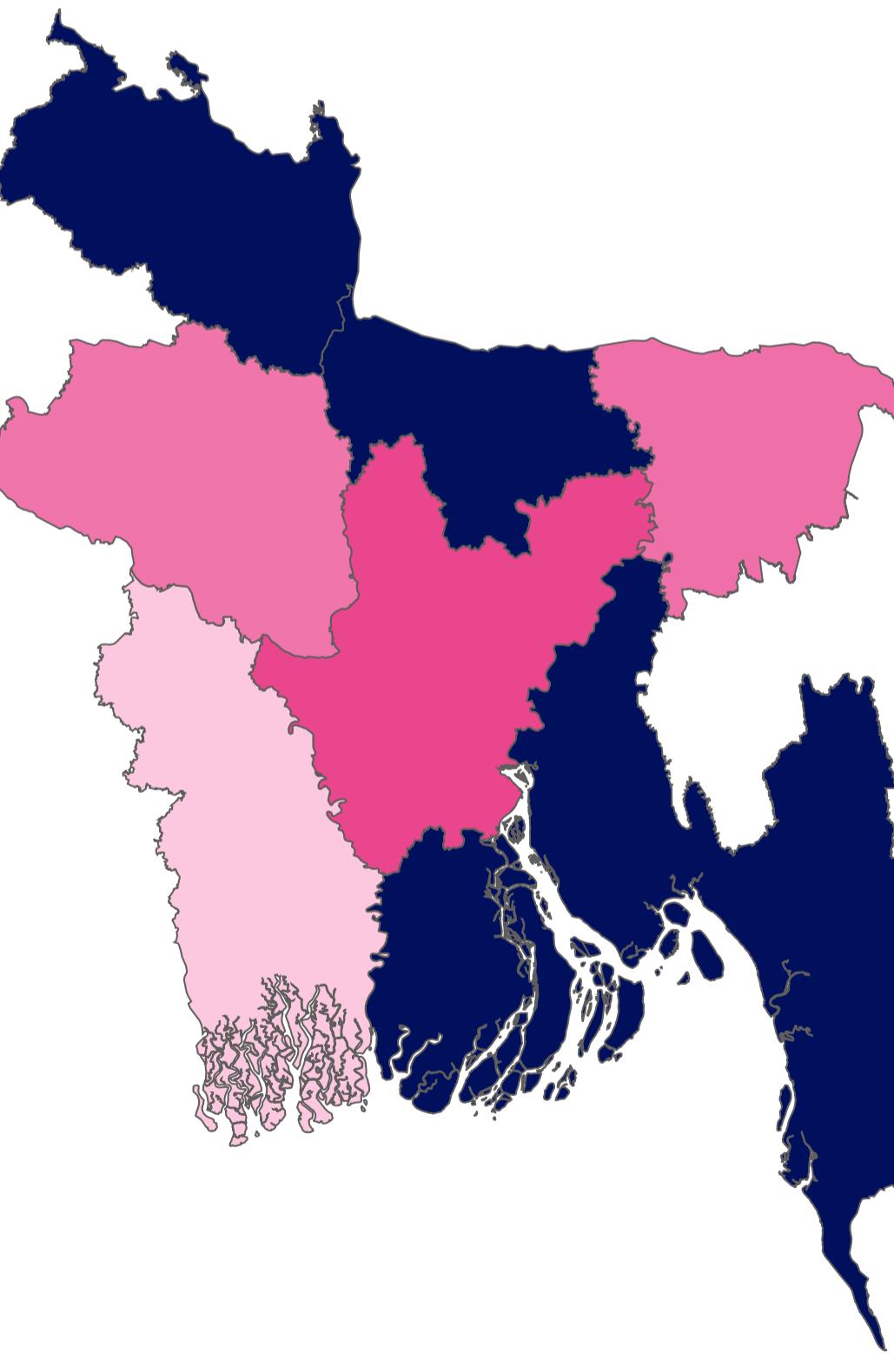
181.9K

Total Transactions by Agents

10.31bn

Transaction Volume by Agents

Agent Distribution by Location



Top Agents
471.61M

Location X

Chattogram
75.34M

Dhaka
106.38M

Khulna
103.13M

Rajshahi
96.92M

Sylhet
89.83M



Fintech BI Dashboard

Business Performance

Agent Network Optimization

Customer Insights

Complaint Resolve

Transaction Status

Select all

Failed

Successful

Year

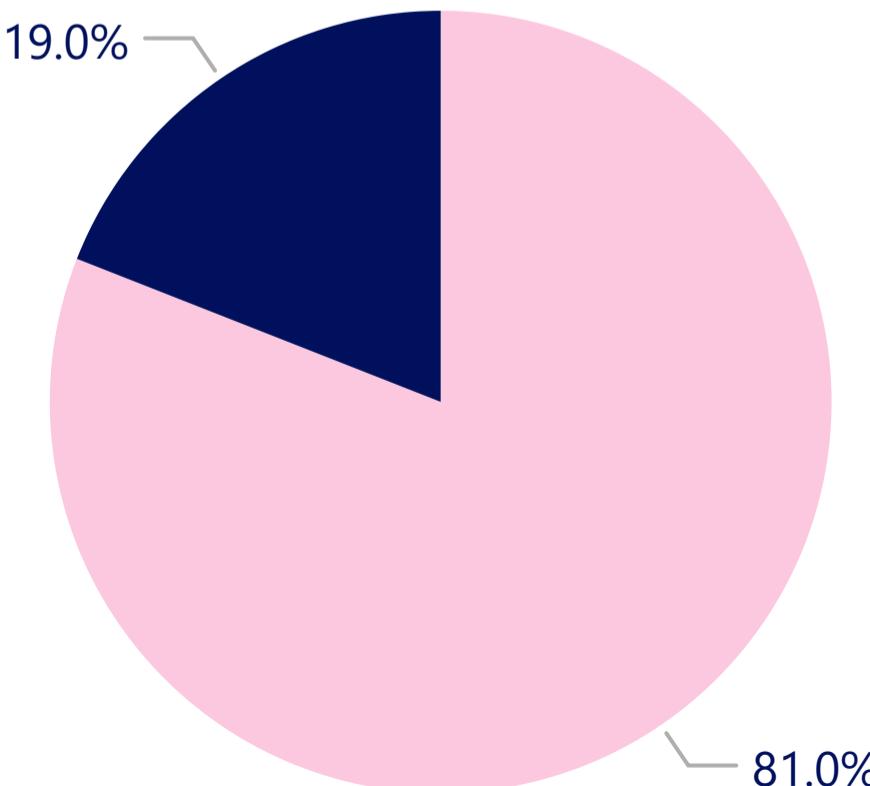
2022

2024



Age Group	Add Money	Bill Payment	Cash In	Cash Out	Donation	Loan RePayment	Mobile Recharge	Remittance	Savings	Send money	Total
Senior	1,591	1,647	12,579	12,634	1,622	1,632	1,490	1,543	1,591	35,138	71,467
Rural	772	839	6,325	6,318	790	801	735	749	828	17,612	35,769
Urban	819	808	6,254	6,316	832	831	755	794	763	17,526	35,698
Young Adult	1,323	1,301	10,463	10,548	1,309	1,361	1,352	1,301	1,328	29,846	60,132
Urban	669	681	5,313	5,405	626	699	650	655	652	15,017	30,367
Rural	654	620	5,150	5,143	683	662	702	646	676	14,829	29,765
Adult	1,236	1,196	10,025	10,043	1,260	1,237	1,219	1,253	1,218	27,755	56,442
Rural	630	612	5,005	5,001	647	631	604	631	607	13,952	28,320
Urban	606	584	5,020	5,042	613	606	615	622	611	13,803	28,122
Teenager	166	170	1,424	1,382	153	165	178	161	158	3,685	7,642
Urban	90	79	710	670	78	81	98	82	80	1,925	3,915
Total	4,316	4,314	34,491	34,607	4,344	4,395	4,239	4,258	4,295	96,424	195,683

Unique Customers by Gender



Total Transaction Volume and Average Transaction by Age Group and Gender

Gender ● Female ● Male ■ Average Transaction





Fintech BI Dashboard

Business Performance

Agent Network
Optimization

Customer Insights

Complaint Resolve



Average resolution minute

60

Served Customers

15K

Total Complaint

18K

Complaint & Served customers trend by year

● Total Complaint ● Served Customers

Q4 2022 Q3 2022 Q2 2024 Q4 2023 Q2 2024 Q3 2024 Q1 2022 Q4 2024 Q1 2024 Q3 2023 Q2 2022 Q1 2023

Complaint type By location

Location ● Chatogram ● Dhaka ● Khulna

Incorrect Charge Failed Transaction Service Delay

Complaint by Age group

