



FINTECH ANALYSIS

CITY

- Ahmedabad
- Bengaluru
- Bhopal
- Chennai
- Delhi
- Hyderabad
- Indore
- Jaipur
- Lucknow
- Mumbai
- Nagpur
- Pune

CUSTOMER TRANSACTION BEHAVIOR OVERVIEW

Total Amount

810M

Total Transactions

120K

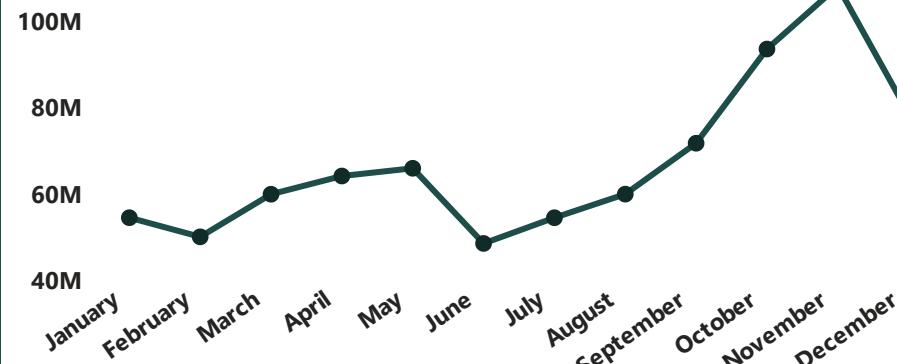
Avg Transaction Value

6.75K

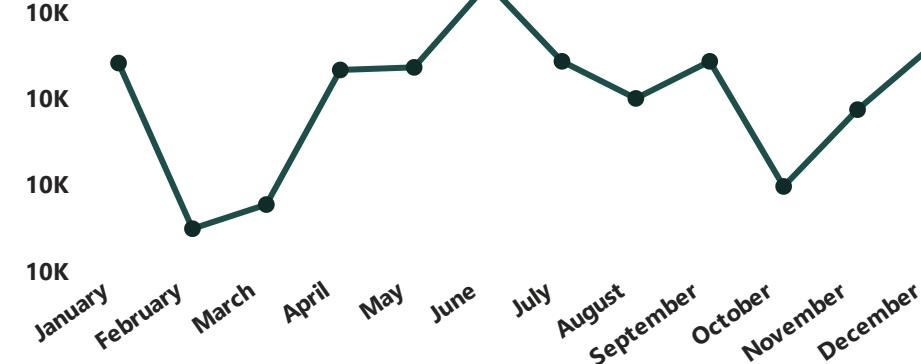
Active Customer

17.98K

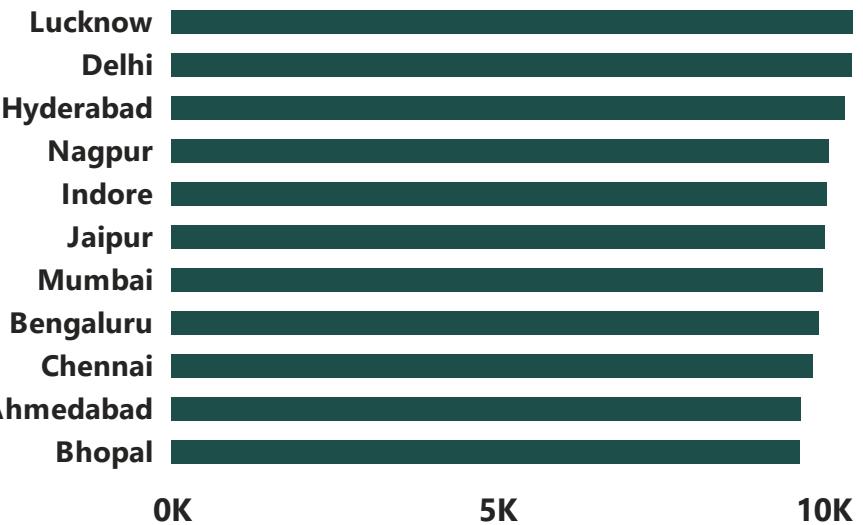
Monthly Amount Trend



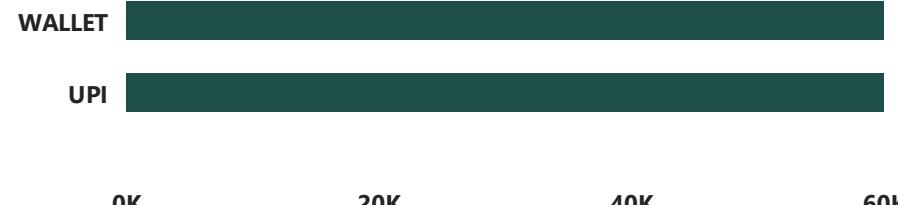
Monthly Transaction Trend



Transactions by city



Transaction By Payment Type





Customer Value & Risk Segmentation

(Blank)

Active

(Blank)

High Value

TOTAL AMOUNT

18K

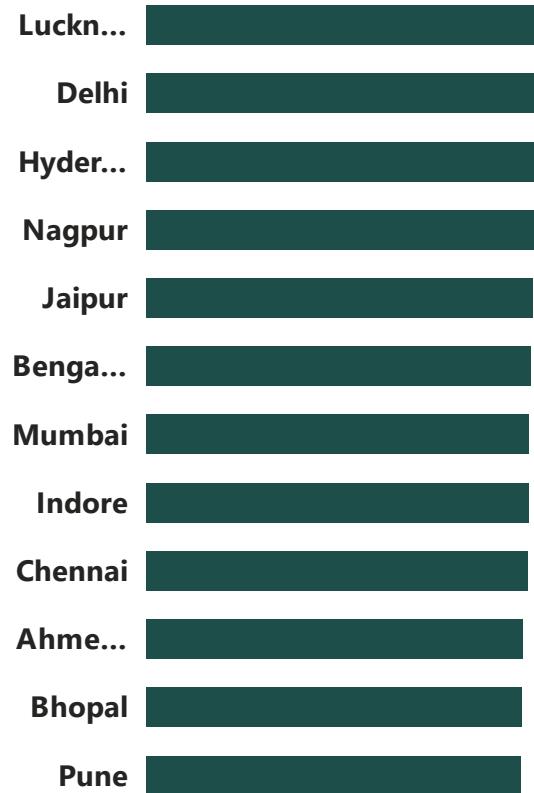
MEDIUM VALUE CUSTOMERS

4.5K

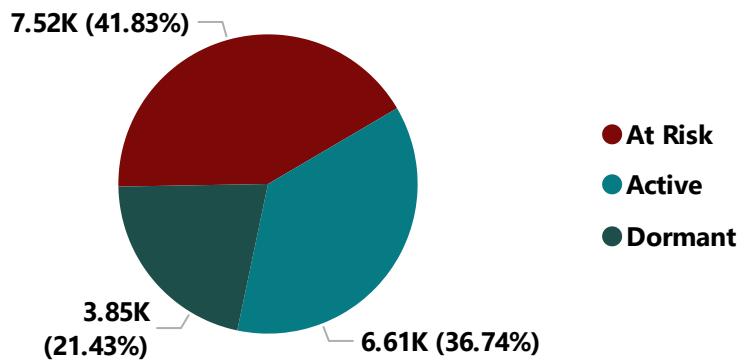
NORMAL RISK CUSTOMERS

11.4K

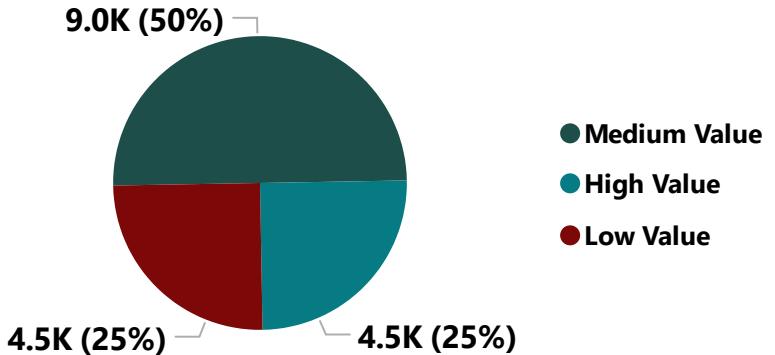
Customer By City



Customer Risk Distribution



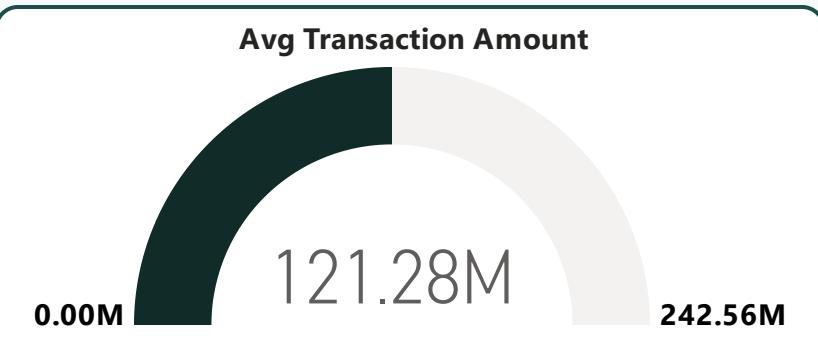
Customer Value Distribution



Customer Value × Risk Matrix

customer_value_segment	Active	At Risk	Dormant	Total
High Value	2285	1994	217	4496
Low Value	1028	1505	1962	4495
Medium Value	3294	4022	1674	8990
Total	6607	7521	3853	17981

Avg Transaction Amount



Avg Amount

