



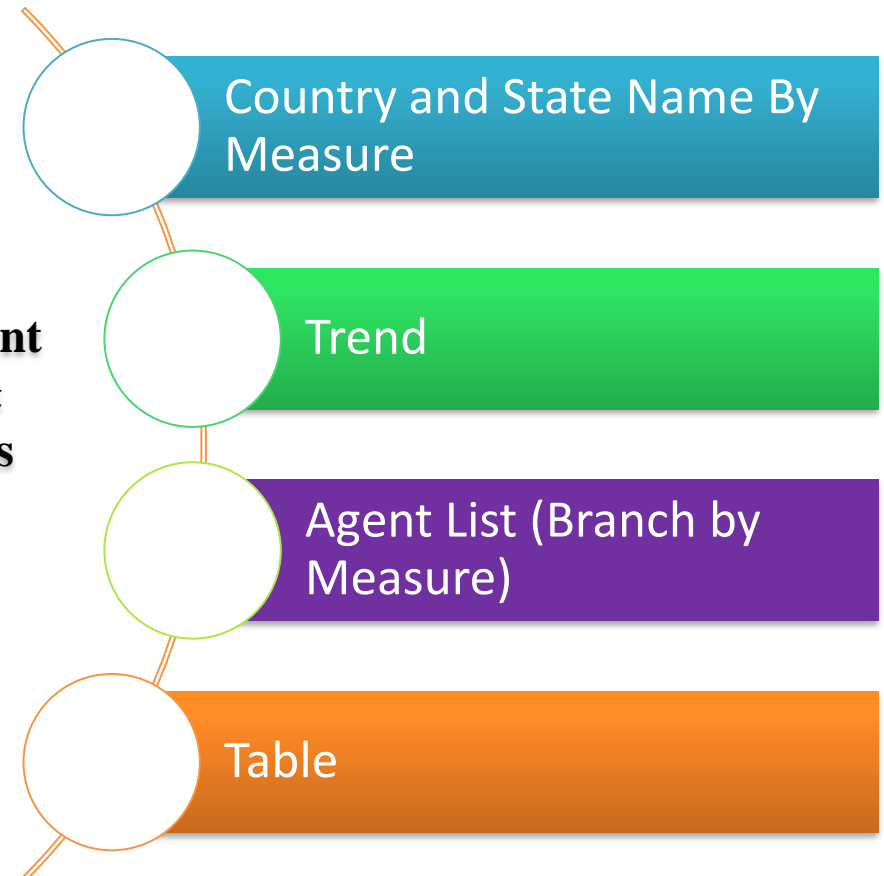
## FX Trader Promotion

The FxTrader Promotion Dashboard in Power BI provides a comprehensive analysis of promotional campaign effectiveness, tracking key metrics such as user engagement, conversion rates, and revenue generated from promotions. It visualizes data trends over time, identifies top-performing campaigns, and highlights customer segments with the highest promotion uptake. The dashboard offers interactive features, enabling users to filter and drill down into specific data points for detailed insights. It aids in optimizing promotional strategies by offering a clear view of what works and what doesn't.

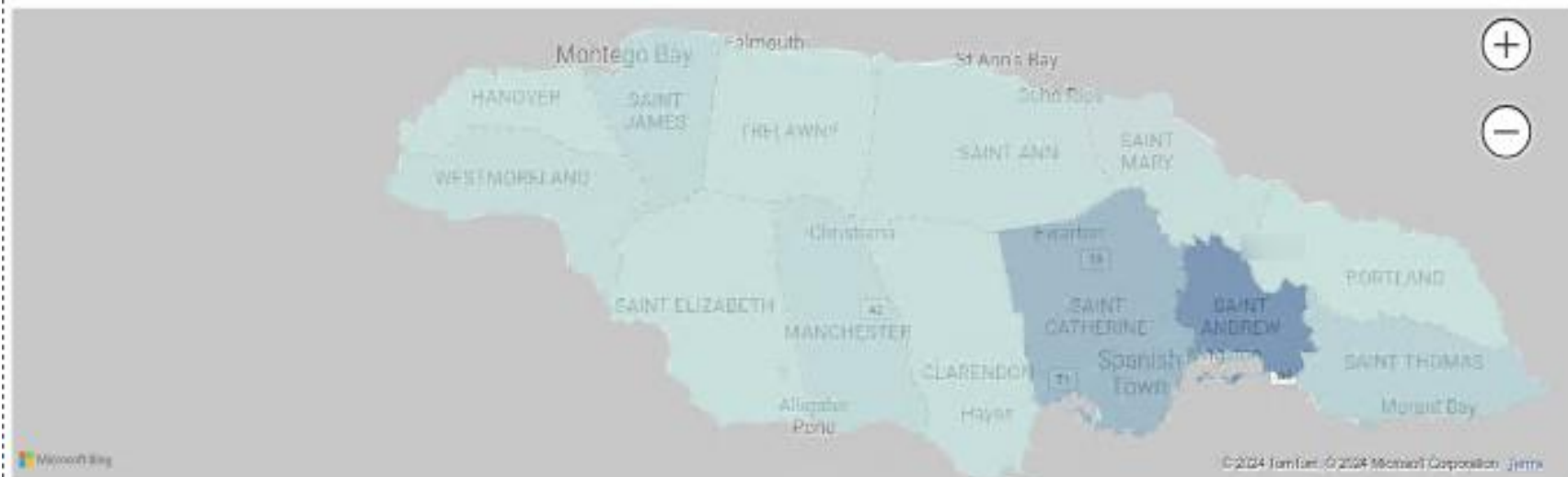
### Benefits to the End User

- ✓ End users benefit from the FX Trader Promotion Dashboard by gaining a deep understanding of how different promotional campaigns impact their business.
- ✓ With easy access to visualized data, users can quickly identify successful strategies and areas needing improvement, leading to more informed decision-making.
- ✓ The dashboard's interactive features allow for tailored analysis, helping users to focus on specific segments or time periods of interest.
- ✓ This ultimately leads to better resource allocation, improved campaign performance, and enhanced overall business growth.

### Important KPI & Metrics Used



## Map



YEAR OF TRANSACTION DATE

2024

MONTH OF TRANSACTION DATE

All

PROMOTION

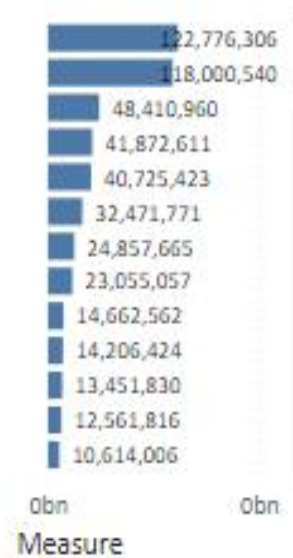
All

Display As

## Trend



## Agent List



Measure Names

Measure

Revenue

Measure

23,857

238,042,594



# Screens

YEAR OF TRANSACTION DATE	MONTH OF TRANSACTION DA...	PROMOTION	Display As						
2024	All	All							
				Drill on	Rows	↑	↓	⇅	⇅
Table									
BRANCH NAME	January	February	March	April	May	June	July	Total	
	60,063	55,465	43,999	45,747	35,939	48,471	13,731	303,415	
	469,196	292,007	304,912	299,707	360,116	225,165	4,695	1,955,798	
	7,825,933	5,100,903	3,736,660	8,620,365	6,848,777	6,227,141	2,365,645	40,725,423	
	916,631	541,723	557,858	685,968	532,404	618,832	73,548	3,926,964	
	4,896,843	3,422,528	-626,691	2,615,930	1,140,960	1,626,432	375,828	13,451,830	
	3,591,070	2,292,470	2,141,326	2,118,959	2,126,797	2,049,762	342,177	14,662,562	
	2,086,541	1,156,244	1,210,451	1,272,145	1,102,223	1,111,988	70,926	8,010,517	
	7,479,992	4,710,945	3,791,877	4,855,291	4,991,081	5,244,493	1,398,091	32,471,771	
	2,635	6,166	2,170	9,161	3,138	4,389	1,899	29,558	
	1,681,661	1,216,118	889,443	800,932	956,353	960,579	95,728	6,600,813	
	1,872,099	845,940	730,341	538,510	467,493	619,924	93,717	5,168,024	
	592,484	420,783	259,815	474,828	358,039	673,574	127,038	2,906,559	
	406,666	262,375	22,889	9,403				701,334	
	31,156	20,107	26,048	21,423	23,874	15,469	3,457	141,535	
	-18,288,598	-27,739,530	1,636,577	-15,074,592	-11,043,016	-13,904,566	-928,341	-85,342,065	
	748,753	480,593	437,660	365,625	402,569	478,037	74,440	2,987,678	
	130,020	186,325	123,319	178,154	184,074	171,803	1,371	975,067	
	547,267	274,603	320,149	307,824	167,570	231,550	28,473	1,877,436	
	157,491	117,848	91,111	72,722	178,658	70,858	13,562	702,249	
	846,549	514,676	569,682	470,916	452,578	449,993	91,450	3,395,842	
	290,271	208,886	173,982	219,680	179,388	116,390	20,789	1,209,386	
	7,820	3,168	3,702	4,440	7,409	7,356	1,087	34,983	
	20,415	20,967	16,305	11,787	17,092	20,557	3,602	110,724	
	8,336	13,601	10,054	10,211	6,200	9,214	1,898	59,514	
	12,687	6,599	11,073	9,755	4,689	7,004	2,959	54,766	
	656,087	567,271	512,540	343,751	371,477	323,592	126,011	2,900,729	
Total	141,173,411	95,739,790	75,982,197	91,714,638	80,534,563	78,728,114	16,329,175	580,201,888	