

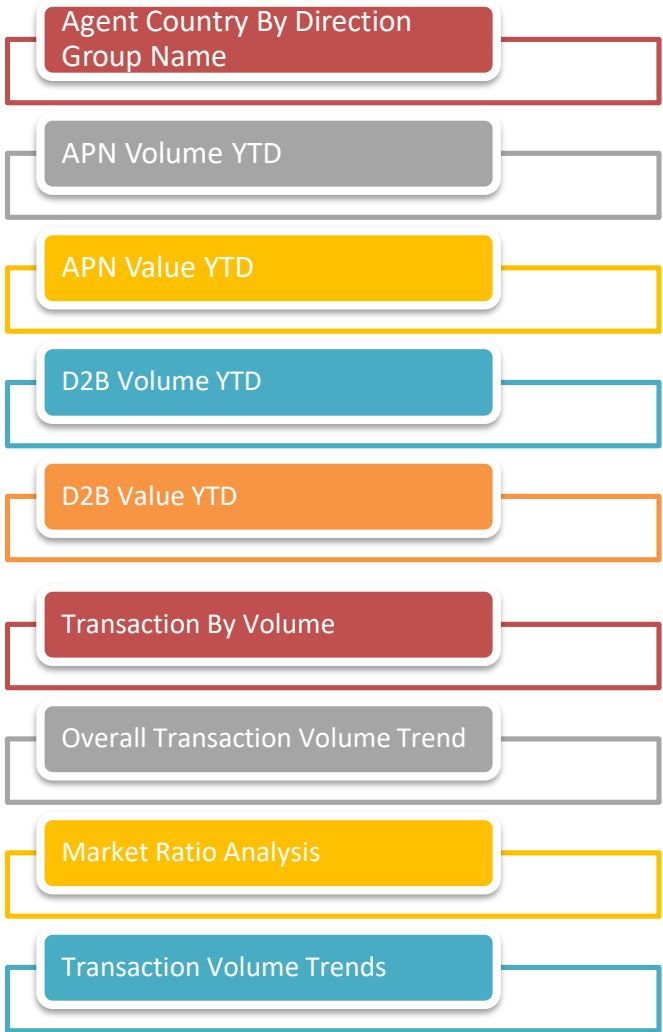
## Western Union Retail and Digital

The Western Union Retail and Digital Power BI Dashboard offers a comprehensive view of the performance metrics for both retail and digital channels. It provides key insights into transaction volumes, revenue trends, customer demographics, and regional performance. The dashboard is designed to facilitate data-driven decision-making by visualizing KPIs, identifying growth opportunities, and highlighting areas requiring attention. Users can interact with the data through filters and drill-downs to uncover detailed insights, ensuring a thorough understanding of business dynamics.

### Benefits to the End User

- ✓ End users benefit significantly from the Western Union Retail and Digital Power BI Dashboard by gaining real-time access to critical business metrics in an intuitive and interactive format.
- ✓ This enables them to quickly identify trends and patterns, optimize operational strategies, and enhance customer experiences.
- ✓ The dashboard's ability to provide granular insights into both retail and digital performance helps in making informed decisions, driving efficiency, and ultimately increasing profitability.
- ✓ Additionally, its user-friendly interface ensures that stakeholders at all levels can effectively utilize the data for strategic planning and performance improvement

### Important KPI & Metrics Used





ANALYSIS TYPE ▾

ANCHOR DATE ▾

DATE GRANULARITY ▾

Select Measure ▾

Period Length ▾

Custom Date

YTD ▾

CURRENT PERIOD ▾

MONTH ▾

TRANSACTION VOL. ▾

1 ▾

31/07/2024 📅

**ADDITIONAL  
INFORMATION**

The data shown on this dashboard has been aggregated by Prior Period: 01/Jan/2023 to 07/Jul/2023 Current Period: 01/Jan/2024 to 07/Jul/2024

DirectionGroup/Name AgentCountry	INBOUND			INTRA NETWORK			OUTBOUND	
	Performance:	Previous Period	Current Period	Performance	Previous Period	Current Period	Performance	Previous Period
	▼ 5.0%	2,755	2,617	▼ 85.2%	81	12	▲ 4.4%	
	▼ 5.2%	26,759	25,377	▼ 56.8%	435	188	▲ 14.4%	
	▼ 0.7%	4,533	4,502	▼ 82.1%	117	21	▼ 11.5%	
	▲ 7.8%	9,090	9,797	▲ 167.3%	645	1,724	▲ 12.1%	
	▼ 15.3%	301,281	255,273	▼ 7.2%	23,239	21,573	▲ 35.0%	
	▼ 5.7%	2,839,143	2,676,726	▼ 5.2%	103,177	97,831	▲ 16.9%	
	▲ 0.0%	0	77,341	▲ 0.0%	0	8	▲ 0.0%	
	▲ 20.2%	1,937	2,329	▼ 57.1%	7	3	▼ 4.2%	
	▲ 1.2%	8,313	8,416	▼ 93.4%	122	8	0.1%	
	▲ 0.2%	60,049	60,198	▲ 200.0%	54	162	▲ 14.2%	
	▼ 3.8%	225,258	216,717	▼ 6.7%	18,653	17,406	▲ 19.4%	
	▼ 20.9%	2,647	2,094	▼ 62.8%	43	16	▲ 7.4%	



ANALYSIS TYPE

YTD

ANCHOR DATE

CUSTOM

DATE GRANULAR...

MONTH

Select Measure

PRINCIPAL (USD)

Period Length

1

Custom Date

31/01/2024

ADDITIONAL  
INFORMATION

The data shown on this dashboard has been aggregated by Prior Period: 01/Jan/2023 to 31/Jan/2023 Current Period: 01/Jan/2024 to 31/Jan/2024

DirectionGroupName	INBOUND			INTRA NETWORK			OUTBOUND	
	Performance	Previous Period	Current Period	Performance	Previous Period	Current Period	Performance	Previous Period
	▼ 13.0%	229,534	199,790	▼ 94.7%	4,749	250	▼ 1.6%	690,521
	▼ 17.7%	1,597,372	1,313,976	▲ 5.9%	23,088	24,448	▲ 42.2%	2,795,165
	▲ 13.8%	279,603	318,277	▼ 99.0%	3,945	40	▼ 7.4%	2,208,886
	▲ 1.6%	530,797	539,311	▼ 4.8%	51,256	48,806	▲ 32.2%	8,158,914
	▼ 13.9%	11,307,127	9,735,903	▲ 1.5%	615,869	624,853	▲ 38.7%	2,053,596
	▲ 3.7%	86,287,405	89,447,655	▲ 8.5%	1,447,328	1,570,710	▲ 17.6%	6,269,339
		0	38		0	65		0
	▼ 11.5%	107,341	95,024	▼ 74.6%	1,514	385	▲ 7.1%	112,159
	▲ 2.0%	450,896	459,914	▼ 77.1%	1,407	323	▲ 11.0%	405,136
	▲ 15.1%	2,206,536	2,539,583	▲ 188.1%	3,481	10,031	▲ 23.9%	400,829
	▼ 1.1%	7,919,815	7,833,938	▲ 4.7%	307,791	322,337	▲ 23.8%	3,132,506
	▼ 100.0%	206,752	0	▼ 100.0%	4,265	0	▼ 99.4%	672,020





LAST REFRESHED DATE

07/07/2024

APN VOLUME YTD

137.82K

APN VALUE YTD

8.2bn

D2B VOLUME YTD

9.66K

D2B Value YTD

504.7M

Select Country

Target

520,800

Total TXNS YTD

148,097

TXNS Remaining

372,703

Targets Achieved %

28.4%

Total Value

8.7bn

Remaining Month

5

Remaining Days

175

APN VOLUME YTD

137.82K

APN VALUE YTD

8.2bn

D2B VOLUME YTD

9.66K

D2B Value YTD

504.7M

5.223



44160

## Transaction by Volume

Transaction Type ● APN ● D2B



## Transaction by Value

Transaction Type ● APN ● D2B



▲ 6.1%

ANALYSIS TYPE

MTD

ANCHOR DATE

CUSTOM

DATE GRANULAR...

MONTH

Select Country

Select Measure

PRINCIPAL (LOC)

Period Length

1

Custom Date

11/01/2024

ADDITIONAL  
INFORMATION

The data shown on this dashboard has been aggregated by Prior Period: 01/Jan/2023 to 31/Jan/2023 Current Period: 01/Jan/2024 to 31/Jan/...

## InBound



DirectionGroupName	% Change	Current Period	Previous Period
INBOUND	▲ 5.0%	13,805,560,291	13,143,518,456
OUTBOUND	▲ 19.2%	1,138,299,451	955,180,550
INTRA NETWORK	▲ 9.9%	242,490,608	220,585,063
<b>Total</b>	<b>▲ 6.1%</b>	<b>15,186,344,330</b>	<b>14,319,284,070</b>

## OutBound



## Intra Network



▲ 4.7%

ANALYSIS TYPE ▼ ANCHOR DATE ▼ DATE GRANULARITY ▼ SELECT COUNTRY ▼ SELECT MEASURE ▼ PERIOD LENGTH ▼ CUSTOM DATE

MTD ▼ CUSTOM ▼ MONTH ▼ PRINCIPAL (USD) ▼ 1 ▼ 31/01/2024

### ADDITIONAL INFORMATION

The data shown on this dashboard has been aggregated by Prior Period: 01/Jan/2023 to 31/Jan/2023 Current Period: 01/Jan/2024 to 31/Jan/...

### InBound



	% Change Permt	CP Filter Permt	PP Filter Permt
INBOUND	▲ 3.7%	89,447,655	86,287,405
OUTBOUND	▲ 17.6%	7,374,623	6,269,339
INTRA NETWORK	▲ 8.5%	1,570,710	1,447,328
<b>Total</b>	<b>▲ 4.7%</b>	<b>98,392,987</b>	<b>94,004,073</b>

### OutBound



### Intra Network





▼ 13.3%

ANALYSIS TYPE ▼ ANCHOR DATE ▼ DATE GRANULARITY ▼ Select Country ▼ Select Measure ▼ Period Length ▼ Custom Date

YTD ▼ CUSTOM ▼ MONTH ▼  ▼ TRANSACTION VOL... ▼ 1 ▼ 31/12/2023



The data shown on this dashboard has been aggregated by Prior Period: 01/Jan/2022 to 31/Dec/2022 Current Period: 01/Jan/2023 to 31/Dec/2023

DirectionGroupName	% change	Current Period Volume	Previous Period Volume
OUTBOUND	▼ 16.2%	21,657	25,844
INBOUND	▲ 0.3%	5,609	5,590
INTRA NETWORK	▼ 27.4%	98	135
<b>Total</b>	<b>▼ 13.3%</b>	<b>27,364</b>	<b>31,569</b>



# Screens



Transaction Date														
DirectionGroupName	01/03/2022	02/03/2022	03/03/2022	04/03/2022	05/03/2022	07/03/2022	08/03/2022	09/03/2022	10/03/2022	11/03/2022	12/03/2022	14/03/2022	15/03/2022	16/03/2022
INBOUND	14		26	17	14	16	22	17	12	14	19	22	21	
INTRA NETWORK				1			1							
OUTBOUND	123	2	107	145	126	116	87	94	81	62	131	107	107	
Total	141	-2	133	163	140	132	110	111	93	76	150	129	128	



ADDITIONAL  
INFORMATION

ANALYSIS TYPE

YTD

ANCHOR DATE

CUSTOM

DATE GRANULAR...

MONTH

Select Measure

TRANSACTION VOL...

Period Leng...

1

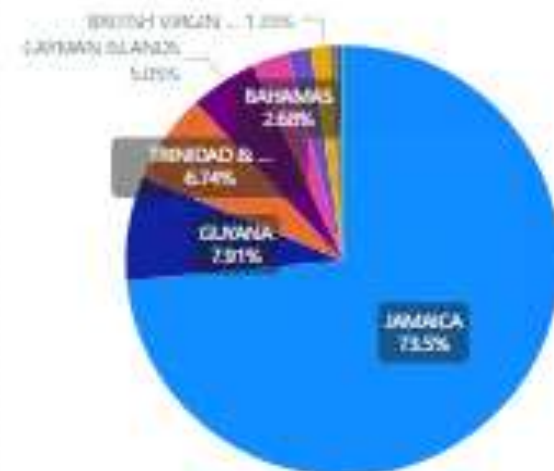
Custom Date

31/01/2024

Select Measure

All

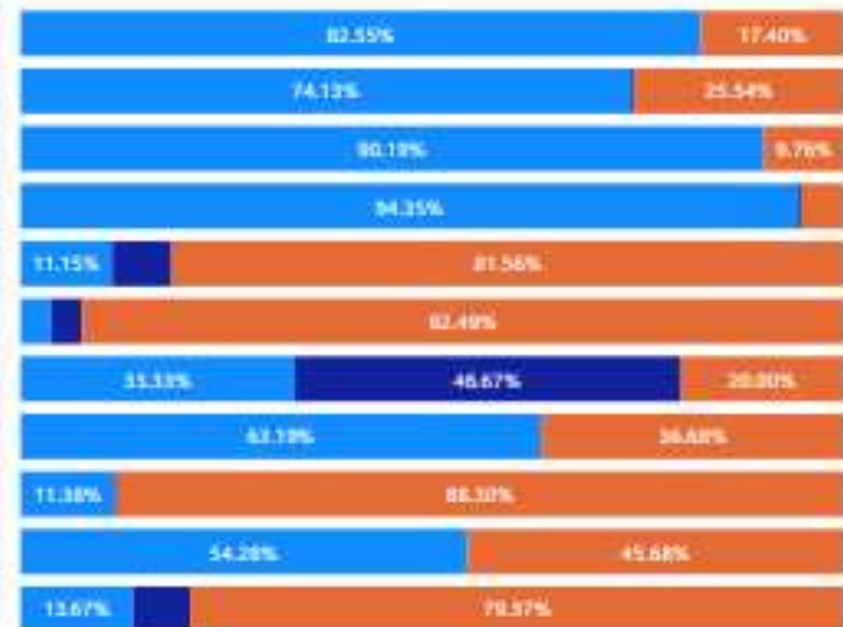
## WHAT ARE THE RATIOS FOR EACH MARKET ?



AgentCountry

Direction Group Name: OUTBOUND INTRA NETWORK INBOUND

UPPER|Agent Country|group|%



0%

50%

100%