



CUSTOMER TRANSACTION

The Customer Transaction Frequency Dashboard is designed to analyze customer transactions by segmenting them based on various criteria such as Country, Transaction Type, Year, Month, Quarter, Day, and Age. This interactive dashboard allows users to filter data dynamically, offering a detailed view of transaction volumes, values, and trends across different customer segments.

Benefits to the End User

- ✓ This dashboard provides a comprehensive analysis of customer transactions in a user-friendly format, making it accessible to individuals with varying levels of technical expertise.
- ✓ The insights gained from this dashboard are essential for understanding customer behavior and transaction patterns.
- ✓ Business owners can leverage this information to better understand their customer base, including details such as transaction frequency and demographic segments, facilitating more informed and strategic decision-making

Important KPI & Metrics Used

How many customers have 1,2,3,N Transactions?

display the number of customers based on the transactions Band.

