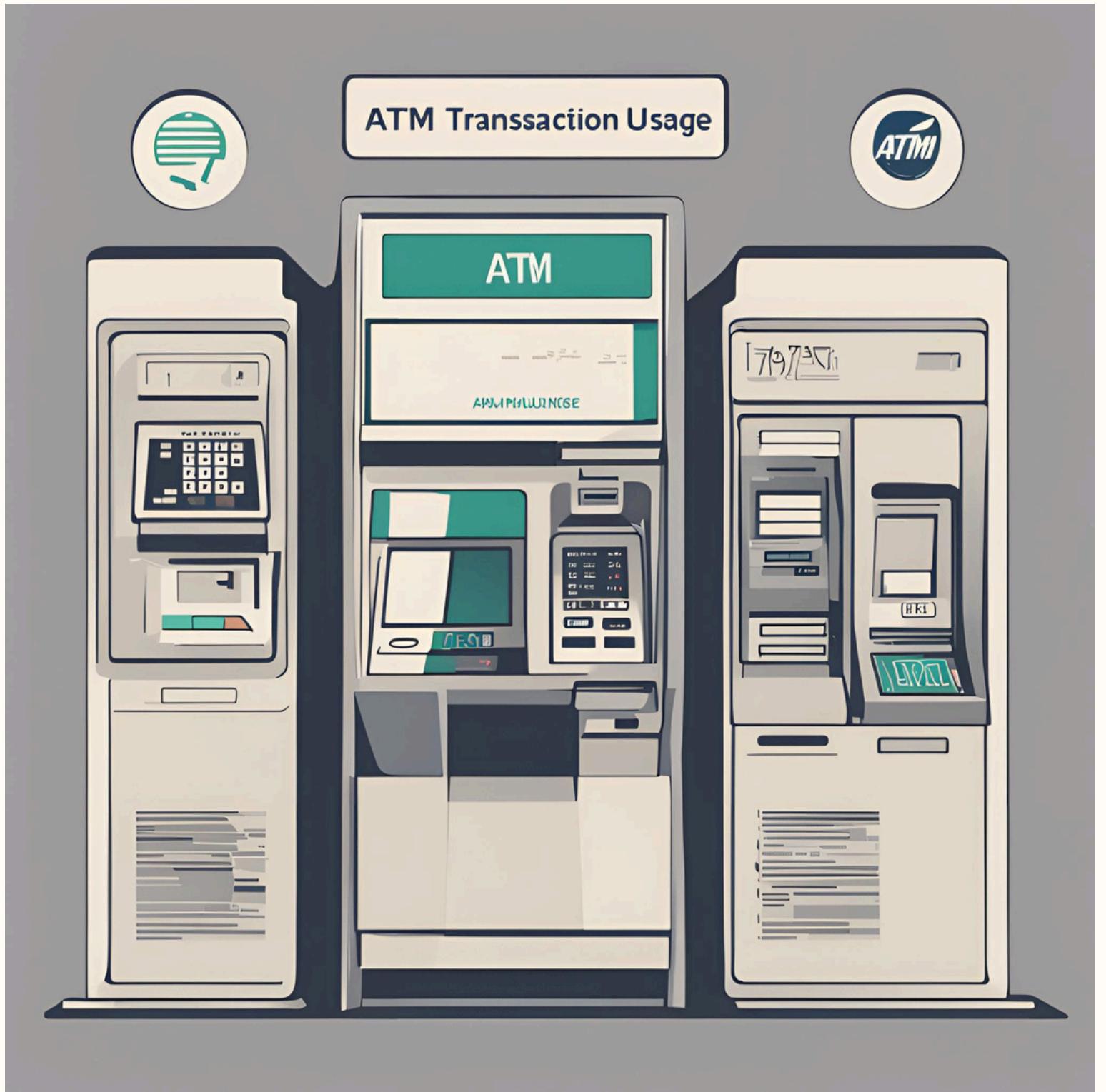


ATM Usage Insights in Nigeria



Analyzing Wisabi ATM Transactions Data

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“
"Understanding data is like
withdrawing money -
valuable insights are waiting
for you."

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Goal:

Analyze ATM usage in Nigeria to identify peak times and transaction amounts, enabling financial institutions to optimize cash management and enhance customer service.

Objective:

The objective of these story is to improve ATM service efficiency and customer satisfaction by optimizing cash management, enhancing customer service, targeting specific customer segments, and preparing for high-traffic periods and operational improvements.

3D Design Framework Quadrant:

GOALS & OBJECTIVES

- Analyze ATM usage in Nigeria to identify peak transaction times and amounts.
- Optimize cash management by ensuring ATMs are adequately stocked during peak times.
- Enhance customer service by reducing wait times and improving ATM availability.
- Strategize operational improvements based on transaction insights

AUDIENCE & USAGE

- Customer Support Managers
- Financial Analysts
- Billing Administrators
- ATM Operation Teams

PRIORITY QUESTIONS

- 1.What are the peak transaction times for ATMs?
- 2.What are the average and total transaction amounts?
- 3.Which locations experience the highest and lowest transaction volumes?

OTHER REQUIREMENTS

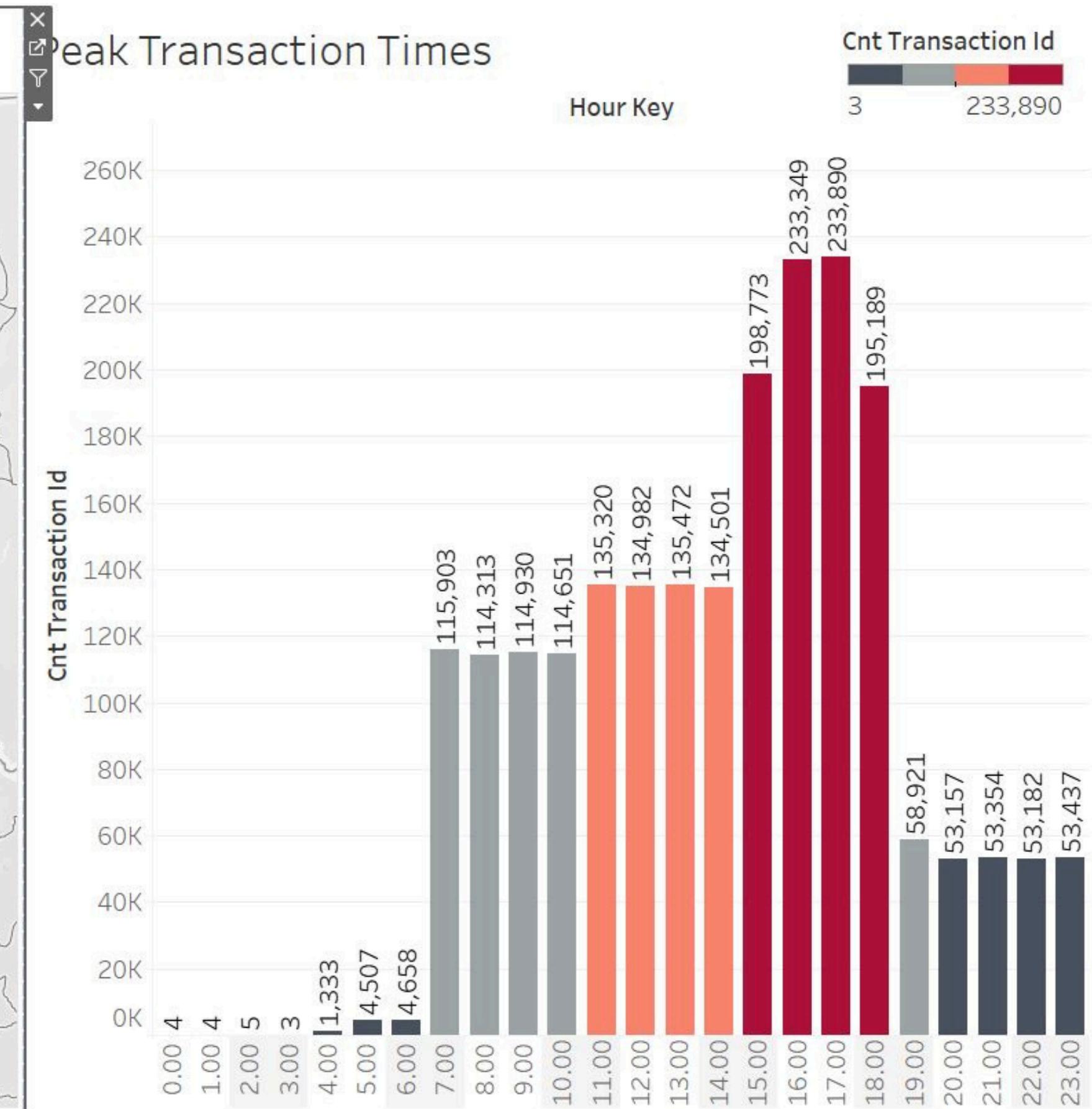
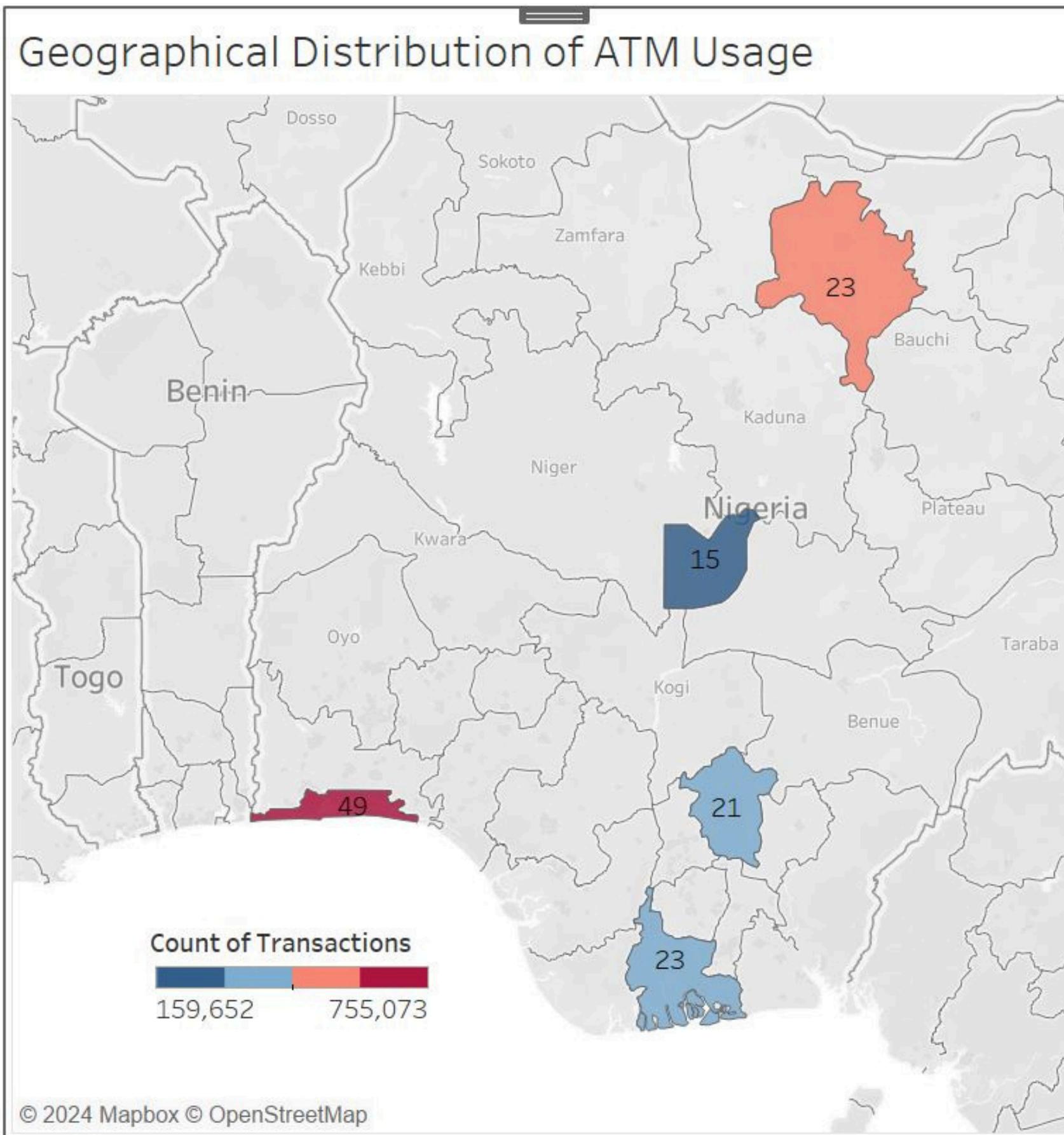
Relevant features for the dashboard:

- Real-Time Updates: Implement real-time monitoring for ATM usage and performance including the down time of ATM machines..
- Set identifiers for individual ATM transactions

Data available and reliable?

Yes, we base our visualizations on various transaction data's in 5 state of Nigeria to support the study.

ATM Transaction Insight Dashboard

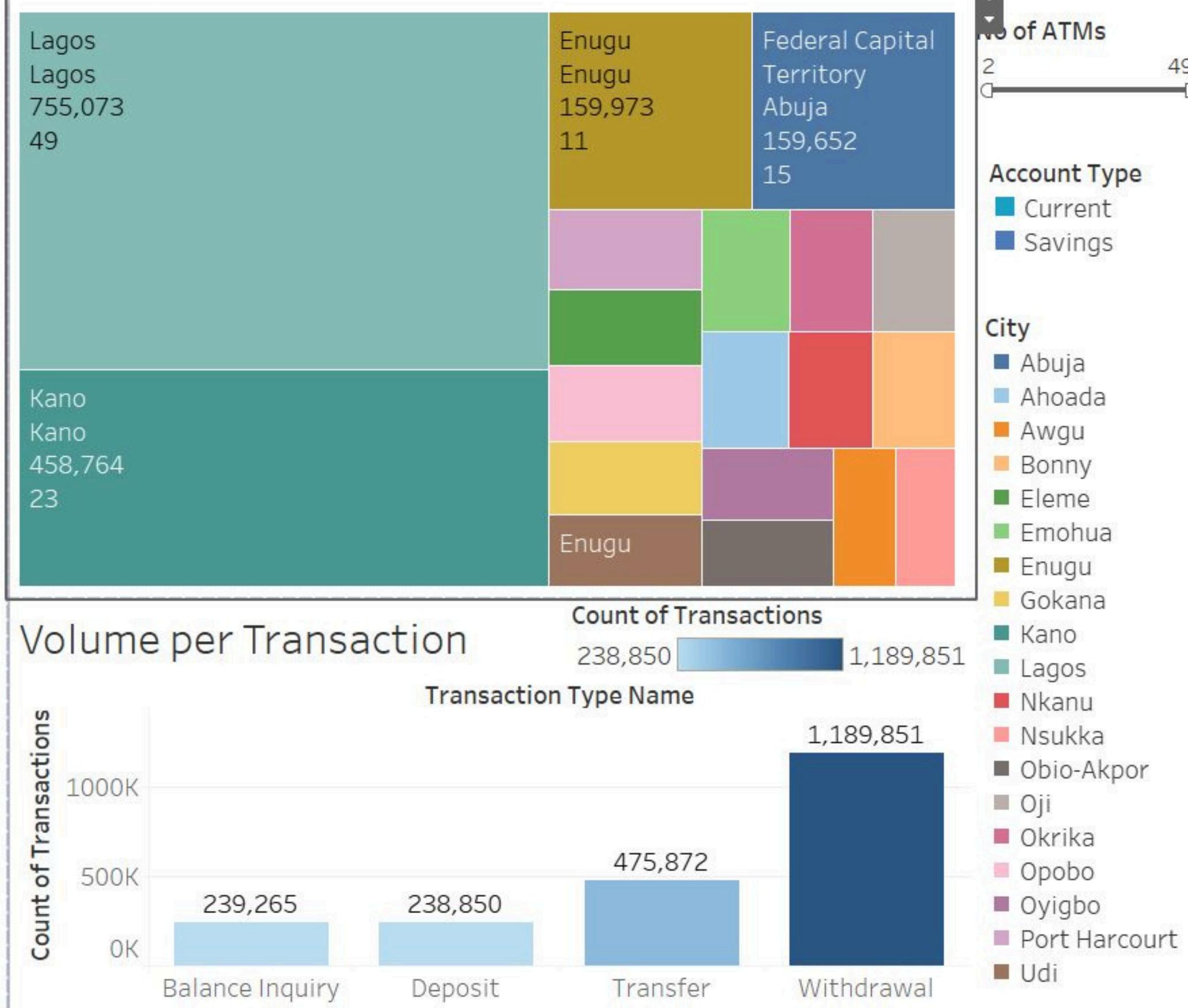


ATM Transaction Insight Dashboard

Customer Demographics

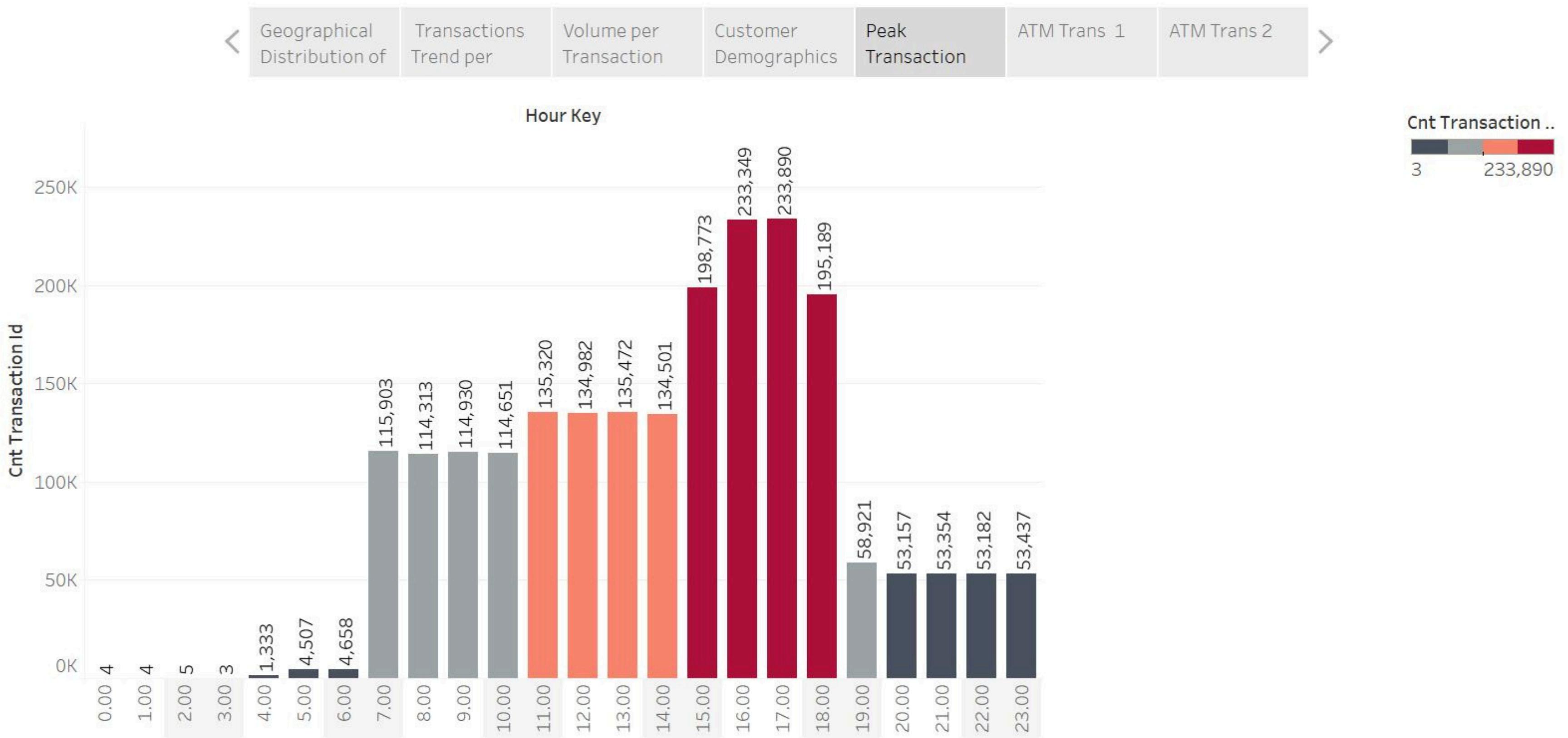
Age	Occupation	Account Type	
		Current	Savings
15	Student		99,761,000
	Trader	3,825,000	
16	Student		96,902,000
	Trader	7,075,000	
17	Student		135,275,000
	Trader		19,458,000
18	Student		100,623,000
	Trader	21,945,000	3,448,000
19	Student		71,156,000
	Trader		14,510,000
20	Student		133,969,000
	Trader		14,830,000
21	Accountant	14,415,000	29,800,000
	Construction Wo..	3,746,000	3,681,000
	Data Analyst	11,287,000	16,684,000
	Electrician	6,937,000	2,852,000
	Engineer	27,501,000	6,951,000
	Factory Worker	12,185,000	7,238,000
	Farmer	3,265,000	7,160,000
	Health Professio..	25,404,000	14,249,000
	Human Resource..	16,762,000	30,837,000
	Lawyer	14,987,000	34,149,000
	Manager	27,960,000	17,507,000
	Marketing Execu..	9,317,000	6,261,000
	Mechanic		8,899,000
	Plumber	3,641,000	
	Software Develop..	20,973,000	6,725,000
	Student		854,613,000

Transactions Trend per Cities

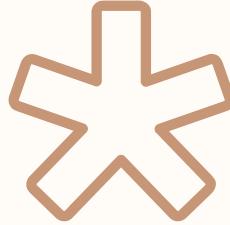


ATM Usage Insight Story

ATM Usage Insight in Nigeria

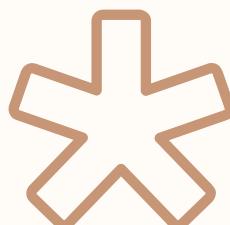


Conclusion

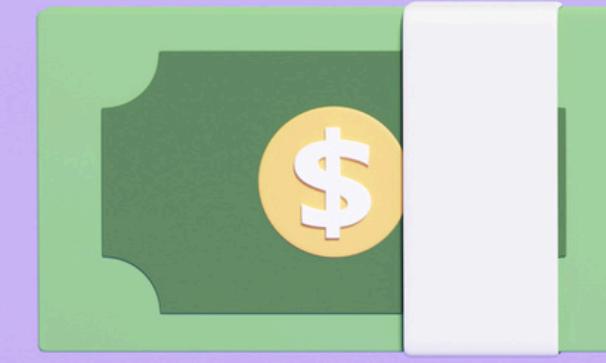


In Nigeria, Lagos and Kano are the busiest spots for ATM transactions, followed by the Federal Capital Territory and Rivers State, in terms of overall count of transaction and No. of ATM.. People mostly withdraw cash, especially around midday when demand peaks. The users come from diverse backgrounds, including professionals and those with savings.

Recommendations



- Keep ATMs stocked (money) in busy areas like Lagos and Kano.
- Install more ATMs and extend hours in high-demand regions..
- Analyze peak hours for cash and maintenance planning.



Thank You

Graphical representation of ATM transaction data