

## Banking Event Insights

Metric	Trigger	Event	Insight	
Activation	User skips tutorial	Skip Tutorial	Do your users watch the tutorial video with detailed information about the application?	
			What percentage of your users are skipping this video/information screens?	
Conversion	User signed up	Sign Up	What percentage of your visitors want to sign-up?	
	User signed up successfully	Sign Up Successful	What percent of your users can complete the registration process?	
			Which steps cause problem for users during the registration process?	
			What is the conversion rate from visitors to users?	
Engagement	User forgets password	Forget Password	Are the limits you use for password setting applicable? What percentage of your users forget their password? If the majority of your users forget the password, would you consider changing the specs you use here?	
	User logged in	Login	What percentage of your users are logging in? If a large portion of your users are not logged in, is it possible you have overpowered the feature set you provided them?	
	User completes profile	Complete Profile	Do they give up on profile completion and leave your app? What are the differences between users who have completed the profile or who have not completed the profile? Engagement, retention etc	
	User completes profile successfully	Complete Profile Successful	What percentage of your users successfully complete their profiles? What are the most difficult areas for users who do not complete their profiles? Are these areas critical to you? Or would you consider removing it from the form?	
	User clicks locations	Locations	How many of your users need to reach out a physical branch? Which segment of your users most often click on locations? Would you like to improve the online banking feature set for these users?	
	User gets directions for location	Get Direction	Which map application do your users use the most when receiving redirects? If this feature is used too much, would you like to improve it within the application instead of redirecting it to another application?	
	User clicks contact us	Contact Us	How many of your users want to reach you through the app? Do these users want to contact you because they cannot find and do what they want in the app or for different reasons like complaining etc.? Which method do your users most want to reach you? Phone, e-mail, etc. What are the demands of users who wants to get in touch with you? Do your visitors have access to information enough on the app?	
	User uses offers	Campaigns & Offers	Which of the offers you provide to users are used most? Would you like to highlight the benefits you want to make more popular? Which categories are in demand? Is there an offer that has never been used?	
	User uses QR Code	QR	Do users use the QR Code feature you provided to them? How many of your users are using the QR Code? If not used yet, is there any way to train them?	
	User clicks notifications	Notifications	Do your users read notifications? Do you need to provide notifications in different ways?	
	User reads pop-up notifications	Close Notification	When you provide detailed notification to your users, do they read the content? What are the usage rates when you provide rich push notification? What percentage of your users want to benefit from the notifications you provide to them? (discount, offer etc.) What percentage of your users don't want to read these notifications?	
	User clicks search	Search	Can your users easily find the feature they are looking for? What percentage of your users want to reach out for something in search?	
	Referral	User rates/review app	Rate	Are your users satisfied with the app? What percentage of your users are willing to provide feedback?
		User shares app	Share App	What percentage of your users share the app with their network? What method do users use the most during sharing?
	User makes credit card payment	Pay Credit Card	Can your users see credit card transactions on the app? Can your users pay for their credit card through the app? Which account do your users use the most when paying credit card?	

Transactions	User clicks repeat transactions	Repeat Transaction	<p>What percentage of your users repeat the same process?</p> <p>What process is the most repeated?</p> <p>Is the transaction done with the same person?</p> <p>Want to offer a feature like Favorites?</p>
	User adds automated payment	Automated Payments	<p>How many users are using your recurring payment feature?</p> <p>Do your users want to make automated payments?</p> <p>What do users pay the most for automatic payments?</p> <p>Would you consider integration for different payment channels?</p>
	User sends money	Send	<p>What percentage of your users transfer money through the application?</p> <p>Which account do your users send the most?</p> <p>Do your users use a certain amount when sending?</p>
	User buys foreign currency	Buy Currencies	<p>How many of your users keep different currencies in their accounts?</p> <p>Do your users use your app to exchange currency?</p> <p>How many different currencies do your users keep in their accounts?</p>
	User makes payment	Pay	<p>Do your users pay through the app?</p> <p>Which area is the most commonly paid?</p> <p>What is the percentage of your payment users?</p> <p>Do you need to convert the payment feature to a separate app?</p> <p>Which method is used most? QR, NFC etc.</p>
	User makes recurring payment	Recurring Payment	<p>If you provide payment options to your users, which users are using it</p> <p>What percentage of your users make recurring payments?</p> <p>Would you like to offer these users an automatic payment option?</p>
	User pays bill	Pay Bill	<p>Do your users use your application for bill payments?</p> <p>Are your users aware of this feature? If not, how should you guide your users?</p> <p>How many of your users are entering this menu and make payment?</p> <p>What other billing payments can you add here?</p>
Account	User applies for credit card	Apply For Credit Card	<p>What percentage of users have applied for a credit card through the application?</p> <p>Do your users know they can apply for a credit card without they come to the Bank?</p> <p>If you have more than one credit card option, which cards are most interested in by users?</p>
	User views account activity	Account Activity	<p>Are your users reviewing account activities?</p> <p>Which account transactions do you category (incoming - outgoing)?</p> <p>Which transactions categories (incoming - outgoing) clicked by users?</p>
	User makes detailed search for account activities	Search in Account Activity	<p>Can your users find a particular transaction when they want to search?</p> <p>Which method is most commonly used here?</p>
	User shares transaction receipts	Share Receipt	<p>Do your users share transaction receipts?</p> <p>What method is most commonly used when sharing?</p>
	User adds a new account	Add Account	<p>Can your users easily create/add accounts?</p> <p>What percentage of your users created an account online?</p>