

## 2. Interactive Charts

Below the widgets, each chart offers deeper insights. You can toggle between different tabs (e.g., “Pending / Declined / Completed” for pie charts) or switch time granularity via the calendar picker.

### Clients registrations and FTDs by affiliate hubs

#### What It Shows:

A dual-axis chart with:

1. **Blue bars** = number of client registrations per affiliate hub
2. **Teal bars** = count of first-time deposits (FTDs) per affiliate hub
3. **Orange line** = total FTD amount per affiliate hub (in base currency)

#### Controls:

**Affiliate Hub Dropdown:** At the top-left of the chart, select from predefined “affiliate hubs” (customer segments or cohorts) to filter data.

**Calendar Icon:** Click to pick a custom date range.

**Expand Icon:** View full screen for detailed analysis.

**Use Case:** Compare the number of users who registered in each affiliate hub with the number who made their first deposit, and see the total deposit value. For example, if hub\_3 has high registrations but low FTDs, you may need targeted onboarding incentives for that segment.

### Clients registrations over time

**What It Shows:** A simple line chart showing the number of client registrations across your selected interval (day, month, or year).

#### Controls:

**Granularity Tabs (Day / Month / Year):** Toggle above the chart to change the time axis.

**Calendar Icon:** Manually adjust the start/end dates for any custom period.

**Expand Icon:** Enlarge the chart for a detailed view.

**Use Case:** View growth trends in registrations. For instance, you might spot a surge in April 2025 or compare mid-year sign-up rates year-over-year.

### Transactions distribution by providers

**What It Shows:** Two pie charts, side by side, each showing the share of transactions by provider (e.g., Stripe, Crypto, PayPal, Bank Transfer, internal) for three different statuses:

1. **Pending**
2. **Declined**
3. **Completed**

**Controls:**

**Status Tabs (Pending / Declined / Completed):** Click the tab you want to view.

**Calendar Icon:** Select a date range to filter which transactions are included.

**Expand Icon:** See the pie chart in full screen.

**Use Case:** Compare how each payment provider's share shifts from Pending to Completed or detect if one provider has a disproportionately high decline rate.

## Average First Time Deposits over time

**What It Shows:** A line graph plotting the average amount (in base currency) of each client's first deposit (FTD) over your selected interval.

**Controls:**

**Granularity Tabs (Day / Month / Year):** Change the chart's time axis.

**Calendar Icon:** Pick a custom date range.

**Expand Icon:** Enlarge for detailed analysis.

**Use Case:** Track whether new deposit sizes are trending up or down. For example, if the average FTD jumps in Q1 2024, it may coincide with a marketing campaign or bonus promotion.

## Withdrawal counts by providers

**What It Shows:** A horizontal bar chart showing how many withdrawal transactions each provider (Stripe, Crypto, PayPal, Bank Cards, Bank Transfer, internal, etc.) handled over the chosen period.

**Controls:**

**Calendar Icon:** Filter by start/end dates.

**Expand Icon:** Full-screen bar chart.

**Use Case:** Identify which withdrawal channels are most heavily used (e.g., if internal transfers dominate versus third-party processors), and detect shifts in channel preference.

## Deposit counts by providers

**What It Shows:** Similar to the withdrawals chart, this horizontal bar chart breaks down deposit transaction counts by provider (Stripe, Crypto, PayPal, Bank Transfer, internal, etc.) over the selected time window.

**Controls:**

**Calendar Icon:** Choose a date range.

**Expand Icon:** Full-screen display.

**Use Case:** Understand which deposit channels are most popular (e.g., if Bank Transfer or PayPal leads), and monitor how that mix changes during promotions or system updates.

## Employees onboarding and offboarding trends

**What It Shows:** A grouped bar chart with two series:

1. **Blue bar** = count of employees onboarded
2. **Teal bar** = count of employees offboarded  
for each time interval (daily, monthly, or yearly).

**Controls:**

**Granularity Tabs (Day / Month / Year):** Switch to view daily, monthly, or annual trends.

**Calendar Icon:** Select a custom date window (e.g., Jan 1 2023 – Dec 31 2023).

**Expand Icon:** Enlarge for more detail.

**Use Case:** Analyze hiring vs. attrition patterns. If you see a large “offboarded” spike in mid-2025, you may investigate exit-interview feedback or seasonal churn.

## Managers performance

**What It Shows:** A combination chart (bar + line) where each manager’s performance is broken down by:

1. **Blue bar (“count”)** = number of clients managed by that manager during the selected period
2. **Teal line (“sum”)** = total deposit volume (all clients combined) that those clients contributed

**Controls:**

**Calendar Icon:** Filter the period (e.g., 2024 Q2).

**Expand Icon:** View full-screen for long manager lists.

**Use Case:** Compare which managers are signing up the most clients (“count”) versus which managers’ clients are depositing the highest sums (“sum”). A manager with high “count” but low “sum” might need coaching on upselling or account activation.

## Clients by countries

**What It Shows:** A donut (ring) chart showing the distribution of clients by their country code (e.g., US, DE, PL, UA) over your selected period.

**Controls:**

**Calendar Icon:** Choose a date range for which client registrations to include.

**Expand Icon:** Full-screen doughnut chart.

**Use Case:** Instantly see geographic concentration of your user base. If you notice fewer sign-ups from certain regions, you might consider targeted marketing or localization efforts there.

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