User Property	Property Value Example	Property Description
Type of account	Free account	The type of subscription the user is on
	Bronze, Silver, Gold, Black, Prime...	
	Other types of accounts	
Mode	Dark mode	User device light. This will help you identify potential usability issues dark mode users may be experiencing.
	Light mode	
Has insurances	yes	-
	no	-
	insurance category	Type of insurance they have contracted
Has loan	yes	-
	no	-
	loan cateory	Type of loan they have contracted
	amout of loan	-
Has investments	yes	-
	no	-
	type of investment 1, 2, 3...	Type of invesment they have contracted
Age range	x-18, 19-29, etc.	-
Interest	Amout of interest	The percent you pay on loans
Late fees	Amout of late fees, percentage of late fees	How much a person pays when they are late paying their bill
Credit checks	Amout of credit checks pulled on	How many credit checks have been pulled on a person.This happens when they apply for a loan etc
Overdrafting	Amount of additional money withdrawal	Count how many times a user has taken more money out than they have
Advanced cash amount	Amount of advanced cash amount	The amount the bank gives you on good will
Financial goals set up in app	yes, no, what goals were selected	The goals the user sets in app for his financial management
Rewards	Had rewards, Didn't have rewards	A lot of places have cash back or % off on certain things
Retirement plans	Has retirement plan	-
	Doesn't have retirement plan	-
	Amount of retirement plan	-
	Retirement goals: 1,2,3	The goals the user sets in app for his retirement plan
Subscription management	-	A few of the fintech apps have this, it will track your recurring payments and often cancel them for you so you can track the subscription name and amounts if you want
Credit score	Increase, decrease	The credit that is often used to define the reputation to get a loan

Balance amount	Amount	The value amount they have in the bank
Number of transactions	number, ranges of numbers	How many transactions they did (you define what is a transaction for you, or which ones you want to measure)
Crypto	yes, no	If the user has cryptocurrencies
Credit card	Applied to get the credit card	-
	Credid card rejected, reason why	-
	Credit limitd	-
	Credit card limit	-
	Credit card type: gold, platinum, black	-
Articles read	yes, no, numbers or range of numbers	If they utilize this "learning" center thing
Sign up date	sign up date	When they have signed up for the first time
Referrals	yes, no	If they have participated of a referrals program
Investiments	investment funds, public securities, shares, etc.	What type of investments they have
Transfer	Same account/personal	Types of transfers
	transfer to third parties	
	Amount of transfer	-
Withdrawals	amout of times	amout of times they had withdrawn their money
	amout of money withdrawn	-
	From which account: investments, personal account, etc.	