



CREDIT CARD WEEKLY STATUS REPORT

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Project Insights – Week 52 (24th Dec)

Week on Week Change:

- Revenue decreased by 12.8%
- Total Transaction amount and count decreased by 13.4% and 10.9% respectively.
- Customer count decreased by 15.8%

Overview YTD :

- Overall revenue is 55M
- Total Interest is 8M
- Total transaction amount is 45M
- Male customers are contributing more to revenue 25M, female 20M
- Blue & Silver credit card are contributing to 94.5% of overall transactions
- TX, NY & CA is contributing to 68.9%
- Overall Activation rate is 58.2%
- Overall Delinquent rate is 6.07%