**Project Insights-(24th Dec)**

**WoW change:**

1. Revenue increased by 28.8%,
2. Total Transaction Amt & Count increased by xx% & xx%
3. Customer count increased by xx%

**Overview YTD:**

1. Overall revenue is 933K
2. Total interest is 137.7K
3. Total transaction amount is 749K
4. Male customers are contributing more in revenue 558K, female 375K
5. Blue & Silver credit card are contributing to 93% of overall transactions
6. TX, NY & CA is contributing to 68%
7. Overall Activation rate is 57.5%
8. Overall Delinquent rate is 6.06%