

# Project Insights

## Week on week change

- Revenue increased by 28.8%
- Total transaction amount and count increased by 35.04% & 14.39%
- Count of customer increased by 12.80%

## Overview Year to date:

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, female 26M
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%

- Overall revenue by customer: business man- 31.31%
- white collar 18.91%
- self employed – 15.21%
- Revenue by education level is 60% from graduates and high school
- Quarter 4 has highest revenue : 14.5M
- Revenue by age :people of 40 to 60 age group are giving 77% of total revenue
- Average customer satisfaction is 3.91
- Total interest earner 7.98M