

Credit Card Transaction Analysis

\$55M

Revenue

\$8M

Interest

\$45M

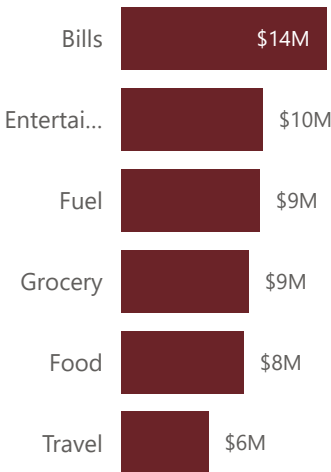
Transacted

655.7K

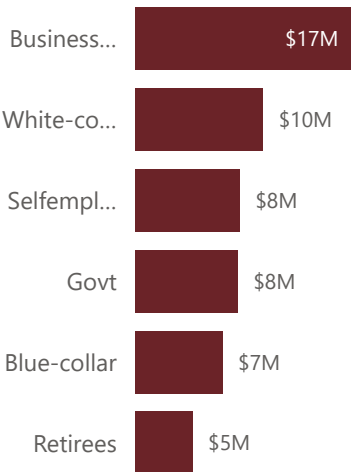
Count of Transaction

Card	Revenue	Transaction	Interest	Annual Fees
Blue	\$46,139,398	\$36,957,875	\$6,495,888	\$2,685,635
Silver	\$5,586,332	\$4,586,746	\$812,081	\$187,505
Gold	\$2,454,072	\$2,024,078	\$373,784	\$56,210
Platinum	\$1,135,608	\$953,314	\$161,629	\$20,665

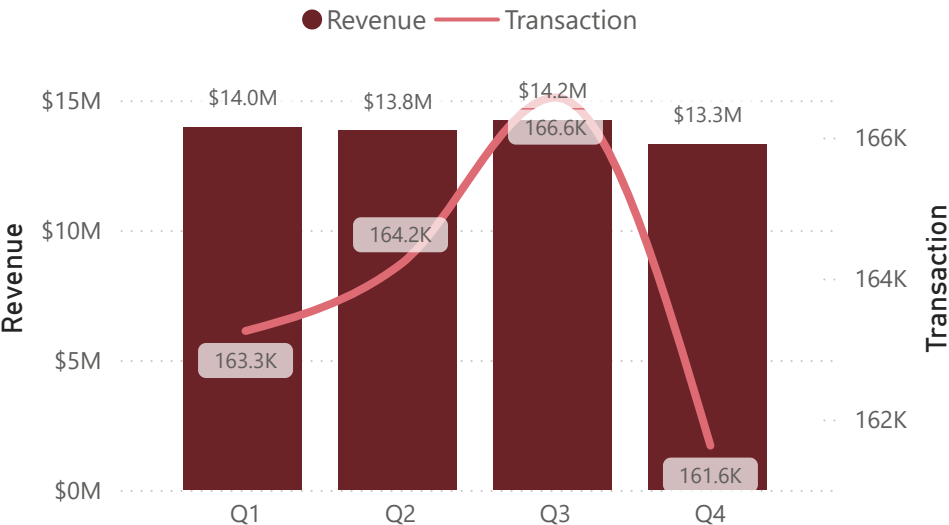
Customer Expenditure



Customer Jobs



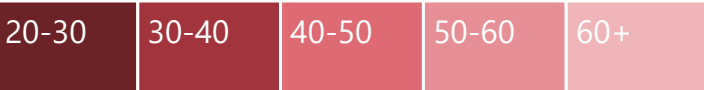
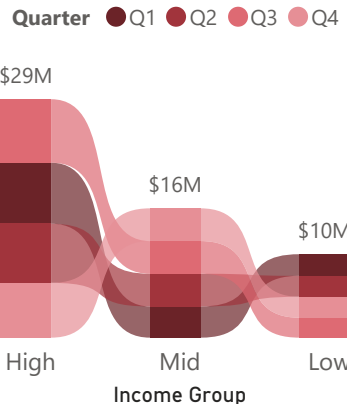
Revenue and Transaction Frequency



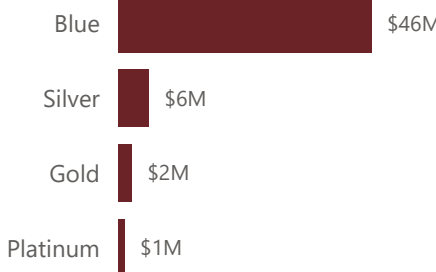
Week No.

All

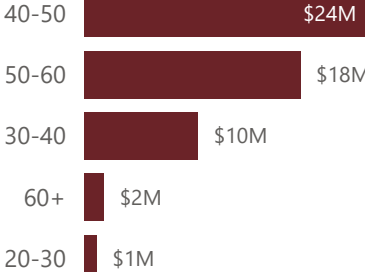
Revenue of Income Groups



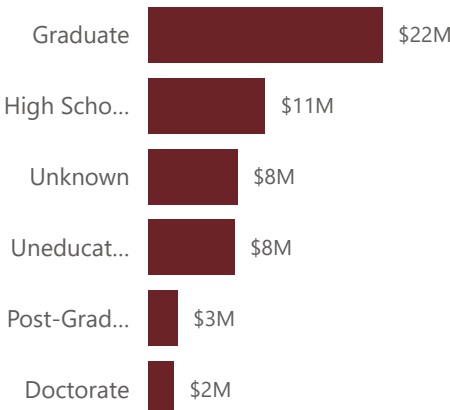
Card Type



Age



Education



Week No. ▼

All ▼

M

F

Platinum

Gold

Silver

Blue

Credit Card Customer Analysis

\$55M

Revenue

\$8M

Interest

\$576M

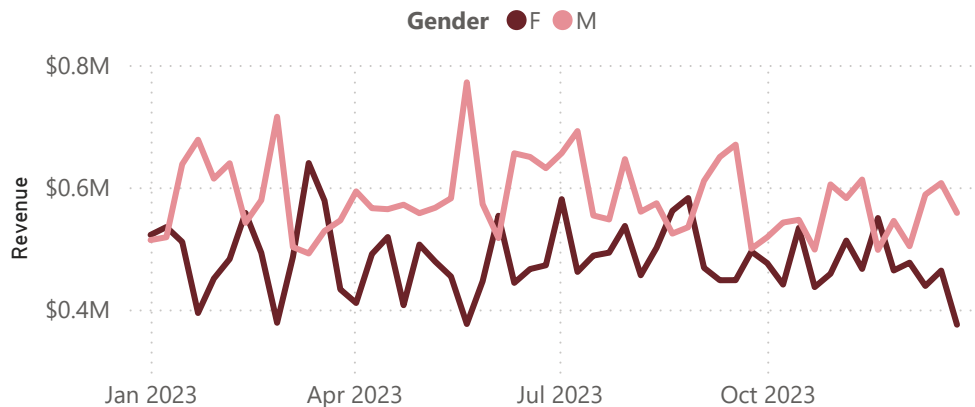
Income

3.19

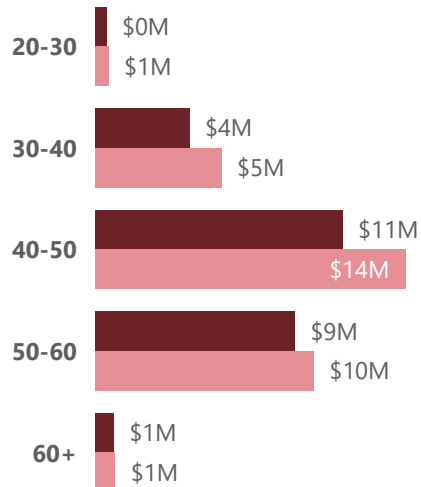
CSS

Job	Revenue	Interest	Avg income
Businessman	\$17,387,832	\$2,539,390	\$98,348.20
White-collar	\$10,114,656	\$1,441,074	\$67,399.52
Selfemployeed	\$8,261,758	\$1,119,742	\$29,247.88
Govt	\$8,111,701	\$1,160,016	\$58,212.45
Blue-collar	\$6,904,279	\$952,801	\$45,764.51

Revenue by Gender



Revenue of AgeGroup



Q1

Q2

Q3

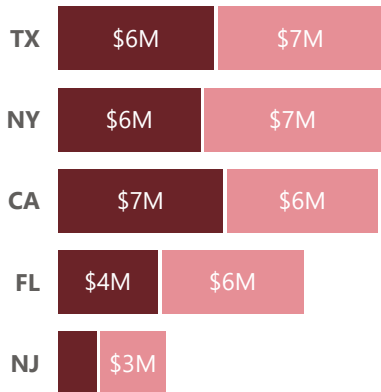
Q4

High

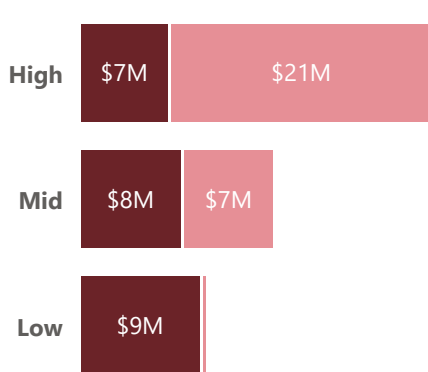
Mid

Low

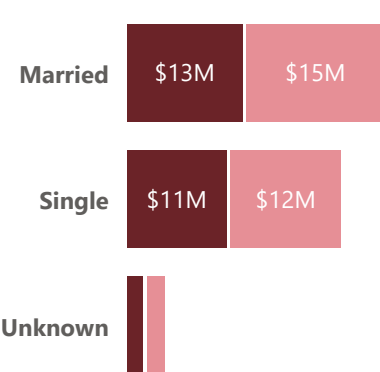
Top States



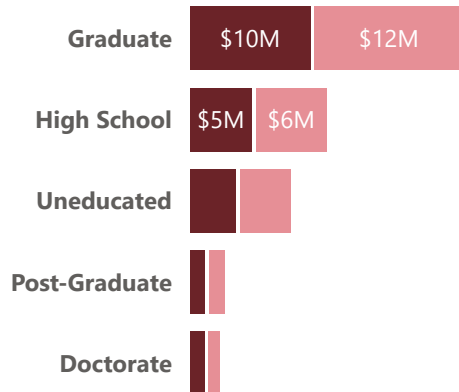
Income Groups



Marital Status



Education



Dependency

