

Credit Card Transaction Report

Week_Num_2 Current_Weak_Revenue Previous_Weak_Revenue WOW_Revenue

52	933134	1070439	-12.8%
51	1070439	1026549	4.3%
50	1026549	980152	4.7%
49	980152	1008777	-2.8%
48	1008777	1047120	-3.7%

Total Revenue

55M

Total Interest
Earned

8M

Transaction
Amount

45M

Transaction
Volume

656K

Silver

Blue

Gold

Platinum

M

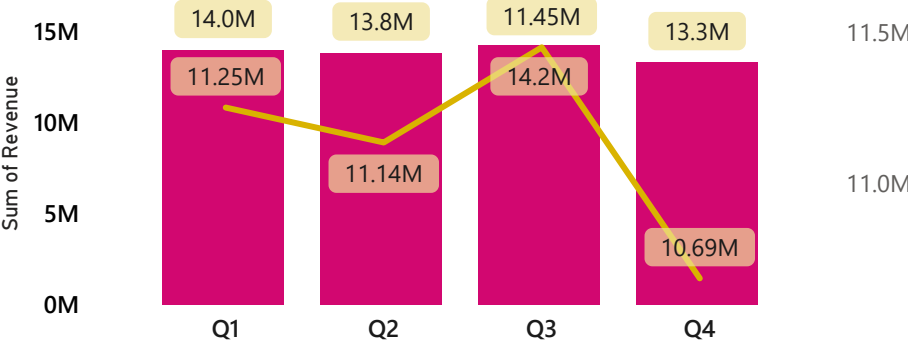
F

Card Category Total Revenue Total Interest Earned Total Annual Fees

Blue	46,139,398	6,495,888	2,685,635
Gold	2,454,072	373,784	56,210
Platinum	1,135,608	161,629	20,665
Silver	5,586,332	812,081	187,505
Total	55,315,410	7,843,382	2,950,015

QTR Revenue & Transaction Amount

Sum of Revenue Sum of Total_Trans_Amt



Week_Start_Date

All

Q4

Q3

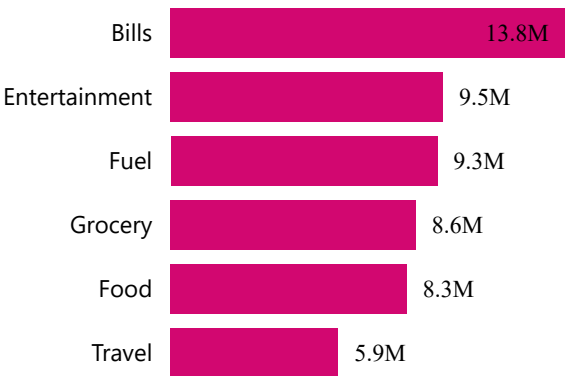
Q2

Q1

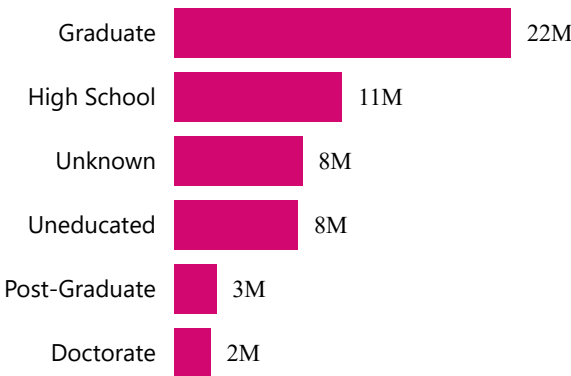
Income Group

All

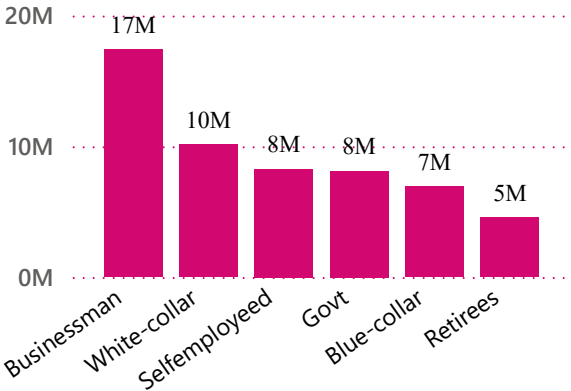
Revenue by Expenditure Type



Revenue by Education Level



Revenue by Customer Job



Transaction by Chip Used



Customer Acquisition Cost



Credit Card Customer Report

Total Revenue

55M

Total Interest
Earned

8M

Total Income

576M

Silver

Blue

Gold

Platinum

Q4

Q3

Q2

Q1

Week_Start_Date

All

Customer Satisfaction

Score



Customer Job	Revenue	Income	Total Transaction Amount
--------------	---------	--------	--------------------------

Businessman	17,387,832	186,959,919	14,285,412
-------------	------------	-------------	------------

White-collar	10,114,656	103,930,055	8,221,742
--------------	------------	-------------	-----------

Govt	8,111,701	88,773,989	6,507,875
------	-----------	------------	-----------

Selfemployeed	8,261,758	75,313,288	6,395,026
---------------	-----------	------------	-----------

Blue-collar	6,904,279	72,262,158	5,488,838
-------------	-----------	------------	-----------

Retirees	4,535,184	48,675,030	3,623,120
----------	-----------	------------	-----------

Total	55,315,410	575,914,439	44,522,013
-------	------------	-------------	------------

Age Group

20-30

31-40

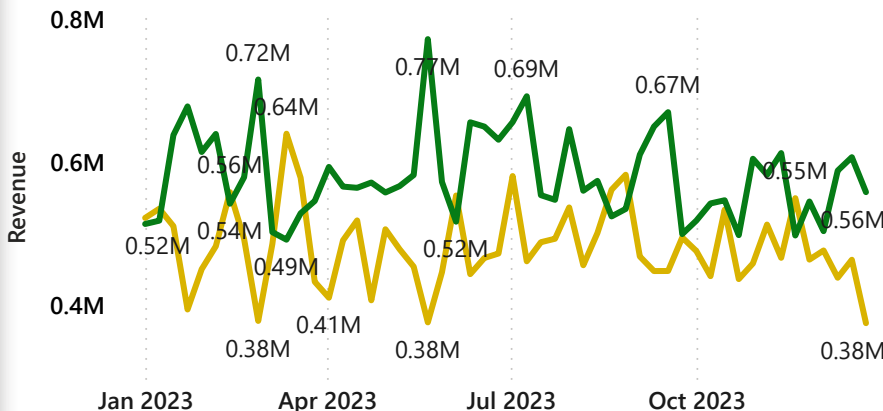
41-50

51-60

60+



Revenue Vs Gender



Top 5 State

TX

NY

CA

FL

NJ

Income Group

High Income

Medium Income

Very High Income

Low Income

Marital Status

Married

Single

Unknown

Education

Graduate

High School

Unknown

Uneducated

Post-Graduate

Doctorate

Dependent Count

4

2

0



Week_Start_Date

All

Q4

Q3

Q2

Q1

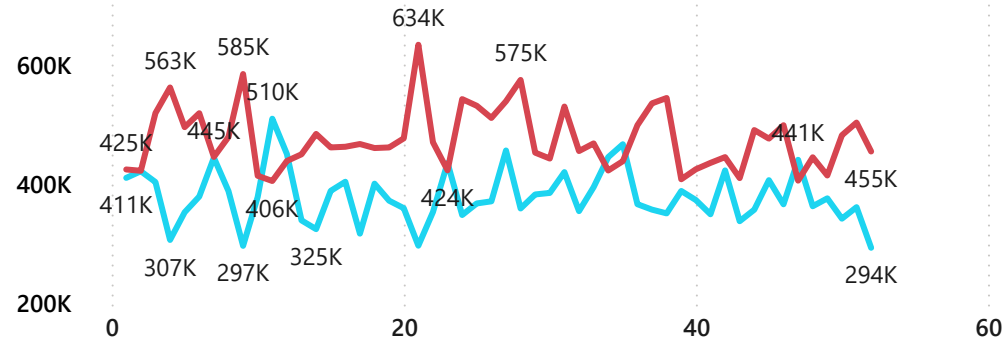
Silver

Blue

Gold

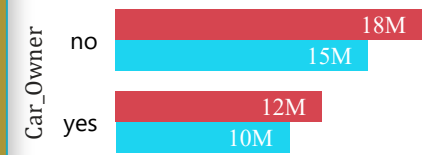
Platinum

Transaction Amount by Week

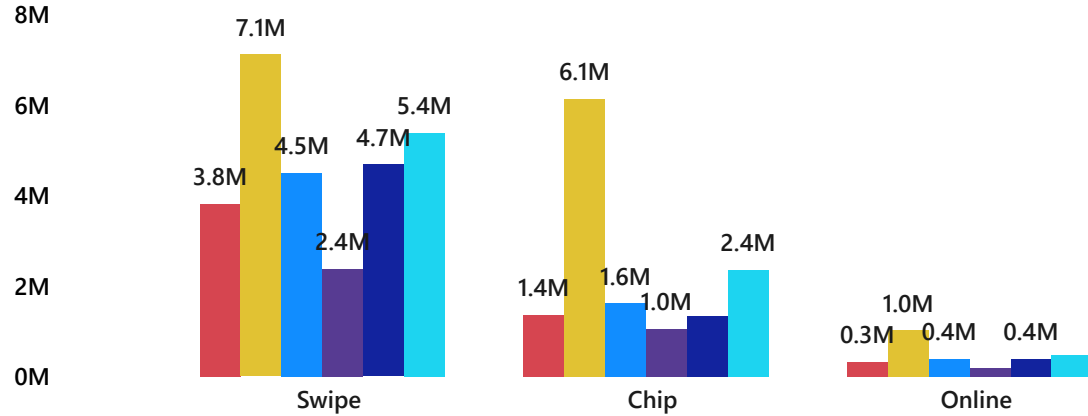


Revenue by Car Owner

Gender ● M ● F



Transaction Amount by Use Chip & Customer Job



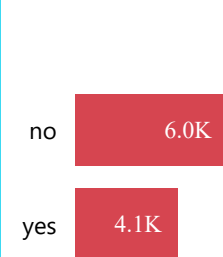
Personal_loan Blue-collar Businessman Govt Retirees Selfemployed White-collar

	Personal_loan	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar
no	1394	1651	1324	863	2241	1349	
F	833	853	639	460	1727	584	
M	561	798	685	403	514	765	
yes	185	250	201	123	334	193	
F	111	148	94	74	268	89	
M	74	102	107	49	66	104	
Total	1579	1901	1525	986	2575	1542	

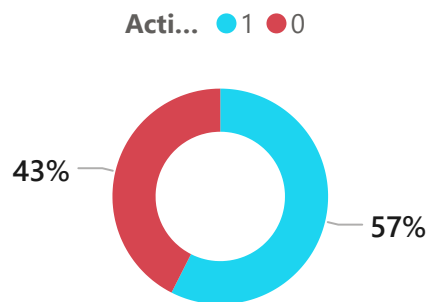
Week_Num_2 Current_Weak_Transaction Previous_Weak_Transaction WOW_Transaction

52	748677	865275	-13.5%
51	865275	824791	4.9%
50	824791	791352	4.2%
49	791352	808623	-2.1%
48	808623	847375	-4.6%
47	847375	865727	-2.1%

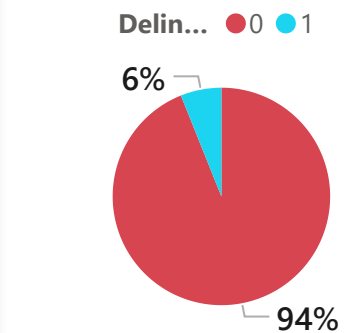
Count of Car_Owner



% of Activation_30_Days



% of Delinquent Account



Income Statement Report

Total Number of
Clients
10K

Total Income
576M

Average Annual
Fees
292

Silver

Blue

Gold

Platinum

Week_Start_Date

All



FINANCIAL REPORT

M
347M

F
229M

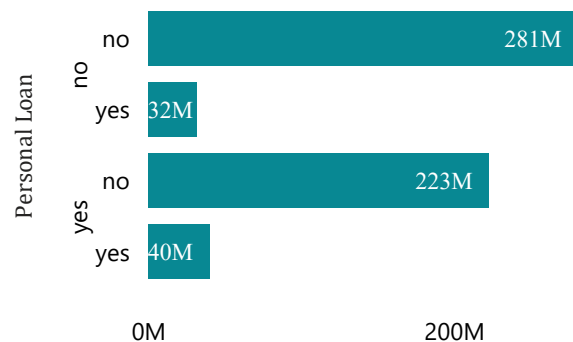
Q4

Q3

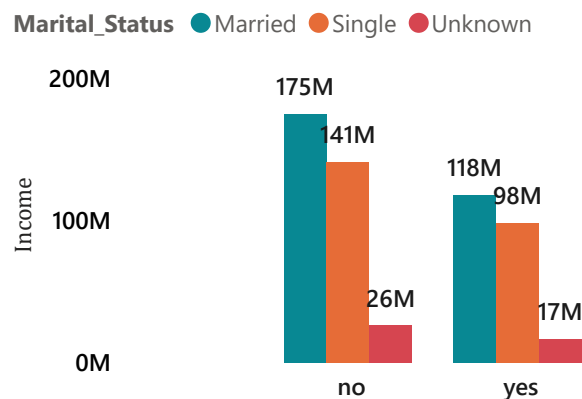
Q2

Q1

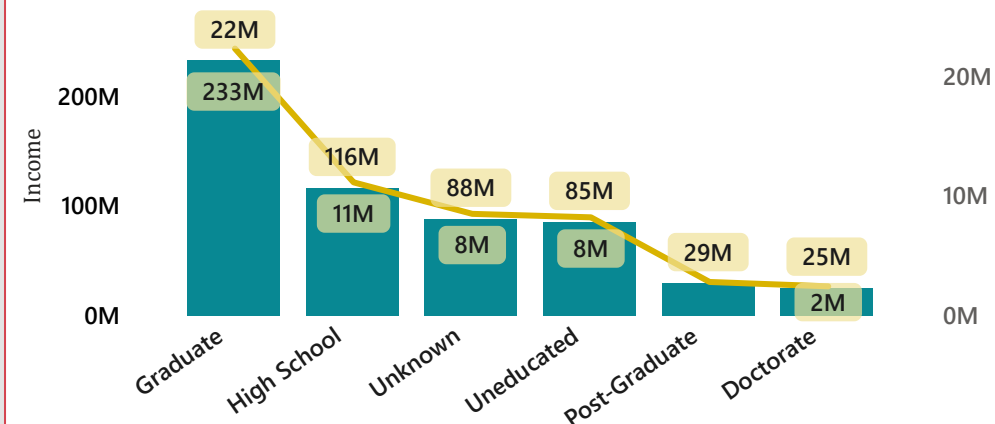
Income Distribution by House Owner and Personal Loan



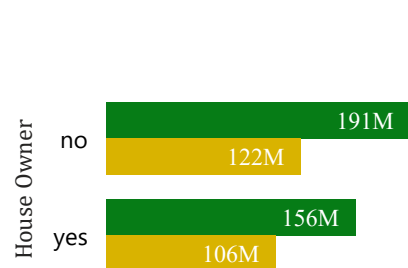
Income by Car Owner and Marital_Status



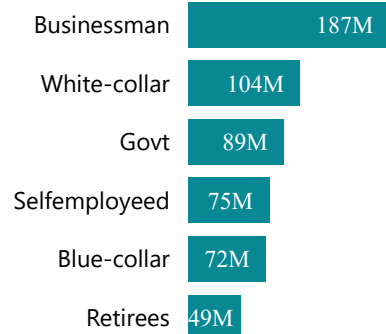
Income & Revenue by Education Level



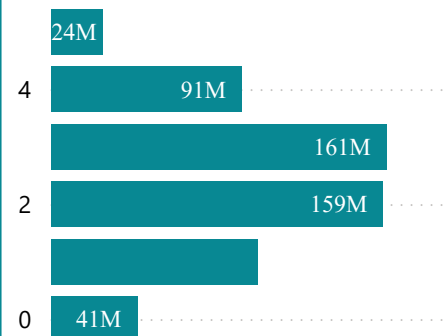
House Owner Income Distribution



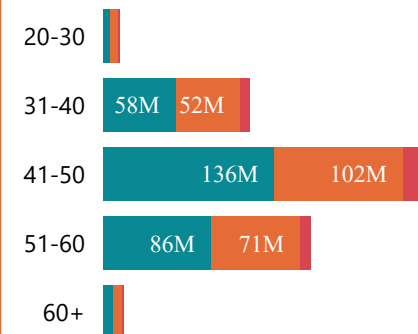
Income by Customer Job



Income by Dependent Count



Income by Age Group



Income by Marital Status

