

## **Project Insights- Week 52(24th Dec)**

### **Week on Week change:**

- \* Revenue increased by **28.8%**,

### **Overview YTD:**

- \* 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%**