

## 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%