

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%*