

## **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%**