

# Project Insights- Week 53 (31st Dec)

## WoW change:

- Revenue increased by 14%,
- Total Transaction Amt by 12.8% ,
- Customer count increased by 12%

## Overview YTD:

Overall revenue is 57M I

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%