

Credit Card Industry Overview

Gender

F

M

Week_Start_...

All

Revenue

9.82M

Annual Fees

3M

Interest Earned

7.84M

Customer Acq Cost

973K

Average of Revenue by Qtr

Q3

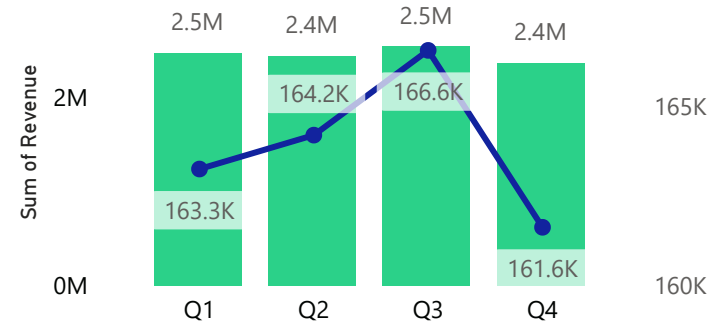
Q1

Q2

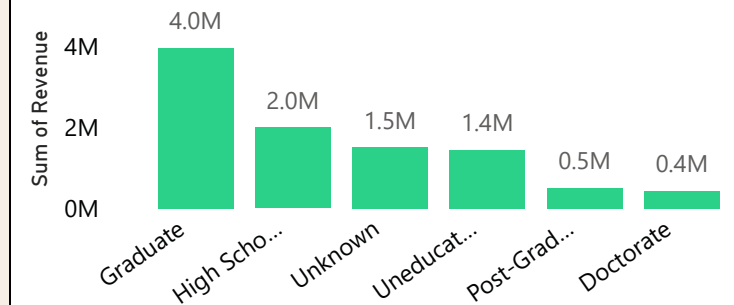
Q4

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest
Blue	82,93,549.74	36957875	64,91
Gold	4,12,452.16	2024078	3,73
Platinum	1,75,724.05	953314	1,61
Silver	9,38,735.28	4586746	8,11
Total	98,20,461.23	44522013	78,43

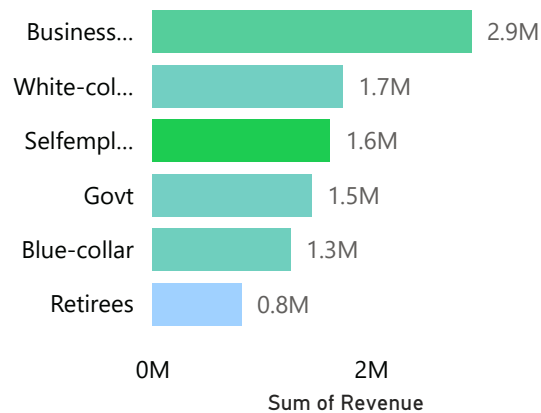
Sum of Revenue and Sum of Total_Trans_Vol by Qtr



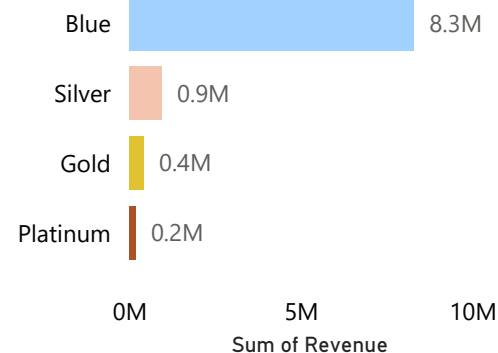
Sum of Revenue by Education_Level



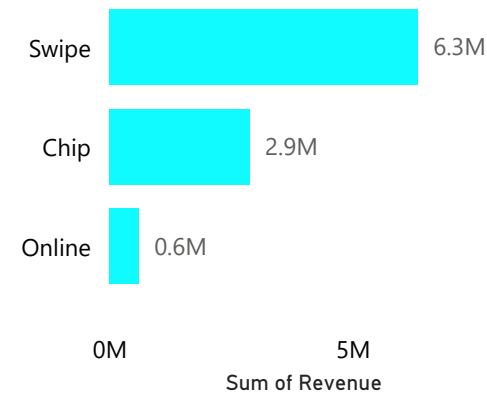
Sum of Revenue by Customer_Job



Sum of Revenue by Card_Category



Sum of Revenue by Use Chip



Sum of Revenue by Exp Type and Qtr

