



Executive Credit Card Performance Dashboard

Financial & Customer Analytics Overview

1.51M

Total Revenue

1K

Customers Count

22.66K

Total Interest

5K

Transaction Count

3.04

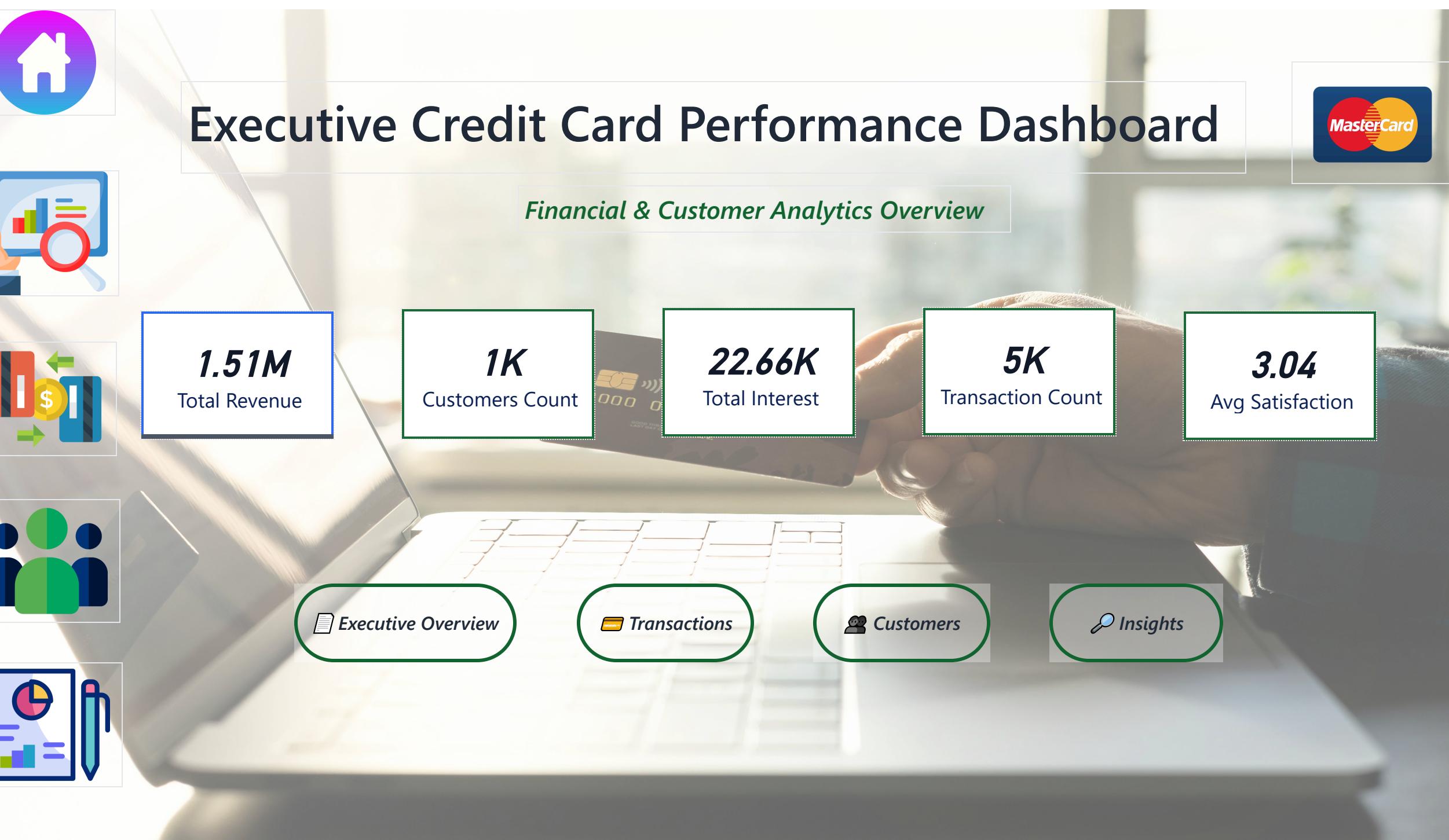
Avg Satisfaction

Executive Overview

Transactions

Customers

Insights





Executive Overview

Executive Overview

Transactions

Customers

Insights

1.51M

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22.66K

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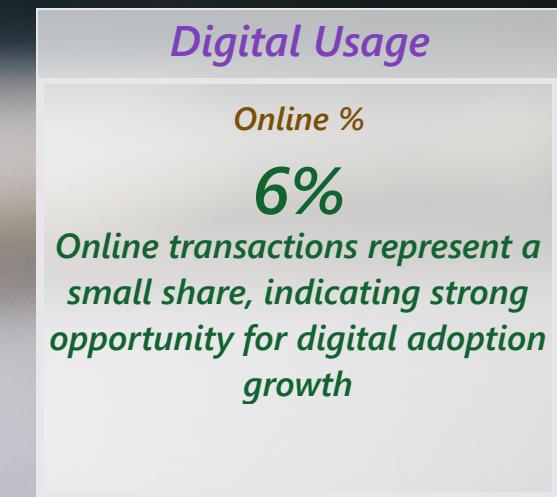
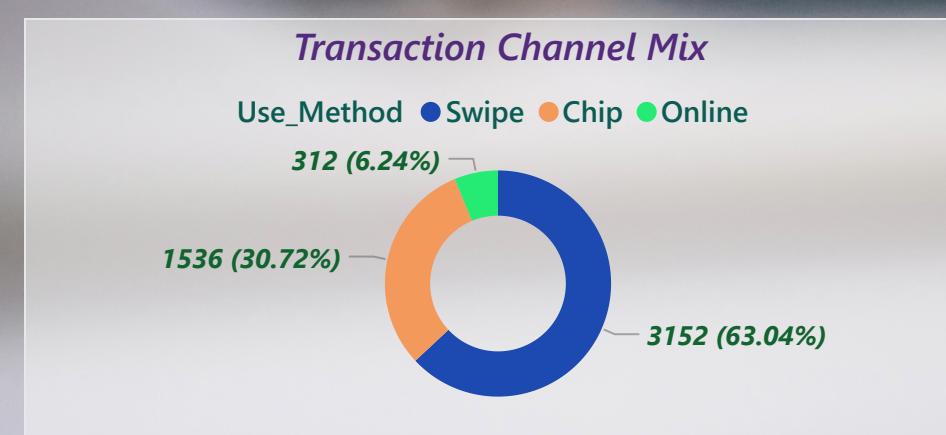
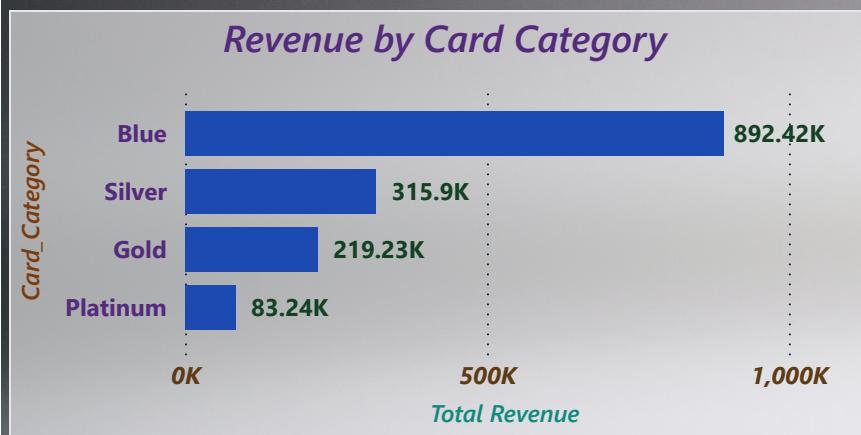
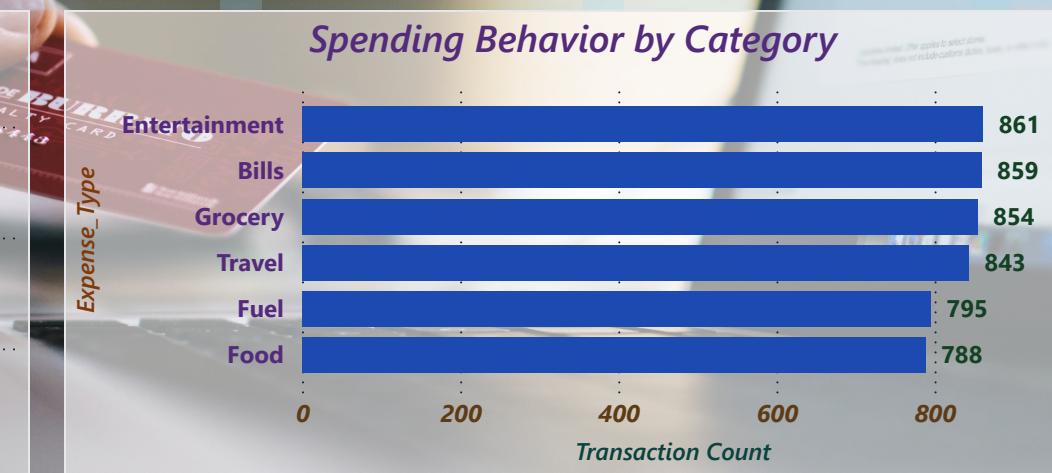
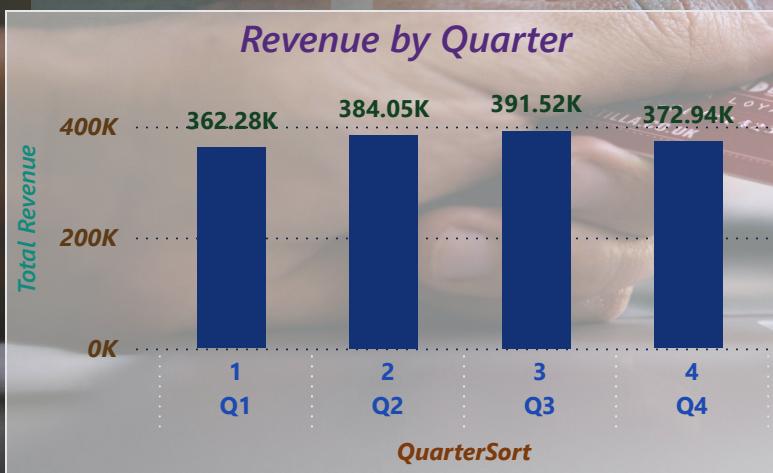
Customers Count

3.04

Avg Satisfaction

302.16

Avg Transaction Value





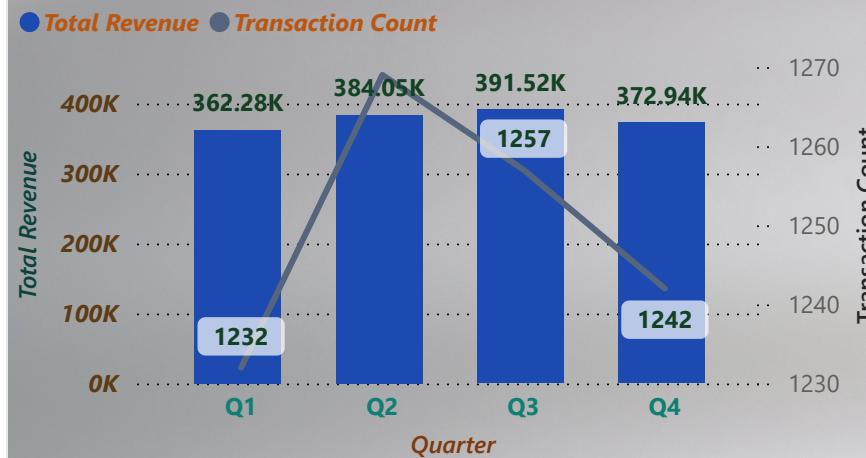
Transactions

Customer_Job

Revenue by Customer Job



Revenue & Transactions by Quarter



Income_Group

All

Card_Category

All

Gender

All

Quarter

All

1.51M

Total Revenue

Card Category Performance

| Card_Category | Total Revenue | Transaction Count | Total Interest | Total Annual Fees |
|---------------|---------------------|-------------------|------------------|-------------------|
| Blue | 892,420.76 | 2962 | 13,386.29 | 148100 |
| Gold | 219,225.30 | 753 | 3,288.42 | 90360 |
| Platinum | 83,238.62 | 257 | 1,248.58 | 51400 |
| Silver | 315,904.78 | 1028 | 4,738.64 | 77100 |
| Total | 1,510,789.46 | 5000 | 22,661.93 | 366960 |

22.66K

Total Interest

5K

Transaction Count

Education_Level

Revenue by Education Level



367K

Total Annual Fees

302.16

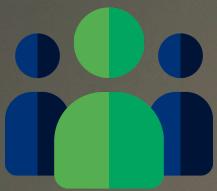
Avg Transaction Value

Executive Overview

Transactions

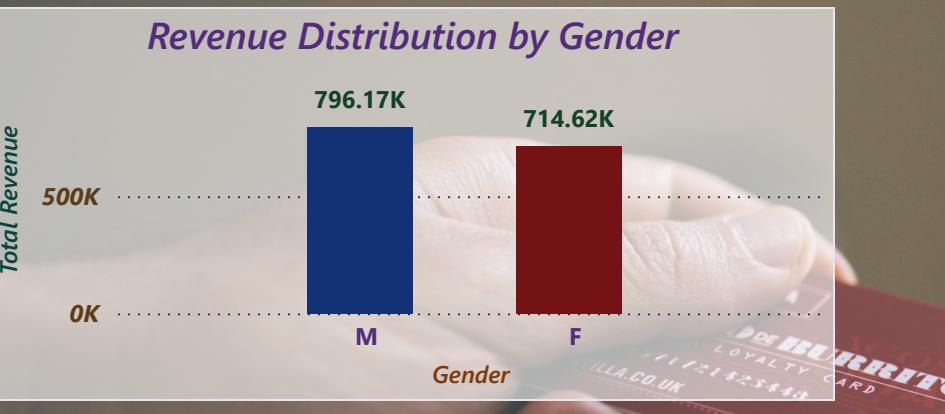
Customers

Insights

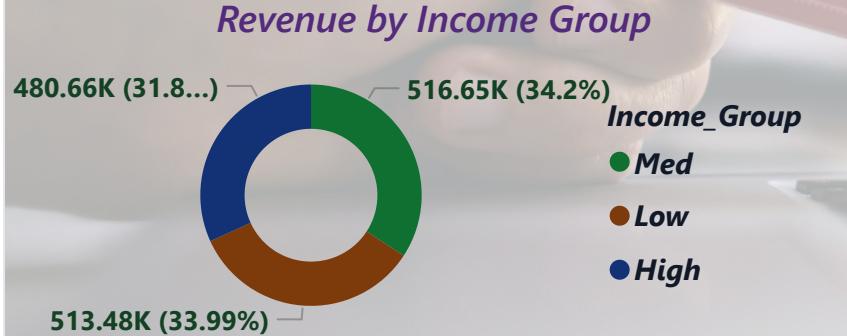


Customers

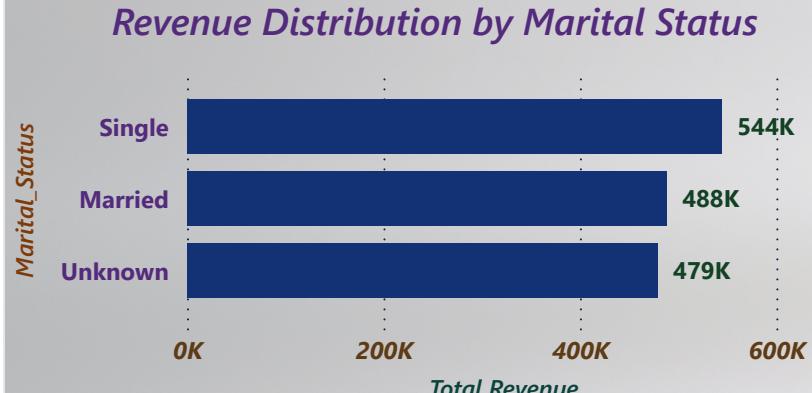
Revenue Distribution by Gender



Revenue by Income Group



Revenue Distribution by Marital Status



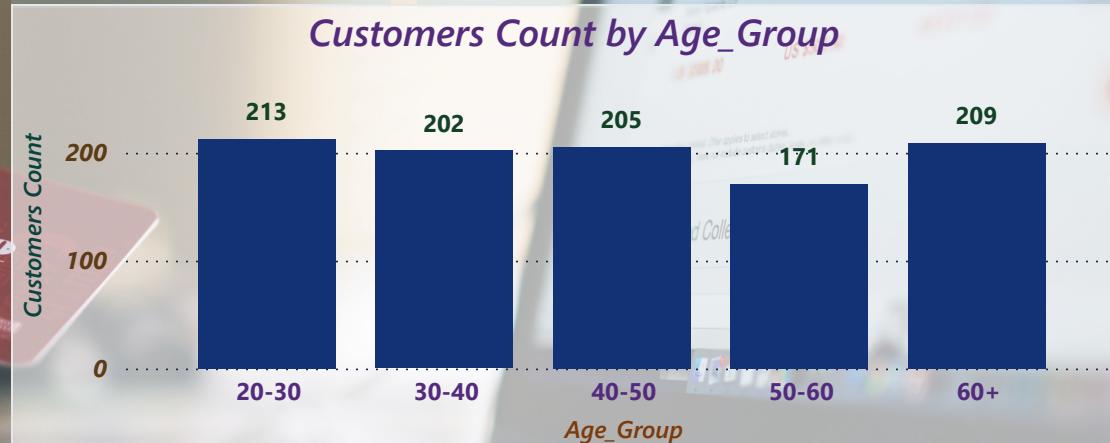
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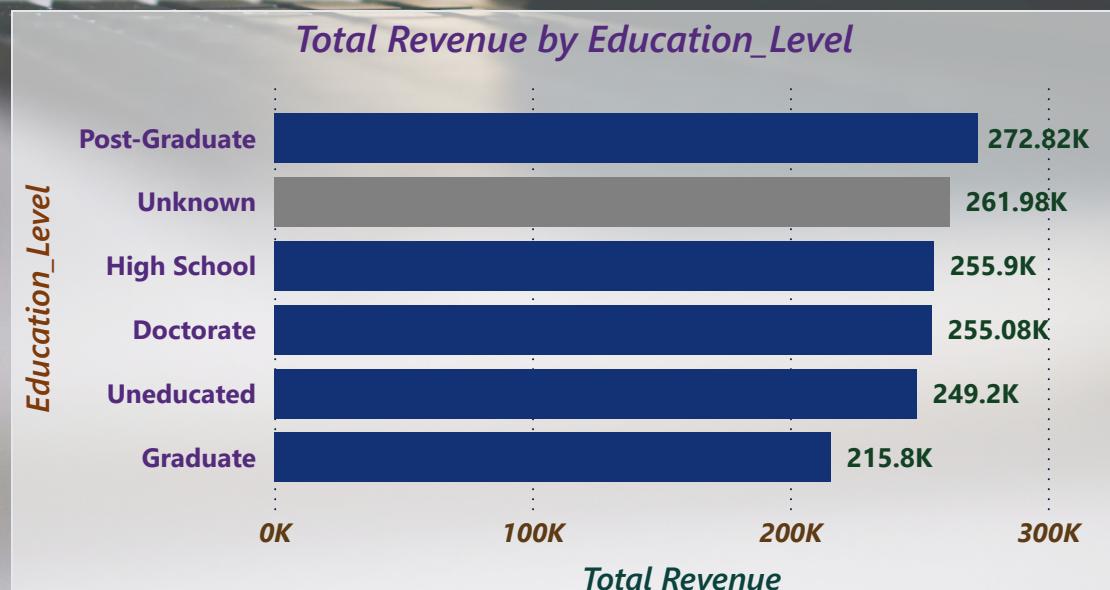
3.04
Avg Satisfaction

302.16
Avg Transaction Value

Customers Count by Age_Group



Total Revenue by Education_Level



Gender

All

Age_Group

All

Income_Group

All

Education_Level

All



Insights & Opportunities

Executive Overview

Transactions

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Insights

Strategic findings based on transaction and customer analysis

Digital Usage

Online %
6%

Online transactions represent a limited share, highlighting a strong opportunity to accelerate digital adoption.

Revenue Concentration

Blue Revenue %
59%

A large portion of revenue comes from Blue cards, indicating portfolio concentration risk.

Customer Satisfaction

Avg Satisfaction
3.04

Current satisfaction levels indicate the need for targeted initiatives to enhance overall customer experience.

Action Summary Container

Recommended Actions

Action Summary - Text

- Accelerate investment in digital channels to boost online adoption
- Reduce portfolio risk by diversifying beyond Blue card dependency
- Launch targeted programs to improve customer experience and satisfaction