



Customer credit card finance analysis

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Insights:

1. Sum of revenue for M (8.65% increase) trended up while F (28.15% decrease) trended down between Sunday, January 1, 2023 and Sunday, December 24, 2023.
2. The most recent Sum of revenue anomaly was on Sunday, May 21, 2023, when M had a high of 771655. Sum of revenue for F started trending down on Sunday, November 26, 2023, falling by 19.13% (88710) in 28 days.
3. Total Sum of revenue was higher for M (30221637) than F (2,50,93,773.19). 40-50 in Gender M made up 24.45% of Sum of revenue. Average Sum of revenue was higher for M (60,44,327.41) than F (50,18,754.64).
4. Sum of revenue for M and F diverged the most when the state_code was FL, when M were 1826761 higher than F.



Insights;

1. At 14235480, Q3 had the highest Sum of revenue and was 7.07% higher than Q4, which had the lowest Sum of revenue at 13295001.
2. Sum of revenue and total Sum of Total_Trans_count are positively correlated with each other. Q3 accounted for 25.74% of Sum of revenue.
- 3.[] Across all 6 Exp Type, Sum of revenue ranged from 5865750 to 13775096.