

# Credit Card Weekly Report

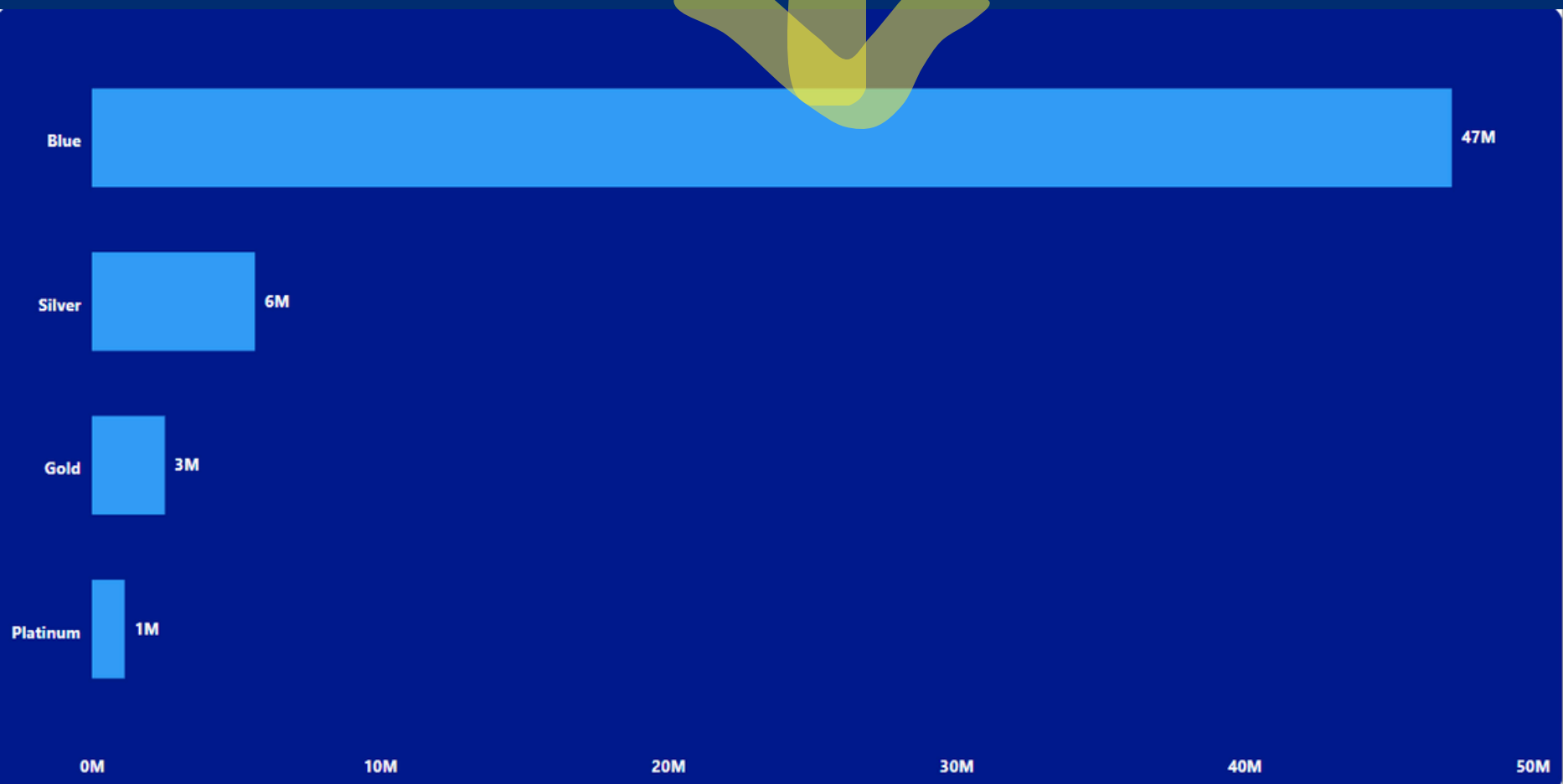
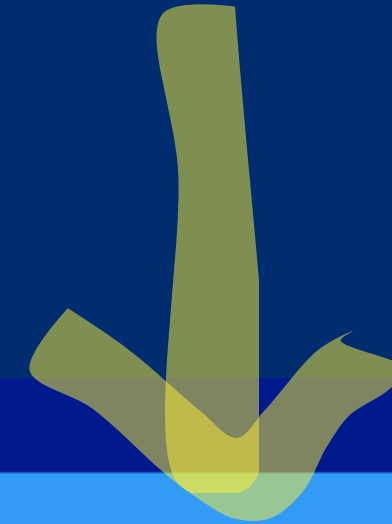
To Develop an easy-to-use weekly dashboard for credit cards that shows important data and trends in real-time, helping stakeholders to track and understand credit card operations better.

# Credit card Transactions project Insights

1. **Blue chip** cards might be **used very frequently**, leading to a **high total revenue**. However, each individual transaction might be small, leading to a **lower average revenue per transaction**.
2. **Platinum chip** cards might be **used less frequently**, resulting in a **lower total revenue**. However, when they are used, they generate a high revenue per transaction, leading to a **higher average revenue**.



Blue chip card used frequently



Platinum chip card  
producing overall high avg  
revenue



# Week 53 (31 Dec 2023)

## Wow Change:

- **Revenue increased by 28.8%**
- **Total Transaction Amt** (52th week- 749k and 53th week-1M) **increased by approximately 33.51%** from the 52nd week to the 53rd week.
- **Total Transaction Count** (52th week- 11K and 53th week-12K) **increased by approximately 9.09%** from the 52nd week to the 53rd week.
- **Customer count increased by approximately 12.80%** from the 52nd week to the 53rd week.
- The **interest revenue increased by approximately 1.01%** from the 52nd week to the 53rd week. This indicates a stable increase in interest revenue, suggesting consistent credit card usage and balance carrying by customers.
- The **total revenue increased by approximately 7.18%** from the 52nd week to the 53rd week. This suggests a significant overall growth in the company's revenue, which is a positive indicator of business performance.

# Overall Report Analysis

- Overall revenue is 57M
- Total interest is 7.98M
- 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%
- Customer Satisfaction Score is on an Average 3.19
- Overall Activation rate is 57.5%

- **Overall Delinquent rate is 6.06%**
- **Graduates are the key contributors to the company's revenue.(10M Female and 13M Male). Therefore, Marketing and promotional efforts could be tailored to further engage these high-revenue-generating groups, perhaps offering premium services or incentives that appeal to their preferences and spending habits.**
- **Customers with an income of 75k or more contribute 28 million in revenue.**
- **The 40-50 age group represents a critical segment for the credit card company, contributing nearly half of the total revenue. The company can enhance customer satisfaction, drive higher engagement, and secure long-term loyalty, ultimately leading to sustained revenue growth.**





**Thank You**