

Credit Card Transaction Analysis

Transaction

667K

Amount

46M

Interest Earn

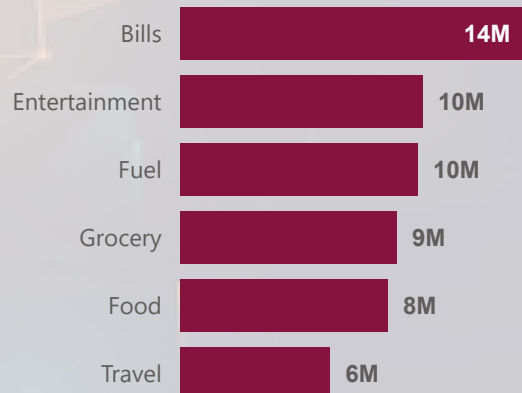
8.0M

Revenue

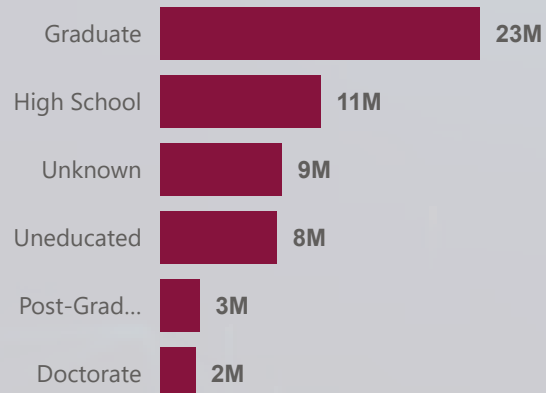
57M

| card_category | Sum of Revenue | Sum of total_trans_amt | Sum of interest_earned |
|---------------|----------------|------------------------|------------------------|
| Blue | 47188612 | 37840749 | 6614172.6 |
| Silver | 5659109 | 4647596 | 821923.0 |
| Gold | 2533682 | 2091362 | 384755.2 |
| Platinum | 1135608 | 953314 | 161629.1 |
| Total | 56517011 | 45533021 | 7982479.8 |

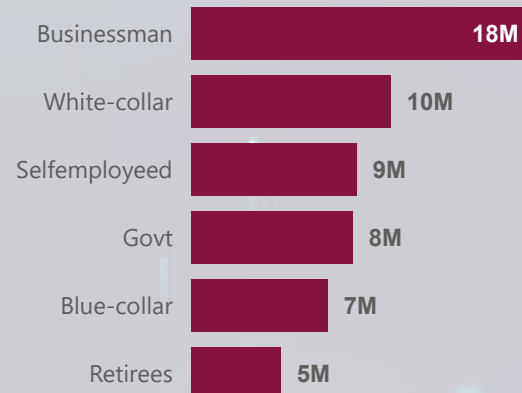
Revenue by Expenditure Type



Revenue by Education Level



Revenue by Customer Job



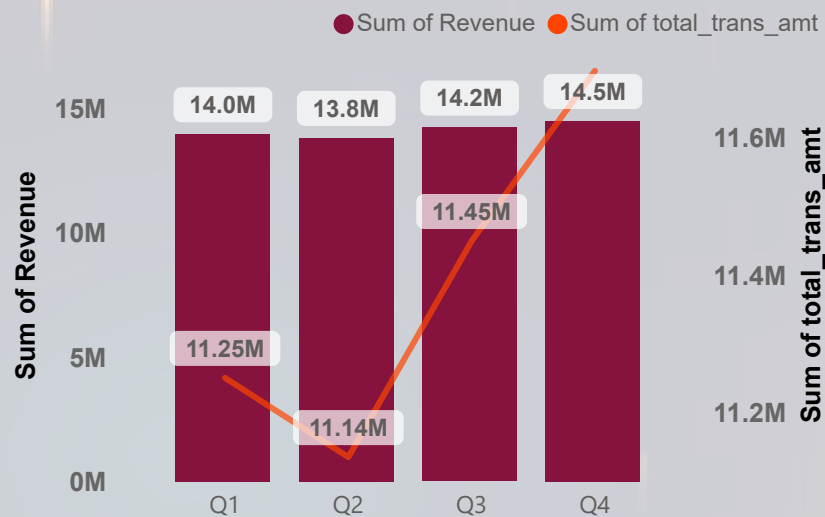
Q4

Q3

Q2

Q1

Revenue and Total Transaction Amount by Qtr



Week Start Date

All

F

M

Low

Med

High

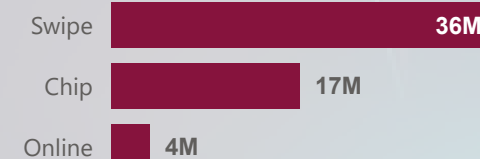
Gold

Silver

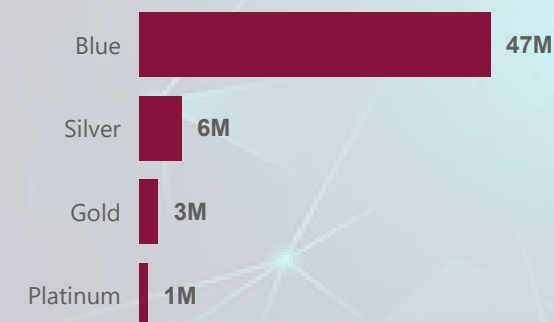
Blue

Platinum

Revenue by Use Chip



Revenue by Card Category



Credit Card Customer Analysis

Income
588M

CS Score
3.19

Interest Earn
8.0M

Revenue
57M

Q4

Q3

Q2

Q1

Week Start Date

All



Swipe

Online

Chip

Gold

Silver

Blue

Platinum

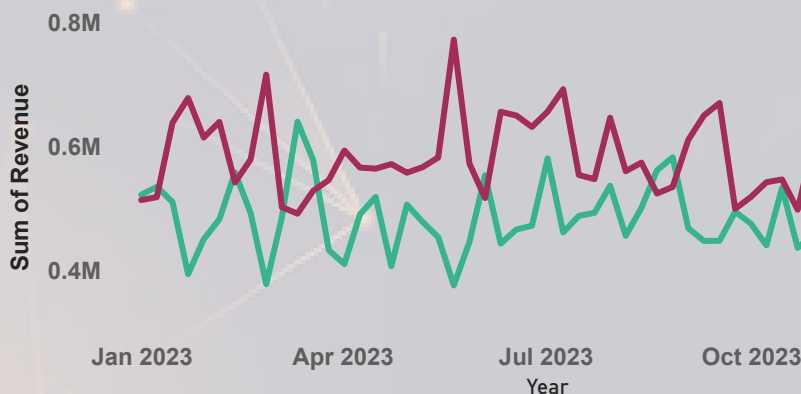
M

31M

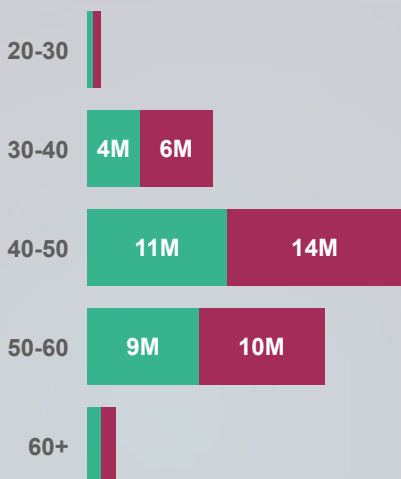
F

26M

Revenue by Week and Gender

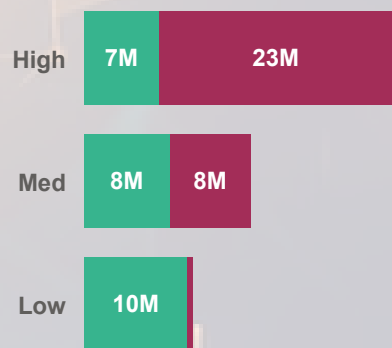


Revenue by Age Group

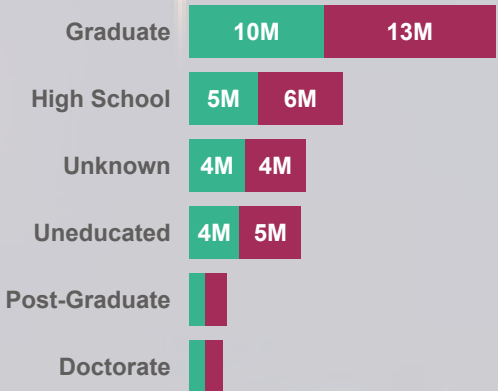


| customer_job | Sum of Revenue | Sum of interest_earned | Sum of income |
|---------------|----------------|------------------------|---------------|
| Businessman | 17697472 | 2584604.0 | 190350431 |
| White-collar | 10283124 | 1464690.9 | 105618475 |
| Govt | 8335534 | 1182230.8 | 90834727 |
| Selfemployeed | 8542826 | 1141510.4 | 77659931 |
| Blue-collar | 7040606 | 967751.4 | 73516911 |
| Retirees | 4617448 | 641692.2 | 49619308 |
| Total | 56517011 | 7982479.8 | 587599783 |

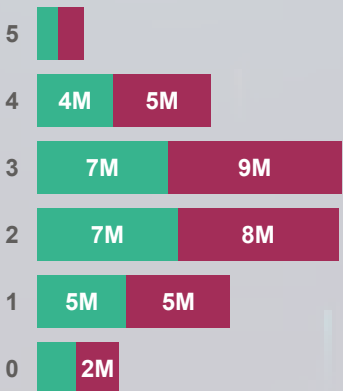
Revenue by Income Group



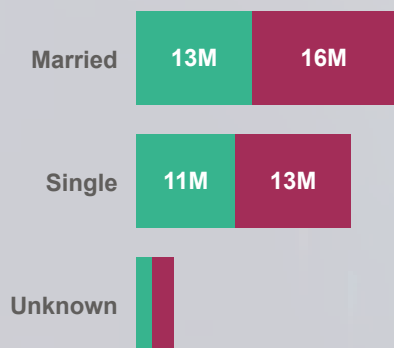
Revenue by Customer Education



Revenue by Dependent



Revenue by Marital Status



Revenue by State (Top 5)

