

Credit Card Transaction Analysis

Revenue

55.3M

Interest Earn

7.8M

Trans. Amt

44.5M

Trans. Count

655.7K

| Card_Category | Revenue | Interest_Earned | Customer Acq cost |
|---------------|---------------|-----------------|-------------------|
| Silver | 5,586,332.28 | 812,081.28 | 60851 |
| Platinum | 1,135,608.05 | 161,629.05 | 6570 |
| Gold | 2,454,072.16 | 373,784.16 | 17542 |
| Blue | 46,139,397.74 | 6,495,887.74 | 887973 |
| Total | 55,315,410.23 | 7,843,382.23 | 972936 |

Card_Category

Silver

5,586,332.28

812,081.28

60851

Platinum

1,135,608.05

161,629.05

6570

Gold

2,454,072.16

373,784.16

17542

Blue

46,139,397.74

6,495,887.74

887973

Total

55,315,410.23

7,843,382.23

972936

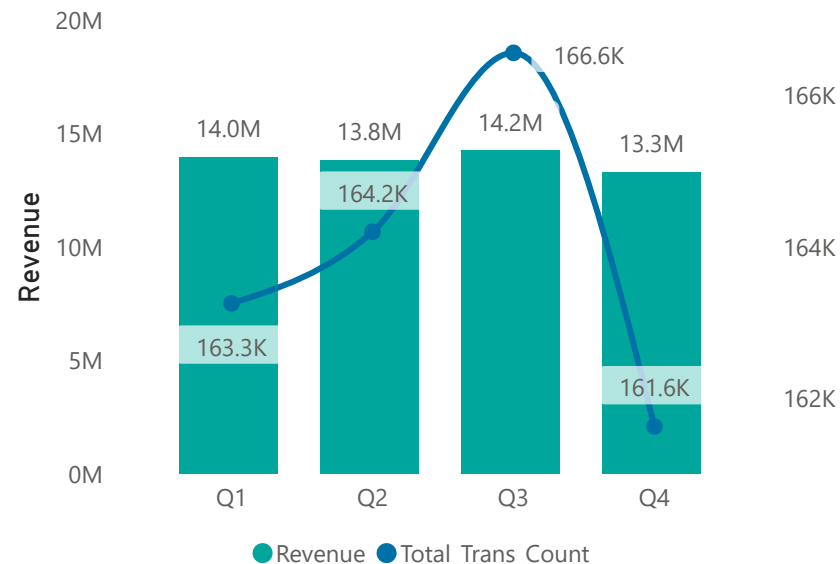
Q1

Q2

Q3

Q4

Revenue & Transaction count



Income Group

Low

Mid

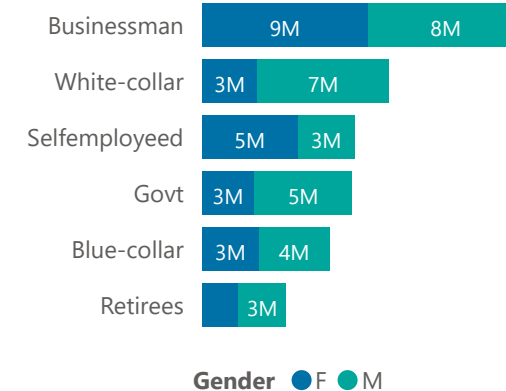
High

Have Car

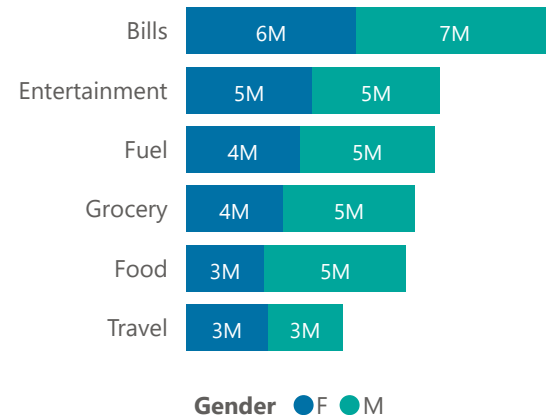
no

yes

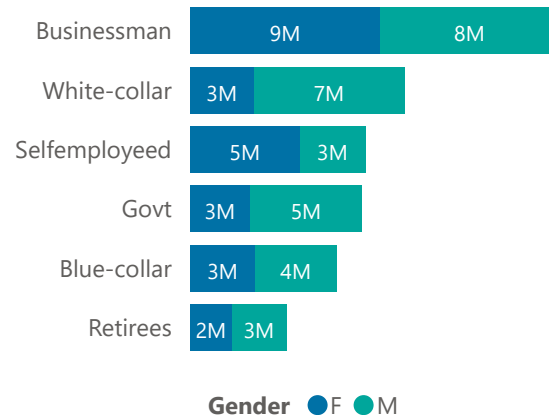
Revenue by Education



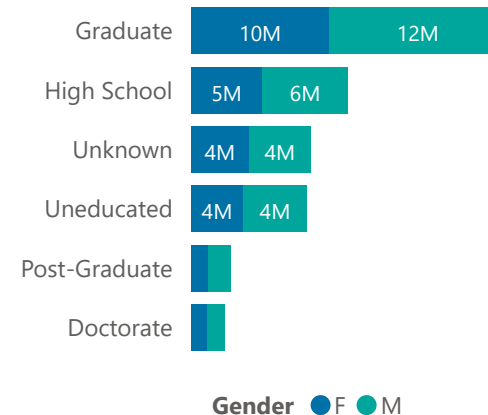
Revenue by Exp. Type



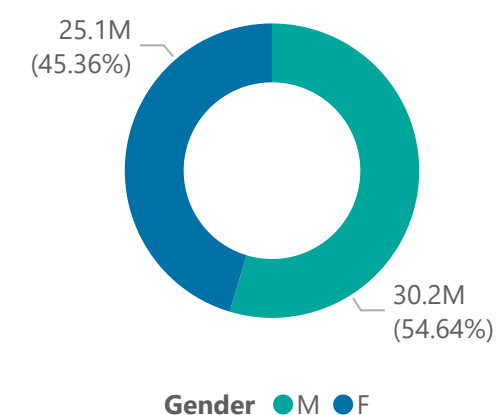
Revenue by Job



Revenue by Education



Revenue by Card Category



Credit Card Customer Analysis

Q1

Q2

Q3

Q4

Income Group

Low

Mid

High

Revenue

55.3M

Interest Earn

7.8M

Trans. Amt

44.5M

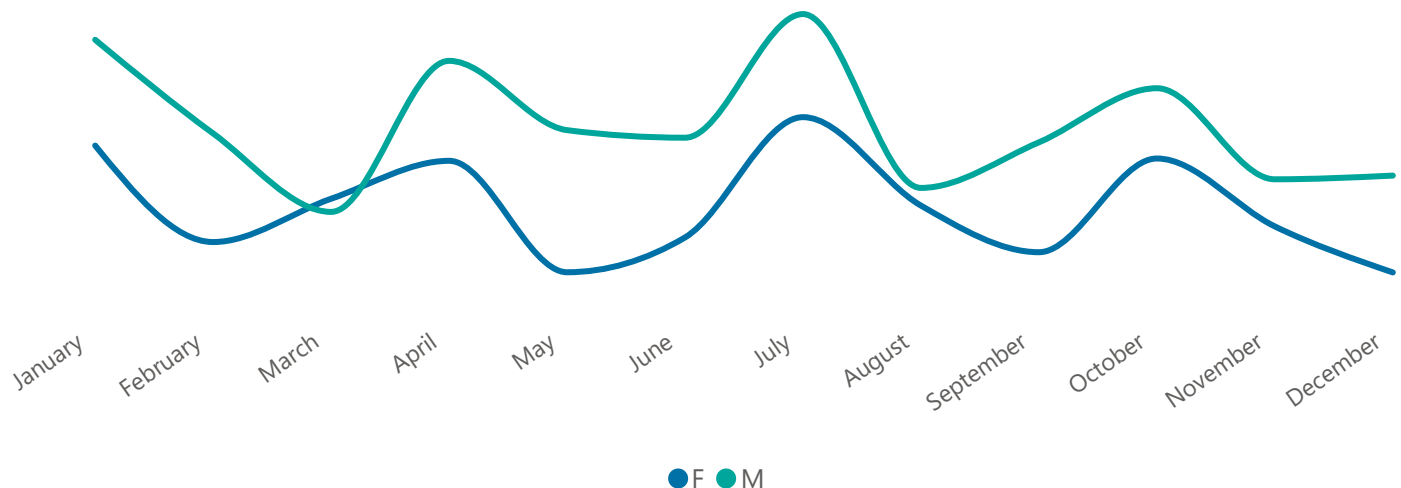
Customer

Rating

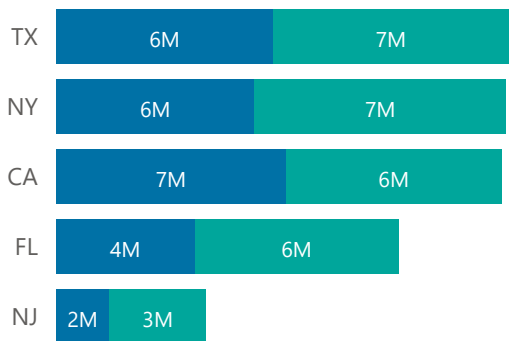
3.2

| Card_Category | Revenue | Interest_Earned | Customer Acq cost |
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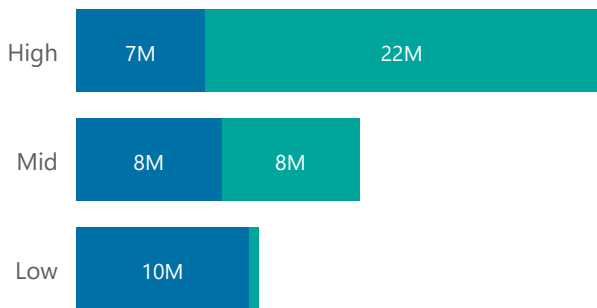
Revenue & Transaction count



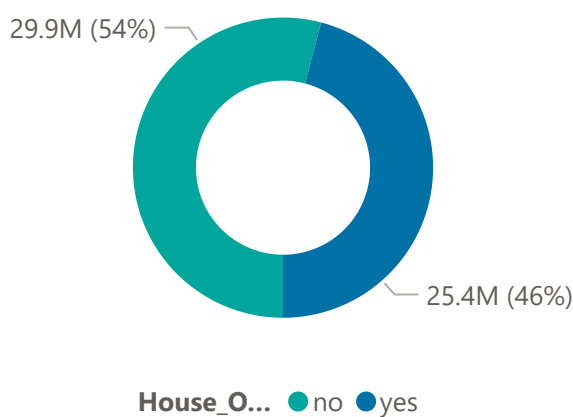
Revenue by States



Revenue by Income



Revenue by House Owner



Revenue by Marital Status

