Week 53 (31st Dec)

Week Over Week Revenue Change:

Revenue decreased by -0.99%.

Total Transaction Amount and Count increased.

Customer count increased.

Overview YTD

Overall Revenue: $57M

Total Interest: $8M

Total Transaction Amount: $46M

Revenue by Gender:

Male customers: $31M

Female customers: $26M

Revenue by Card Category:

Blue: $47M

Silver: $6M

Gold: $3M

Platinum: $1M

State Contribution to Revenue:

TX, NY, and CA: 68%

Activation Rate: 57.5%

Delinquent Rate: 6.06%

Additional Insights from Dashboard

Revenue by Week: There is a noticeable drop in revenue at the beginning of 2024, followed by a recovery.

Revenue by Age Group: The highest revenue is from the age group 30-40.

Revenue by Income Group:

High: $7M

Medium: $8M

Low: $10M

Revenue by Marital Status:

Married: $13M

Single: $11M

Revenue by Dependent Count:

4M: $4M

6M: $6M

7M: $7M

9M: $9M

Revenue by Educational Level:

Graduate: $10M

High School: $5M

Unknown: $4M

Uneducated: $4M

Post-Graduate: $2M

Doctorate: $1M

Revenue by Expenditure Type:

Bills: $14M

Entertainment: $10M

Fuel: $10M

Grocery: $9M

Food: $8M

Travel: $6M

Revenue by Card Use Type:

Swipe: $36M

Chip: $17M

Online: $4M

Revenue by Customer Job:

Businessman: $18M

White-collar: $10M

Self-employed: $9M

Govt: $8M

Blue-collar: $7M

Retirees: $5M