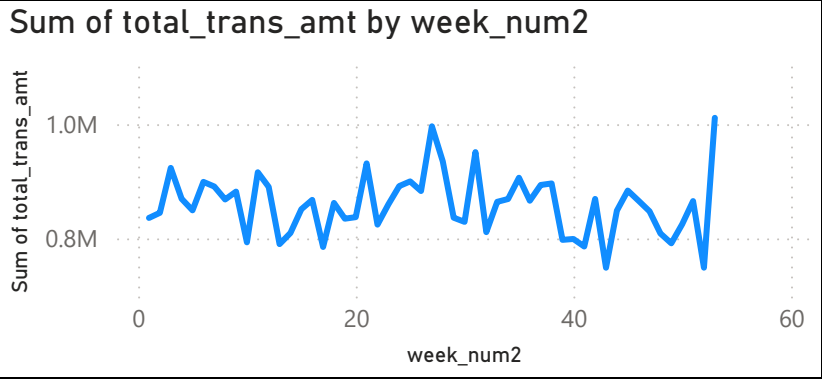


week_num2	Previous_week_Revenue	Current_week_Revenue	wow_revenue
53	933134	1201601	28.8%
52	1070439	933134	-12.8%
51	1026549	1070439	4.3%
50	980152	1026549	4.7%
49	1008777	980152	-2.8%
48	1047120	1008777	-3.7%
Total	933134	1201601	28.8%



delinquent_acc	%GT Count of delinquent_acc
0	93.94%
1	6.06%
Total	100.00%

activation_30_days	%GT Count of activation_30_days
0	42.54%
1	57.46%
Total	100.00%

Insights for Week 53 (New week):

WoW change:

- Revenue increased by 28.8%
- Total Transaction Amt increased by 35.04%

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Overall YTD:

- Overall revenue is 57M
- Total interest is 8M
- 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%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06% (People unable to return money)
- Average Customer Satisfaction Score is 3.19 (out of 5).
- Maximum delinquents are self-employed (1.66% of the total users)

week_num2	previous_trans_amt	current_trans_amt	wow_trans_amt
53	748677	1011008	35.04%
52	865275	748677	-13.48%
51	824791	865275	4.91%
50	791352	824791	4.23%
49	808623	791352	-2.14%
48	847375	808623	-4.57%
Total	748677	1011008	35.04%

Credit Card Transaction Report

Gold

Silver

Blue

Platinum

week_start_date

All

Trans Count

667K

Total Interest

8.0M

Trans Amount

46M

Revenue

57M

Q4

Q3

Q2

Q1

Low

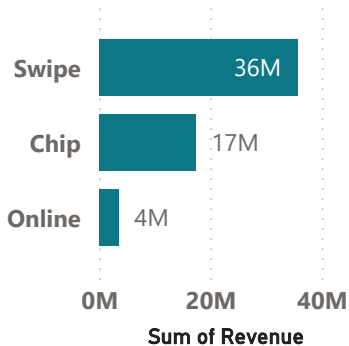
Med

High

F

M

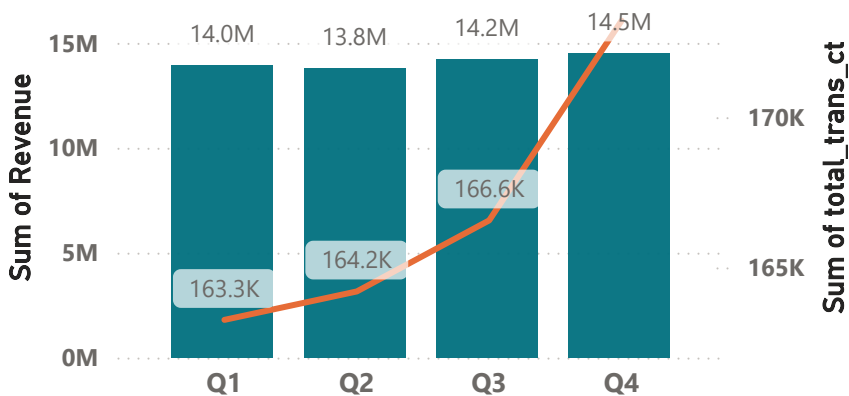
Revenue vs Use



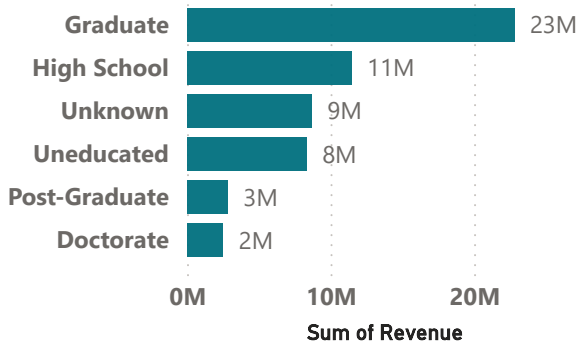
card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6614173
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Silver	5659109	4647596	821923
Total	56517011	45533021	7982480

QTR Revenue and Total Transaction Count

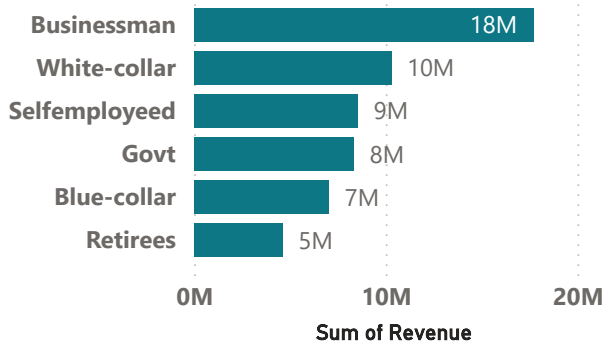
Sum of Revenue Sum of total_trans_ct



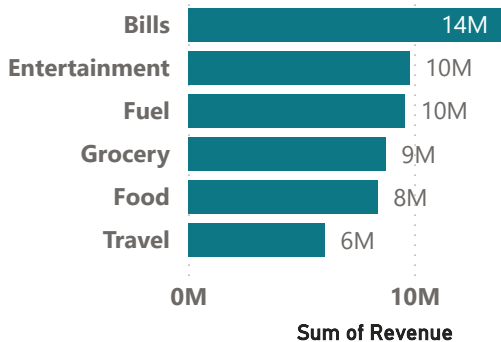
Revenue vs Education Level



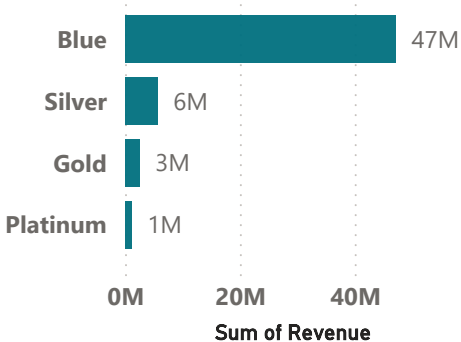
Revenue vs Customer Job



Revenue vs Expenditure type



Revenue vs Card Type



Credit Card Customer Report

Revenue

57M

Total Interest

8.0M

Income

588M

Customer Satisfaction

3.19

Gold

Silver

Blue

Platinum

week_start_date

All

Q4

Q3

Q2

Q1

Swipe

Online

Chip

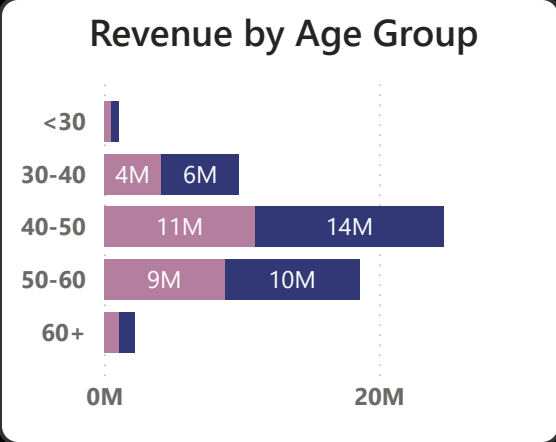
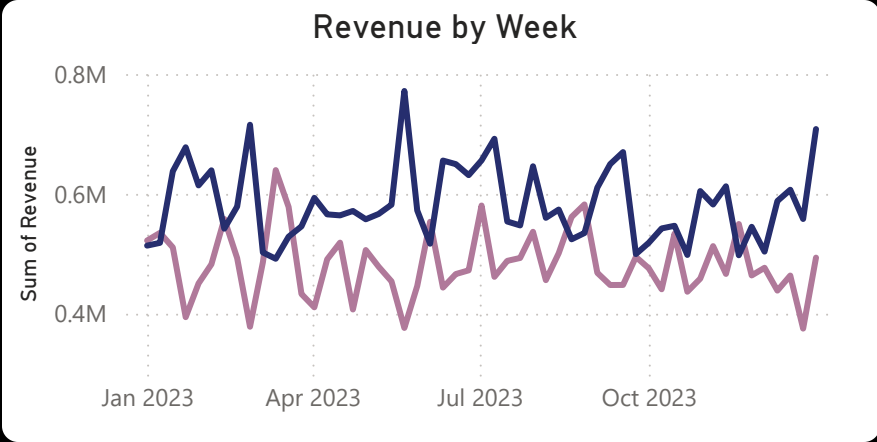
Legend

M

F

31M

26M



customer_job	Sum of Revenue	Sum of total_trans_amt	Sum of income
Businessman	17697472	14538883	190350431
White-collar	10283124	8359688	105618475
Selfemployeed	8542826	6640301	77659931
Govt	8335534	6701573	90834727
Blue-collar	7040606	5602930	73516911
Retirees	4617448	3689646	49619308
Total	56517011	45533021	587599783

