

Insights

- WoW Change:

Revenue increased by 28.8%

Total Transaction Amount and Count increased by 35.06% and 3.39%.

Customer count increased by **12.80** percentages.

- Overview YTD:

Overall revenue: \$57M

Total transaction amount: \$8M

Total interest: \$8M

Male customers contribute more in revenue: \$31M,
while females contribute \$26M.

Blue & Silver credit cards contribute to 93% of overall transactions.

TX, NY & CA contribute to 68% of transactions.

Overall activation rate: 57.5%.

Overall delinquency rate: 6.06%.

