

Credit Card

Weekly Status Report

Project Objective

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

Project Insights

WOW Change:

- ◇ Revenue increased by 28.8%
- ◇ Total Transaction Amount & Count increased by 2.2% & 1.74% respectively

Overview 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%