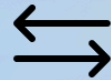




Credit Card Insights Report



Credit Card Transaction View

Credit Card Transaction Report with key Insights of Revenue, Total amount, Total Interest & Transaction Count. More Key metrics on Quarter based Revenue and Total Transaction along with some base Insights like Expenditure, Education, Card category by Revenue.



Credit Card Customer View

Credit Card Customer Report with Key Insights of Revenue, Total amount, Total Income & Credit Card Score. More key metrics on Revenue by week in comparison to Gender. More key metrics based on with compare to Male and Female like Martial Status, Dependent Status, Education, Age Group etc. by Revenue.



Additional Analysis View

Additional Analysis Includes all key insights and metrics which is generated by Dax Query. Some key Insights are various tables like week of week Revenue, Delinquent Account by customers job, activation 30 days.

Credit Card Transaction Report

Revenue

57M

Total amount

8M

Total Interest

46M

Trans count

667K

Q1

Q2

Q3

Q4

week_start_date

All

F

M

Blue

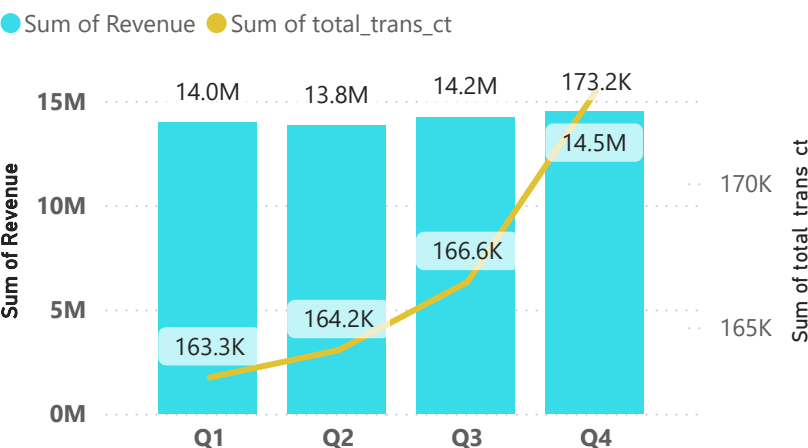
Gold

Platinum

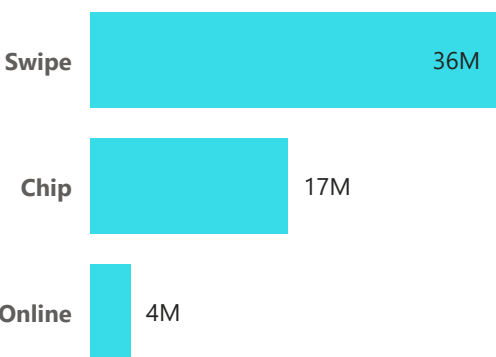
Silver

Card Category	Revenue	Interest Earned	Transaction Amount
Blue	47188612	6,614,172.62	37840749
Gold	2533682	384,755.16	2091362
Platinum	1135608	161,629.05	953314
Silver	5659109	821,922.98	4647596
Total	56517011	7,982,479.81	45533021

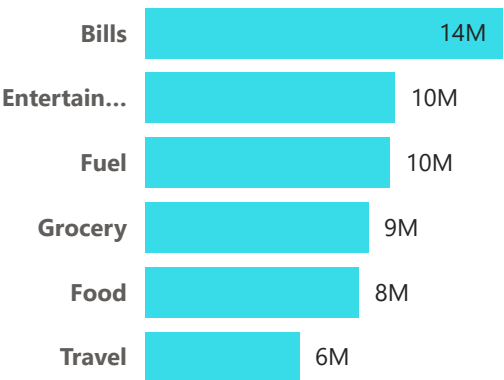
Qtr Revenue and total transaction count



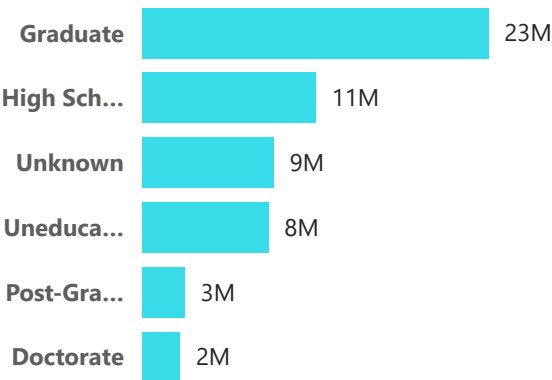
Revenue by Expenditure Type



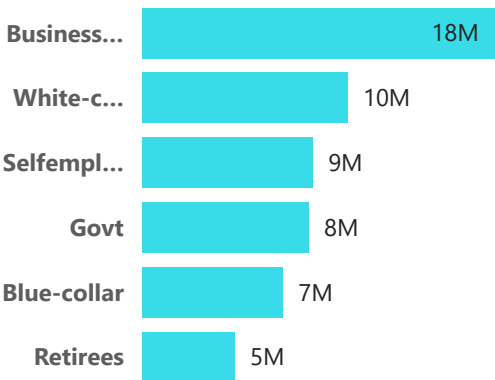
Revenue by Expenditure Type



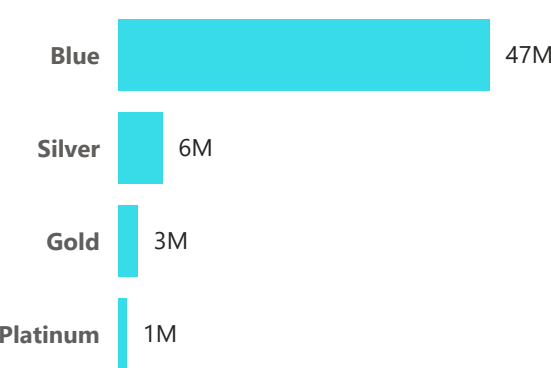
Revenue by Education



Revenue by Customer Job



Revenue by Card Category



Credit Card Customer Report

Q1

Q2

Q3

Q4

week_start_date

All

Revenue

57M

Total amount

8M

Total Income

588M

CSS

3.19

M

31M

F

26M

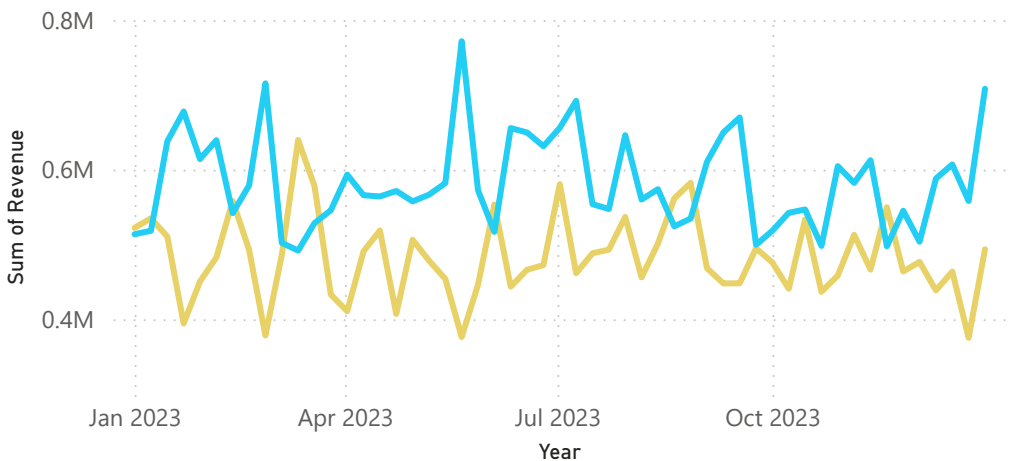
Blue

Gold

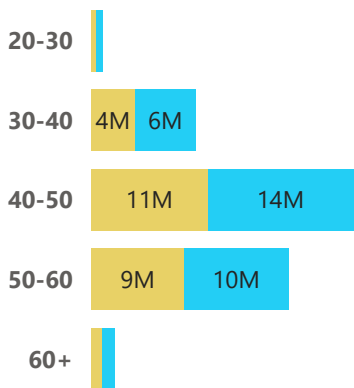
Platinum

Silver

Revenue by Week

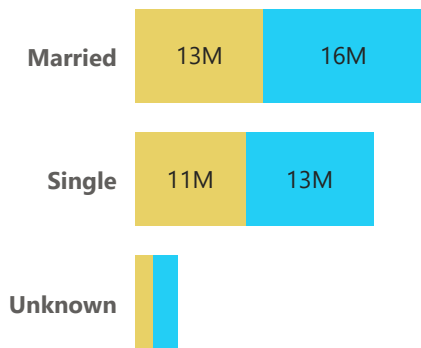


Revenue by Age Group

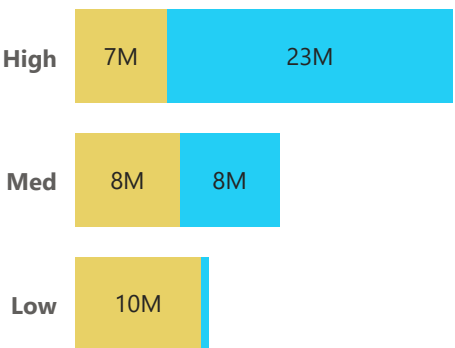


Customer Job	Revenue	Income	Customer Satisfaction Score
Blue-collar	7040606	73516911	5109
Businessman	17697472	190350431	6257
Govt	8335534	90834727	5002
Retirees	4617448	49619308	3187
Selfemployeed	8542826	77659931	8474
White-collar	10283124	105618475	4854
Total	56517011	587599783	32883

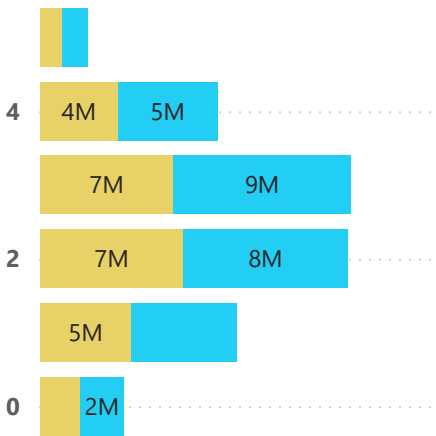
Revenue by Marital Status



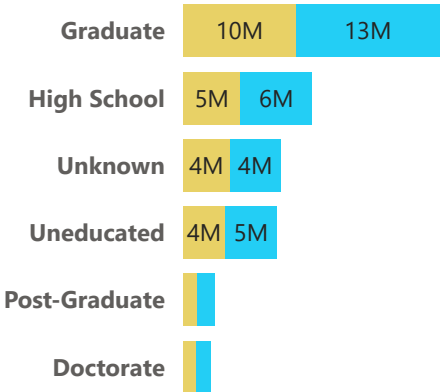
Revenue by Income Group



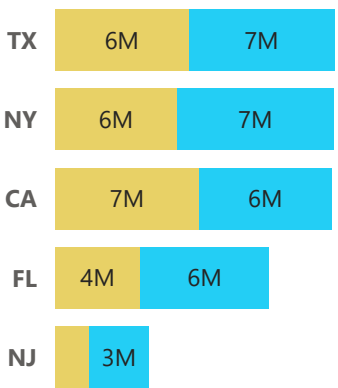
Revenue by Dependent



Revenue by Education



Top 5 States



Additional Analysis Report

Q1

Q2

Q3

Q4

Week Start Date

All

Revenue
57M

Total amount
8M

Total Income
588M

CSS
3.19

Dependent
24K

Avg Credit limit
8.64K

Blue

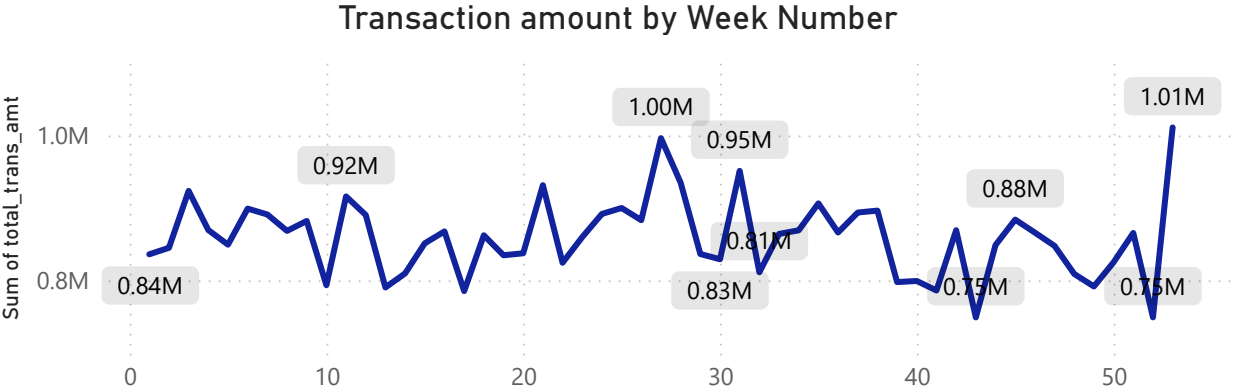
Gold

Platinum

Silver

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	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%

activation_30_days	Bills	Entertainment	Food	Fuel	Grocery	Travel	Total
1	16.76%	11.11%	6.67%	10.28%	8.40%	4.23%	57.46%
0	12.52%	8.61%	5.08%	7.10%	6.49%	2.74%	42.54%
Total	29.28%	19.72%	11.76%	17.38%	14.89%	6.97%	100.00%



Week Number	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%

AgeGroup	Dependent Count	Income	Education Level	Car Owned
40-50	3281	60600458	Graduate	no
40-50	2309	42928131	Graduate	yes
50-60	1542	47007836	Graduate	no
40-50	1533	28239615	High School	no
40-50	1310	25813919	Unknown	no
40-50	1248	22513029	Uneducated	no
Total	24156	587599783		