

Project Insights:

Last week Changes:

Revenue decreased by 12.8%
Total Transaction Amt & count decreased by 0.26% & 0.21%.

Overview YTD(Year to Date):

Overall Revenue is 55M
Total interest is 8M
Total Transaction amount is 44.5M
Male customers are contributing more in revenue 30M, Female 25M.
Blue & Silver Credit Card are contributing to 98.08% of overall transactions.
TX, NY & CA is contributing to 68%.
Overall Activation rate is 57.47%.
Overall Delinquent rate is 6.07%.

week_num2	Previous_week_Reveneue	Current_week_Reveneue	wow_revenue
52	1070444	933137	-12.8%
51	1026553	1070444	4.3%
50	980160	1026553	4.7%
49	1008780	980160	-2.8%
Total	1070444	933137	-12.8%

week_num2	%GT Sum of Total_Trans_Amt	%GT Sum of Total_Trans_Vol
52	1.68%	1.71%
51	1.94%	1.92%
50	1.85%	1.89%
49	1.78%	1.86%
48	1.82%	1.90%
Total	100.00%	100.00%

Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.74%	17.99%	14.09%	8.97%	23.58%	14.62%	93.98%
1	0.85%	1.00%	1.12%	0.58%	1.69%	0.78%	6.02%
Total	15.59%	18.99%	15.21%	9.55%	25.27%	15.39%	100.00%

Activation_30_Days	%GT Count of Activation_30_Days
0	42.53%
1	57.47%
Total	100.00%

Delinquent_Acc	%GT Count of Delinquent_Acc
0	93.93%
1	6.07%
Total	100.00%