

Credit Card Transactions Report

Revenue

55M

Total
Interest

8M

Transaction
Amount

44.5M

Transaction
Count

656K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Platinum	1135608	953314.0	161629
Gold	2454073	2024078.0	373784
Silver	5586343	4586746.0	812081
Blue	46139521	36957875.0	6495888
Total	55315545	44522013.0	7843382

Q4

Q3

Q2

Q1

Week_Start_Date

All

F

M

Silver

Blue

Gold

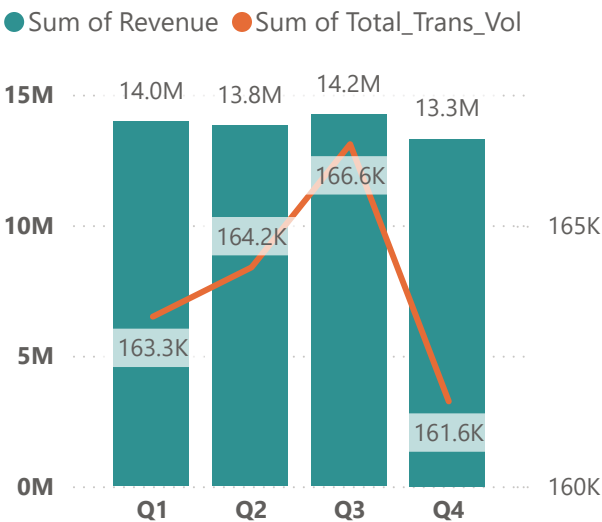
Platinum

Low

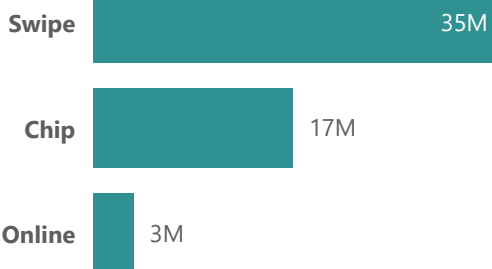
Medium

High

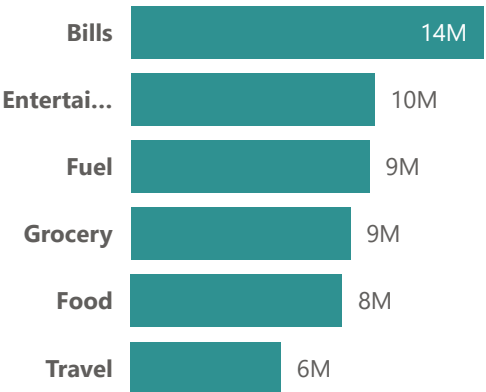
QTR Revenue and Total Trans Count



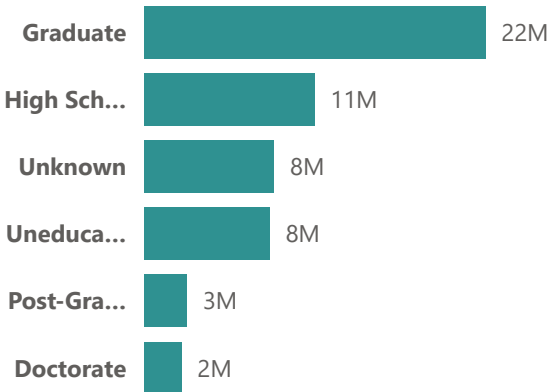
Revenue by Card Method



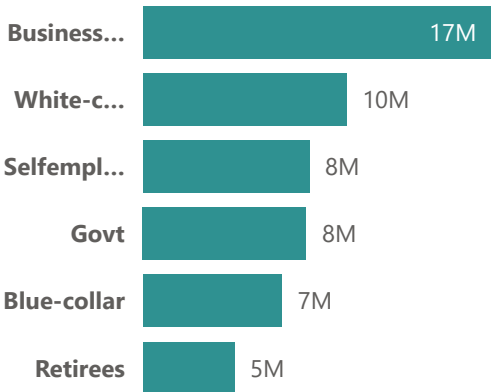
Revenue by Expenditure Type



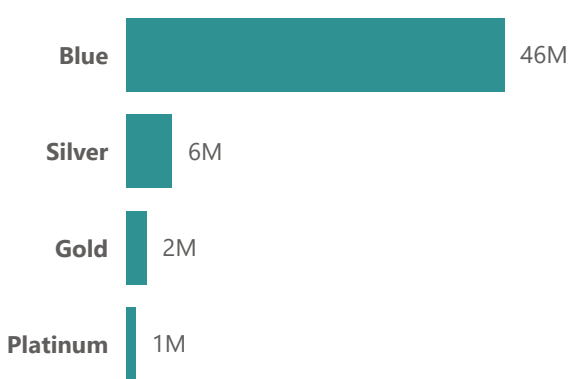
Revenue by Education Type



Revenue by Employment Type



Revenue by Category



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%