



CREDIT CARD WEEKLY STATUS REPORT

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Project Insights

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%

Project Insights- Week 53 (31st Dec)

Wow change:

- ▶ Revenue increased by 28.8%,
- ▶ Total Transaction Amount & Count increased by 2.27% & 1.83%
- ▶ Customer count increased by 1.83%