**Project Insights- Week 52 (24th Dec)**

**Week On Week Change:**

• Revenue decreased by -12.8%,

• Total Transaction Amt & Count increased by 1.68% & 1.62%

**Overview Year To Date:**

• Overall revenue is 55.3M

• Total interest is 7.8M

• Total transaction amount is 45M

• Male customers are contributing more in revenue 30M, female 25M

• 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%