

Credit Card Transaction Analysis

\$55M

Revenue

\$8M

Interest

\$45M

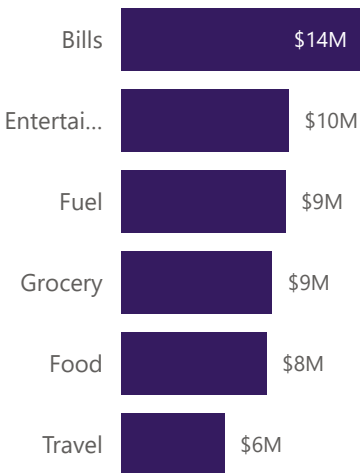
Transacted

655.7K

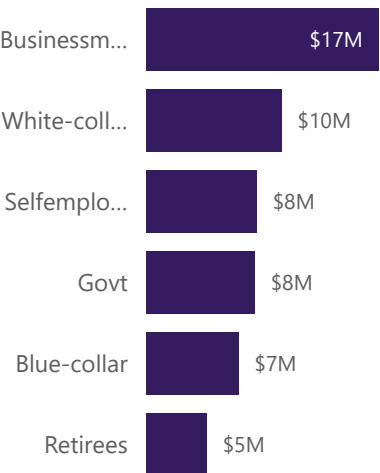
Count of Transaction

Card	Revenue	Transaction	Interest	Annual Fees
Blue	\$4,61,39,398	\$3,69,57,875	\$64,95,888	\$26,85,635
Silver	\$55,86,332	\$45,86,746	\$8,12,081	\$1,87,505
Gold	\$24,54,072	\$20,24,078	\$3,73,784	\$56,210
Platinum	\$11,35,608	\$9,53,314	\$1,61,629	\$20,665

Customer Expenditure



Customer Jobs



Platinum

Gold

Silver

Blue

Q1

Q2

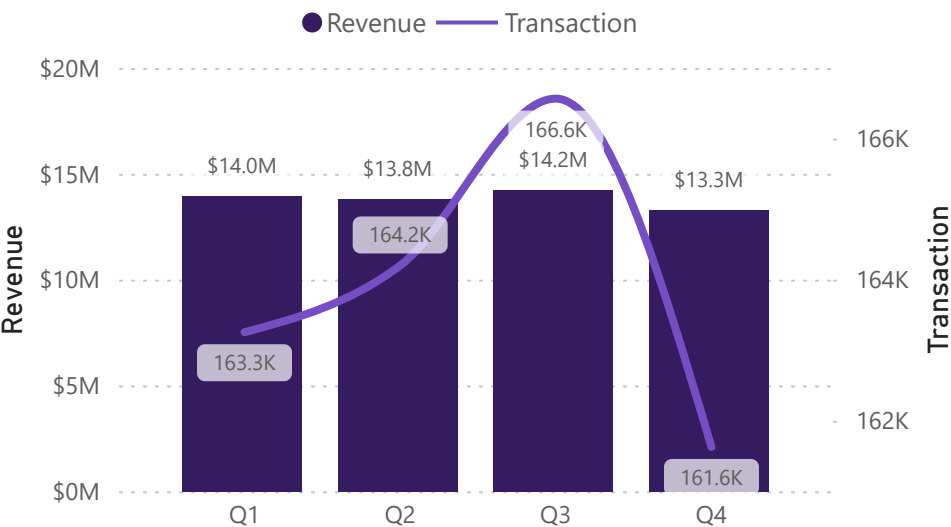
Q3

Q4

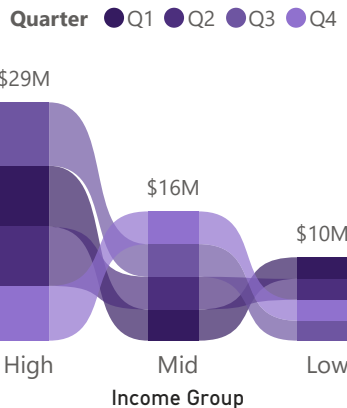
Week No.

All

Revenue and Transaction Frequency



Revenue of Income Groups



F

M

20-30

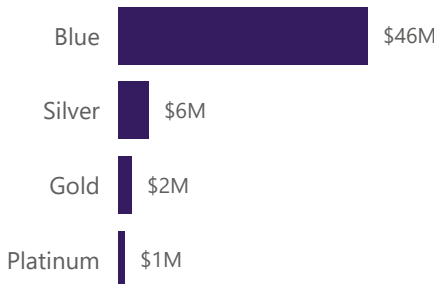
30-40

40-50

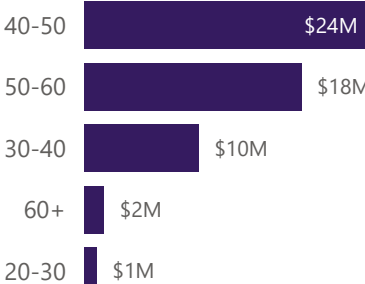
50-60

60+

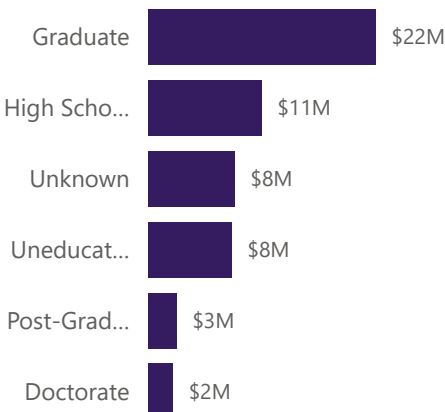
Card Type



Age



Education



Week No.

▼

All

▼

M

\$30M

F

\$25M

Platinum

Gold

Silver

Blue

Credit Card Customer Analysis

\$55M

Revenue

\$8M

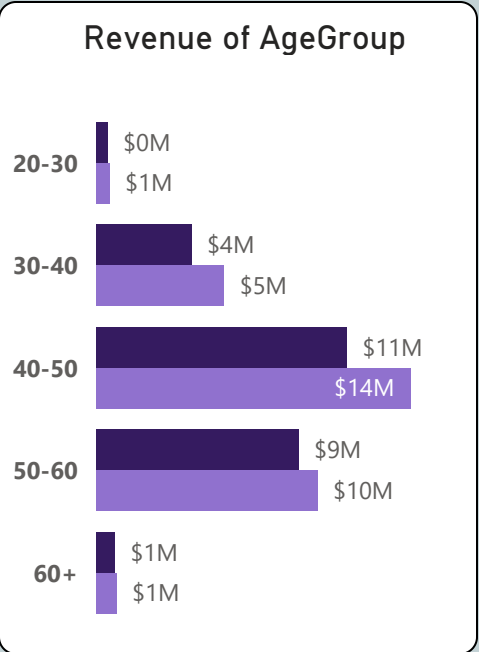
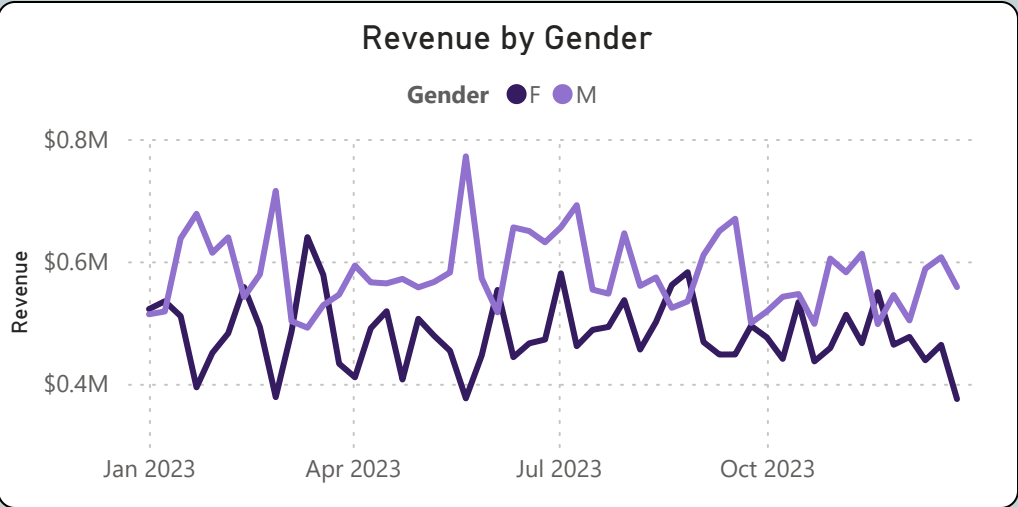
Interest

\$576M

Income

3.19

CSS



Job	Revenue	Interest	Avg income
Businessman	\$1,73,87,832	\$25,39,390	\$98,348.20
White-collar	\$1,01,14,656	\$14,41,074	\$67,399.52
Selfemployeed	\$82,61,758	\$11,19,742	\$29,247.88
Govt	\$81,11,701	\$11,60,016	\$58,212.45
Blue-collar	\$69,04,279	\$9,52,801	\$45,764.51

Q1

Q2

Q3

Q4

High

Mid

Low

