

Credit Card Transaction Report

Total Revenue

57M

Total Interest

8M

Transaction Amount

46M

Transaction Count

667K

card_category	Sum of Revenue	Sum of interest_earned	Sum of total_trans_amt
Platinum	1135608	161629	953314
Gold	2533682	384755	2091362
Silver	5659109	821923	4647596
Blue	47188612	6614173	37840749
Total	56517011	7982480	45533021

Q4 Q1 Q2 Q3

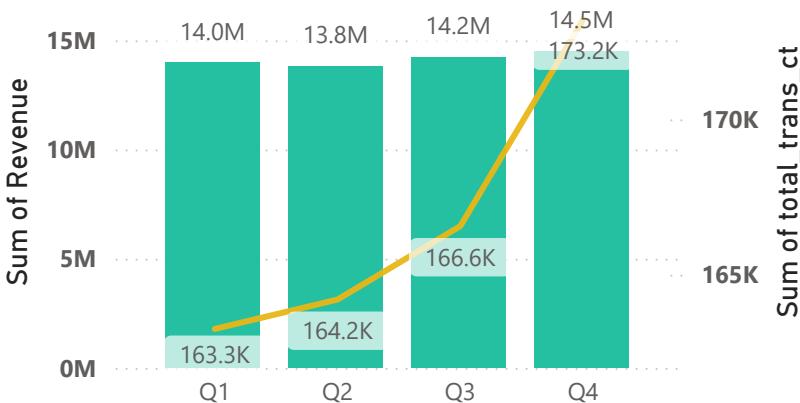
Week Start Date

All

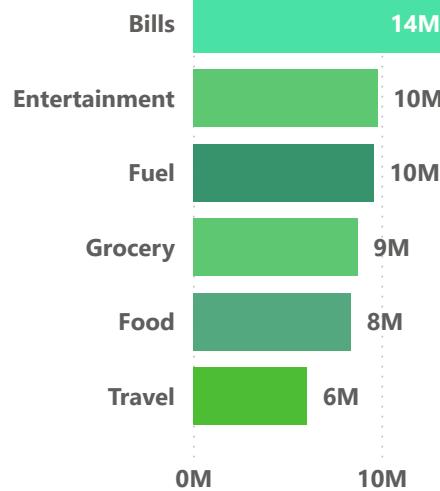


Revenue and Total Transaction Count by Qtr

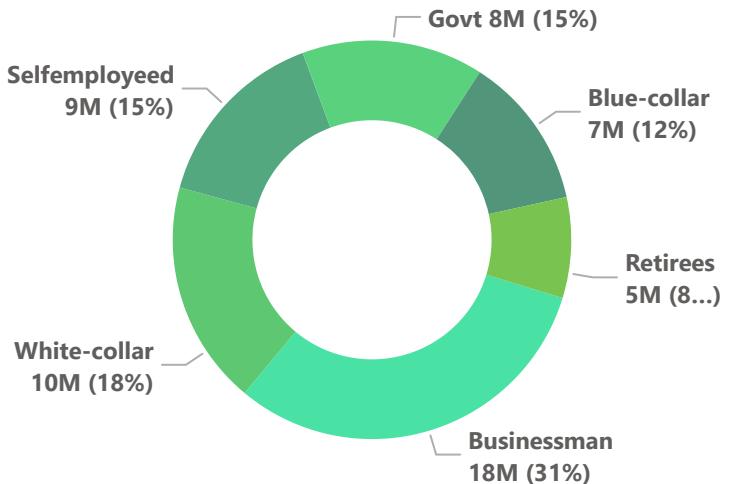
● Sum of Revenue ● Sum of total_trans_ct



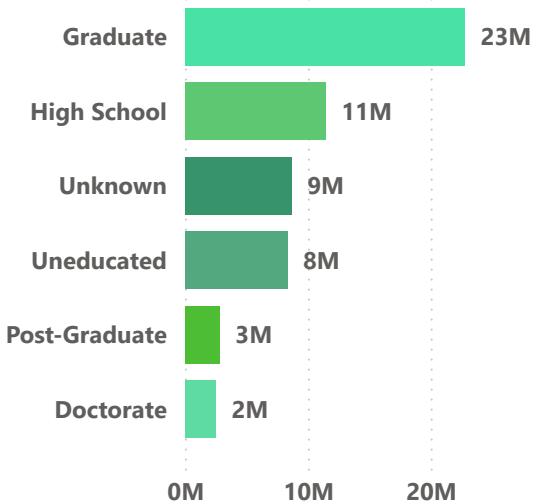
Revenue by Expenditure Type



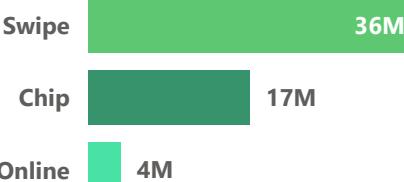
Revenue by Customer Job



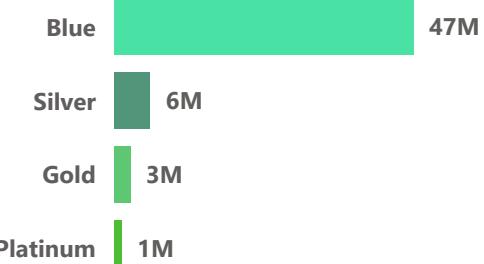
Revenue by Education



Revenue by Use Chip



Customer Acq Cost



Credit Card Customer Report

Total Income

588M

CSS

3.19

Avg Income

57.09K

Average Age

46.3

Q4

Q1

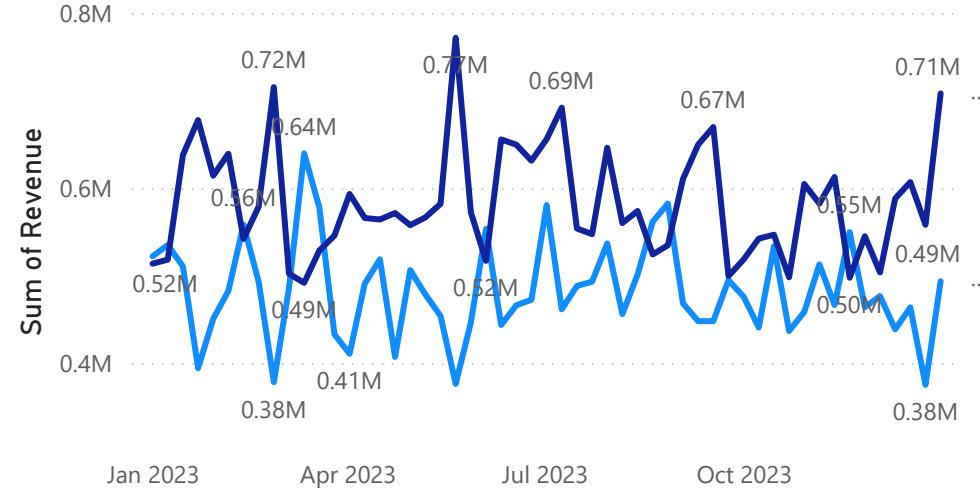
Q2

Q3

Week Start Date

All

Revenue Vs Gender



Revenue by Age Group



M

31M

F

26M

Gold

Silver

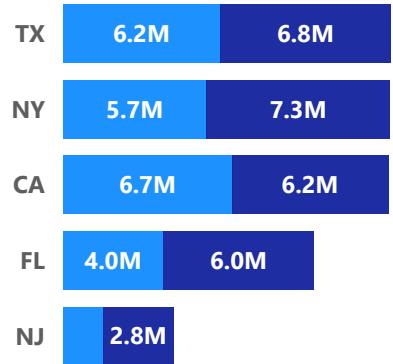
Blue

Platinu...

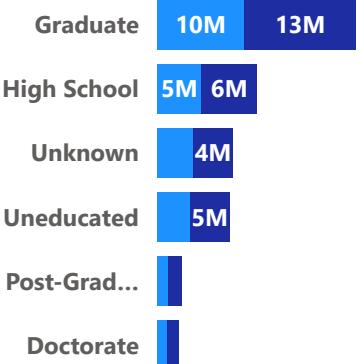
customer_job

customer_job	Sum of Revenue	Sum of income	Sum of interest_earned
Blue-collar	7040606	73516911	967751
Businessman	17697472	190350431	2584604
Govt	8335534	90834727	1182231
Retirees	4617448	49619308	641692
Selfemployed	8542826	77659931	1141510
White-collar	10283124	105618475	1464691
Total	56517011	587599783	7982480

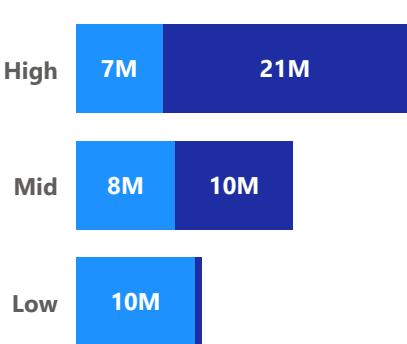
State Wise Revenue



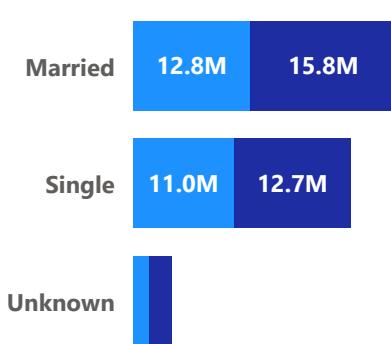
Education Level



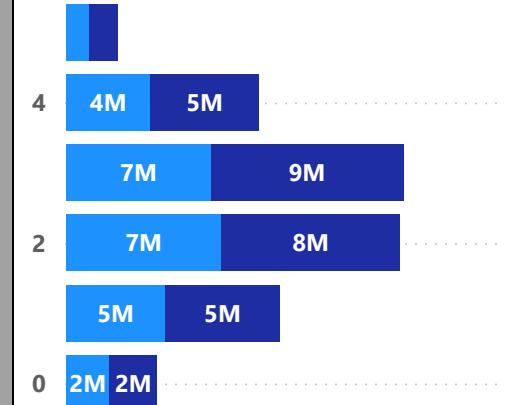
Salary Group



Marital Status



Dependent Count

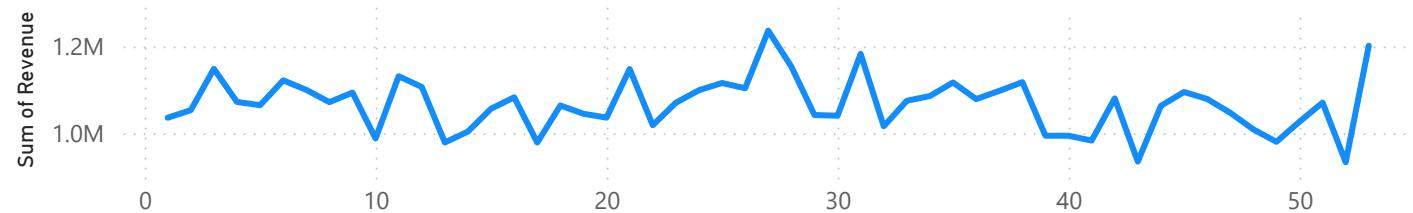


Overview YTD:

- 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%

week_num2	Previous_week_Revenue	Current_week_Revenue	wow_revenue
53	9,33,134.43	1201601	28.77%
52	10,70,439.10	933134	-12.83%
51	10,26,549.11	1070439	4.28%
50	9,80,152.37	1026549	4.73%
49	10,08,776.60	980152	-2.84%

Sum of Revenue by week_num2



	delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0		14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1		0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total		15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

	activation_30_days	%GT Count of activation_30_days
0		42.54%
1		57.46%
Total		100.00%