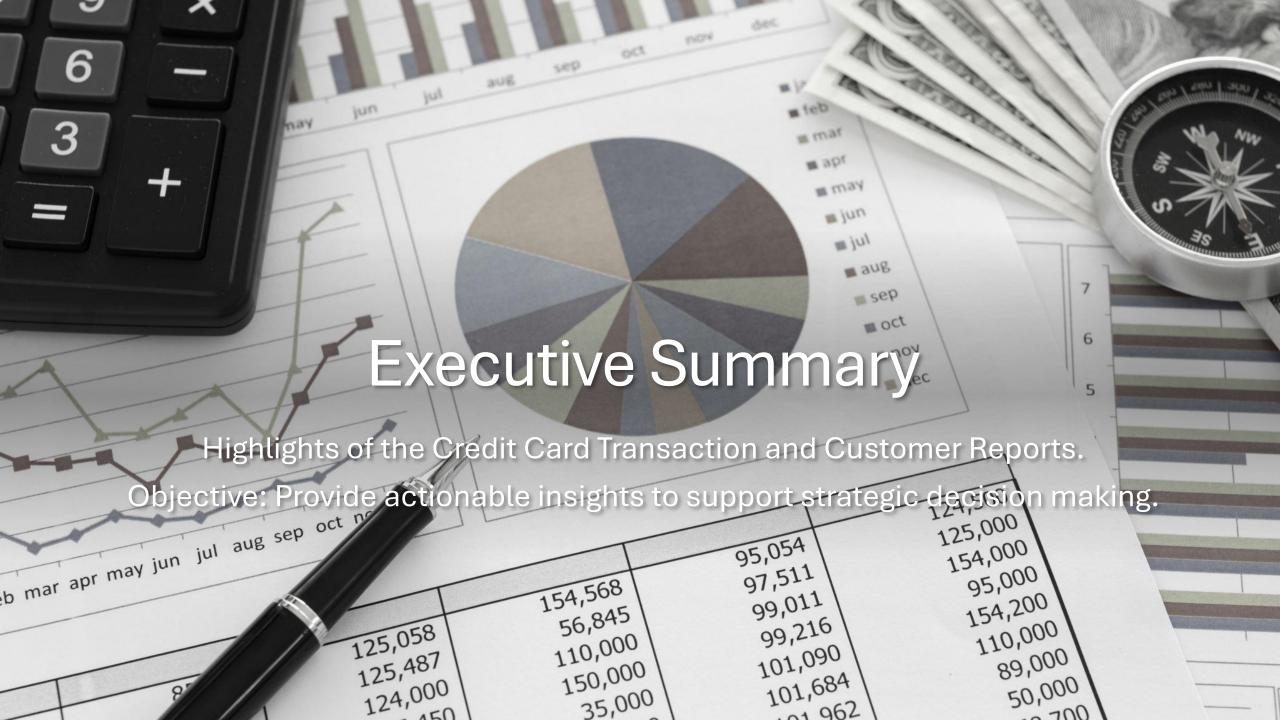
# Credit Card Transaction and Customer Insights

Strategic Insights for Business Decision Making
Presented by: Atul Thakur



# Key Metrics Overview

### Summary of Metrics:

Total Revenue:

\$55.32M

- Total Interest Earned:\$7.84M
- Total Transaction Amount:

• \$45M

### Revenue and Interest Breakdown

### **Best Revenue by Card Category:**

Blue: \$461.39 M

Silver: \$55.86M

### Best Interest Earned by Card Category:

• Blue: \$6.5M

#### **Strategic Implication:**

- Focus on promoting Silver and Blue categories.
- Investigate Blue category's high interest earnings for optimization.

# Demographic Insights

### Revenue by Gender and Age Group:

- Male: Higher contribution
- 40-50 age group generates the highest revenue.

### Strategic Implication:

 Tailor marketing campaigns towards males and 40-50 age group.

## Customer Satisfaction

### Average Satisfaction Score: 3.20

Potential to improve.

### Strategic Implication:

Implement initiatives to enhance customer service.

Conduct surveys to understand and address dissatisfaction areas.

### Recommendations

#### **Focus Areas:**

 Boost online and chip transactions.

Target marketing to high revenue demographics.

 Enhance product offerings for high-income and educated customers.

#### **Next Steps:**

- Execute targeted campaigns.
- Improve customer service and satisfaction strategies.