

Project Insights - Week 52

WoW Change :

- Revenue decreased by 12.8%
- Total transaction amount and count decreased by 0.26%
- Customer count decreased by 15.8%

Overview :

- Overall revenue is 55M
- Total interest is 7.8M
- Total transaction amount is 45M
- Male customers are contributing more in revenue 30M, female 25M
- Blue and Silver credit cards are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall activation rate is 57.5%
- Overall delinquent rate is 6.07%

