

Business Analysis Weekly Report Analysis

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

Credit Card Transection Report



Week_Start_Date

All

F

M

Med

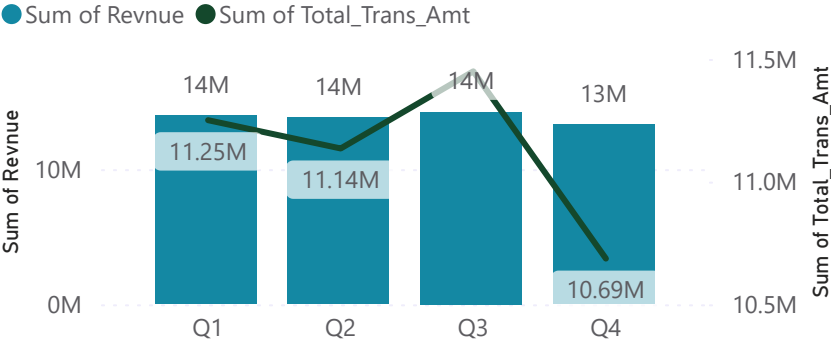
unknown

low

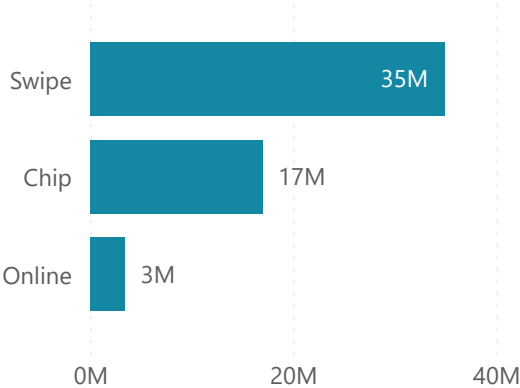
high

Card_Category	Sum of Revnue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139398	36957875	64,95,887.74
Silver	5586332	4586746	8,12,081.28
Gold	2454072	2024078	3,73,784.16
Platinum	1135608	953314	1,61,629.05
Total	55315410	44522013	78,43,382.23

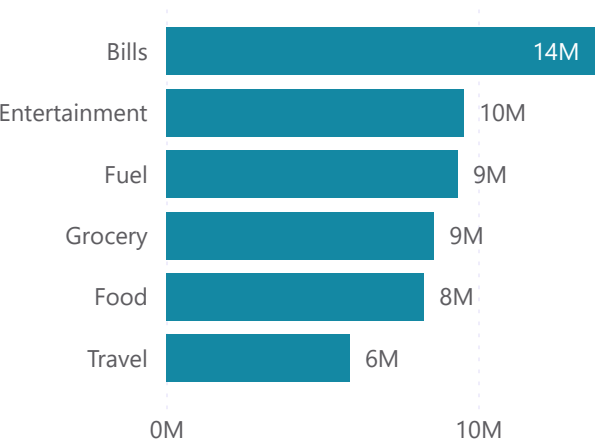
Total Revnue and Total_Trans_Amt by Qtr



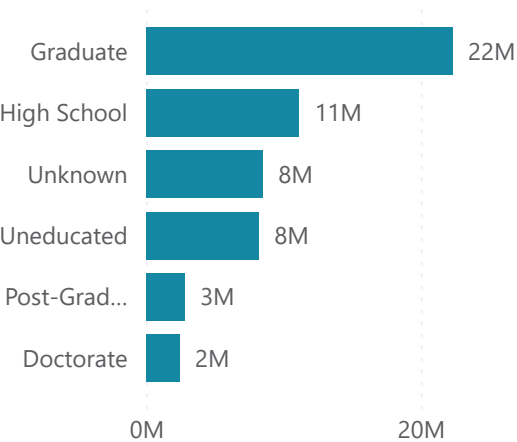
Revnue by Used Chip



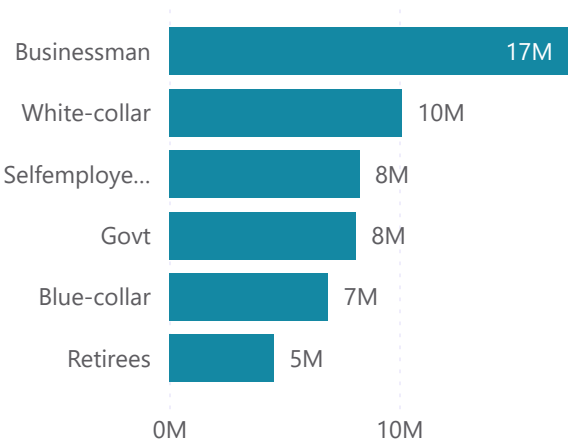
Revnue by Exp Type



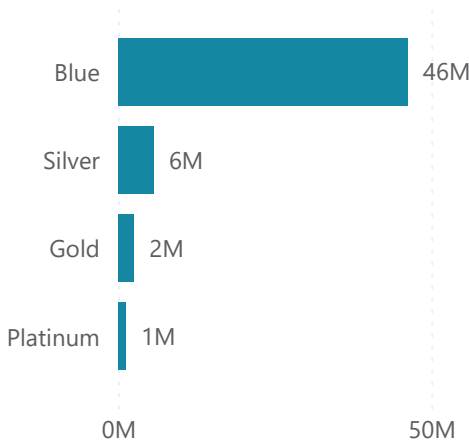
Revnue by Education Level



Revnue by Customer Job

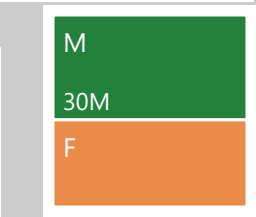
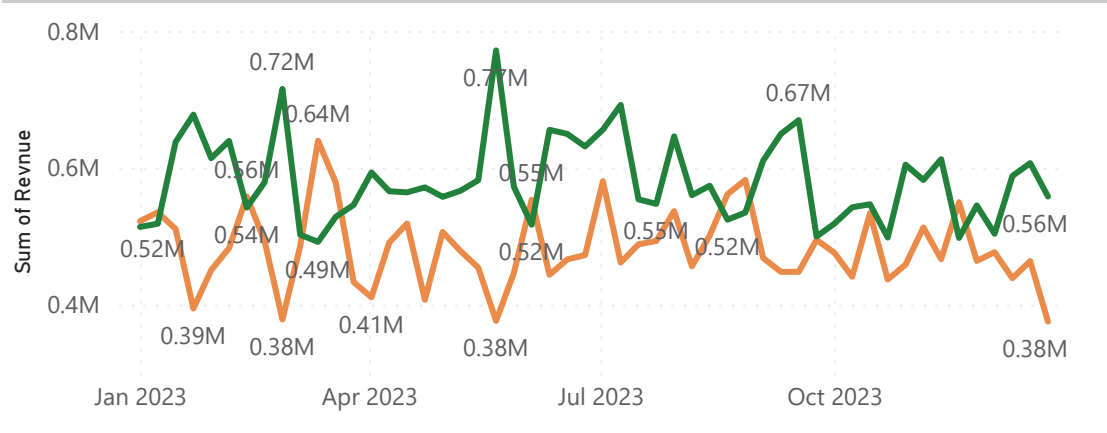


Revnue by Card Category

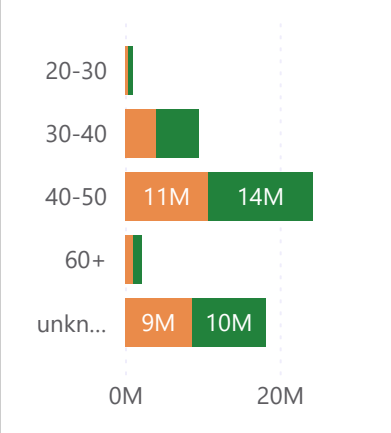


Credit Card Customer Report

Revenue	Interest	Income	CSS
55M	8M	576M	3.19



Revnuue by Age Group

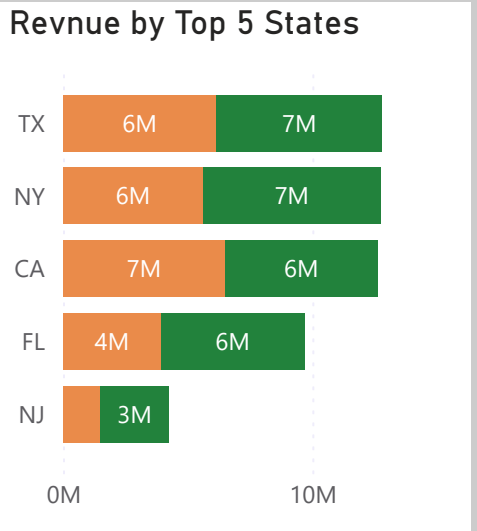
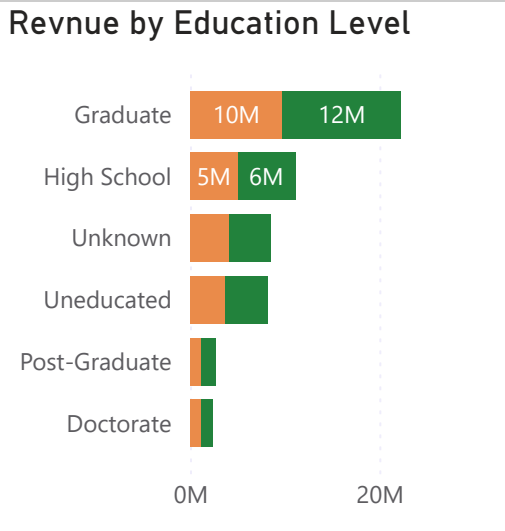
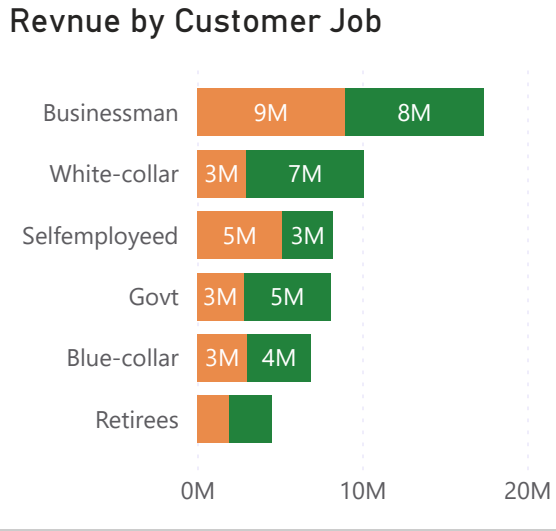
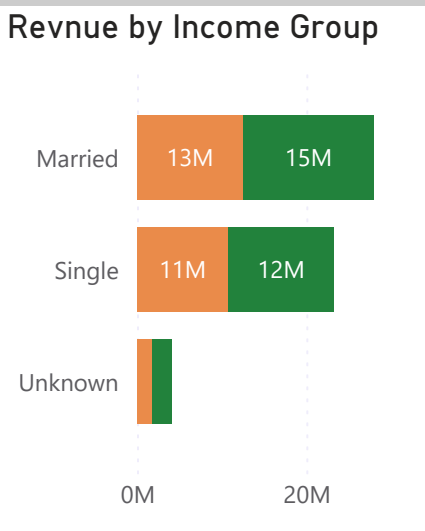
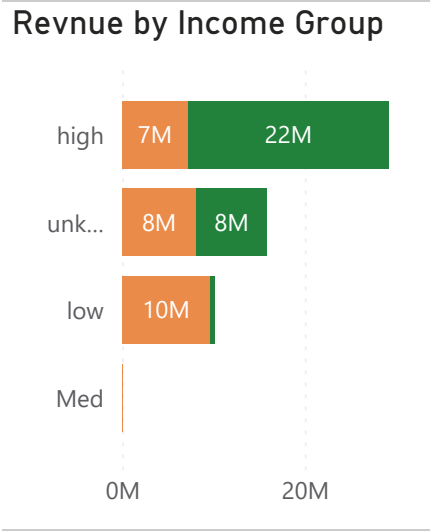


Week_Start_Date

All



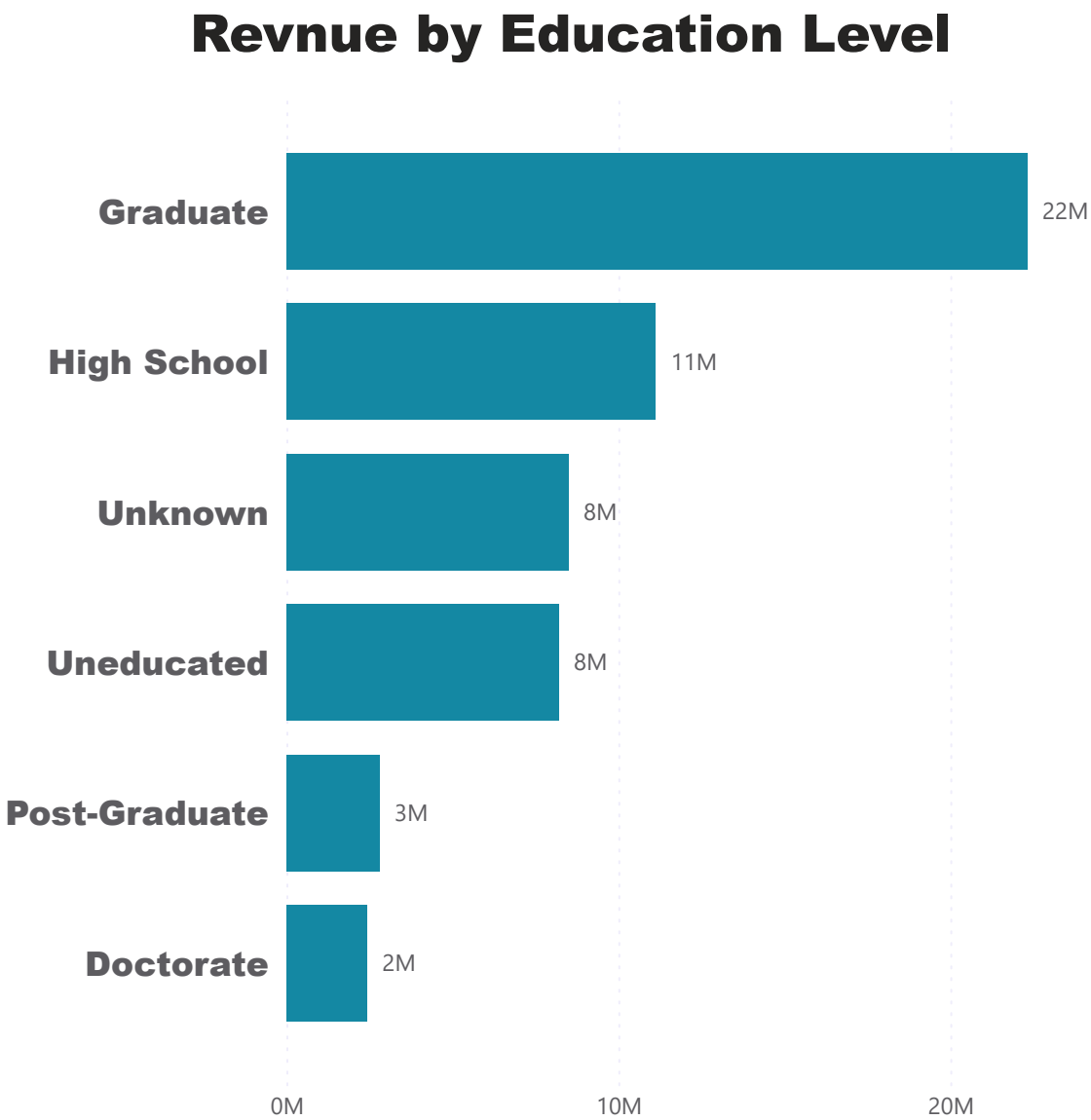
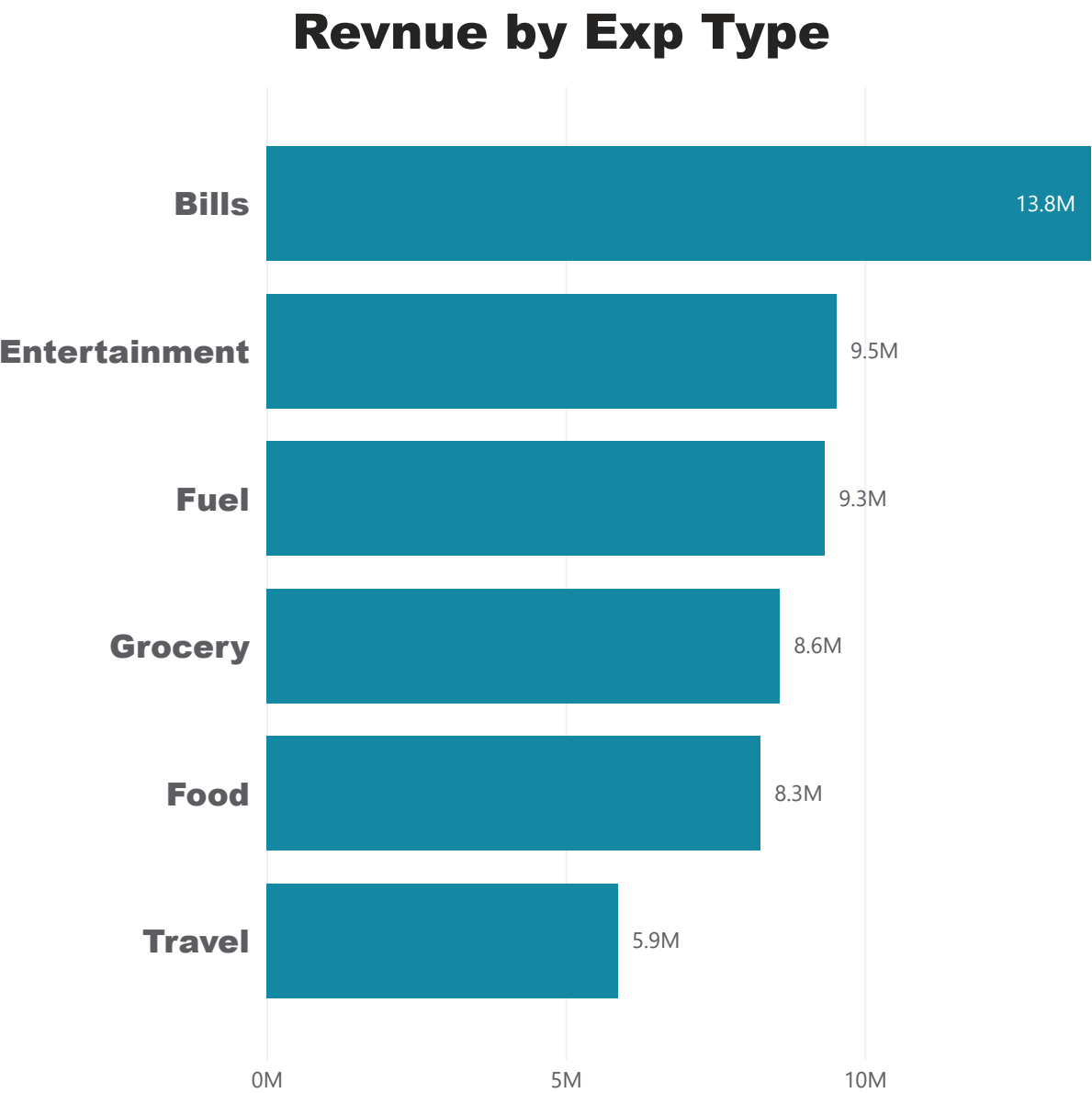
Customer_Job	Sum of Revnuue	Sum of Interest_Earned	Sum of Income
Businessman	17387832	25,39,390.31	186959919
White-collar	10114656	14,41,073.93	103930055
Govt	8111701	11,60,016.37	88773989
Selfemployeed	8261758	11,19,741.81	75313288
Blue-collar	6904279	9,52,800.57	72262158
Retirees	4535184	6,30,359.24	48675030
Total	55315410	78,43,382.23	575914439



Card Category And SUM Of Revenue

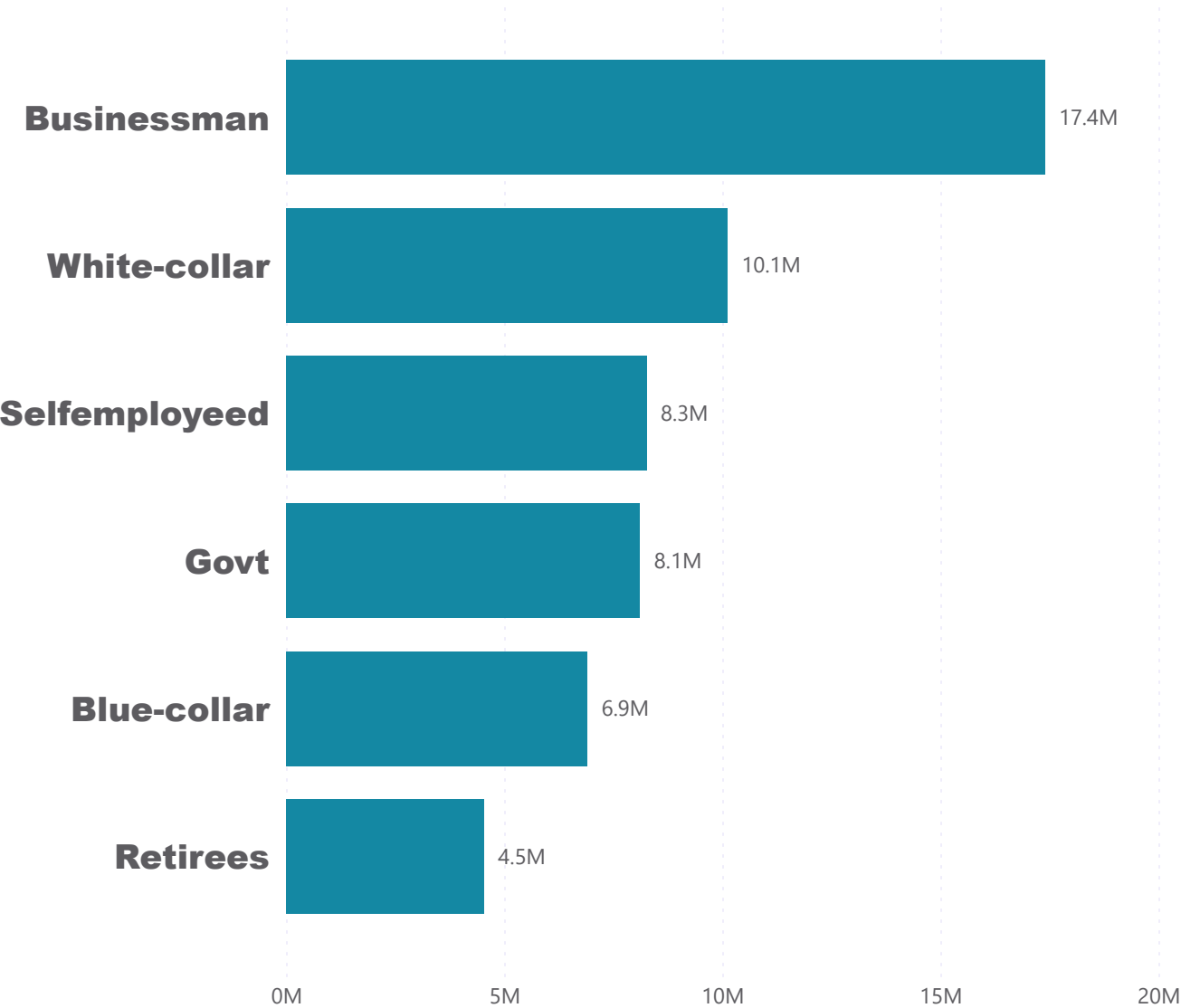
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Different Type Of Revenue and Category

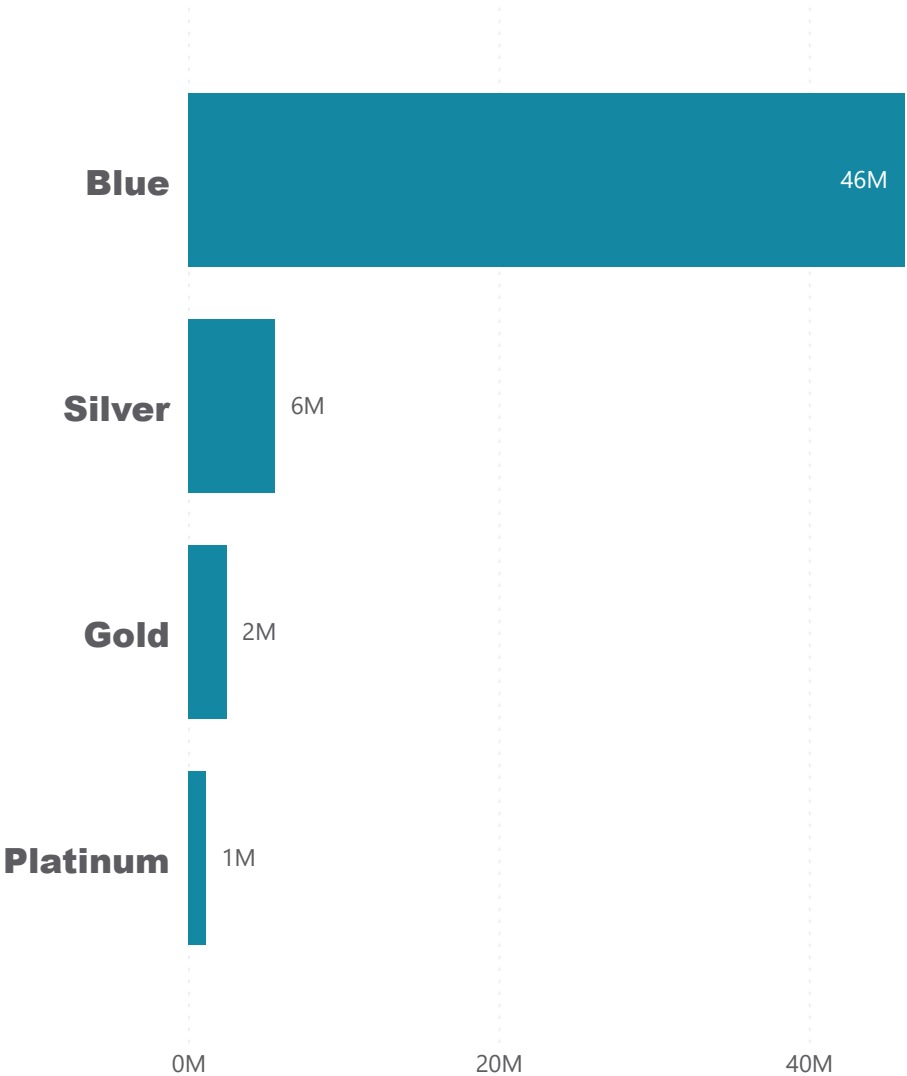


Revenue BY Customer and Card Category

Revnue by Customer Job

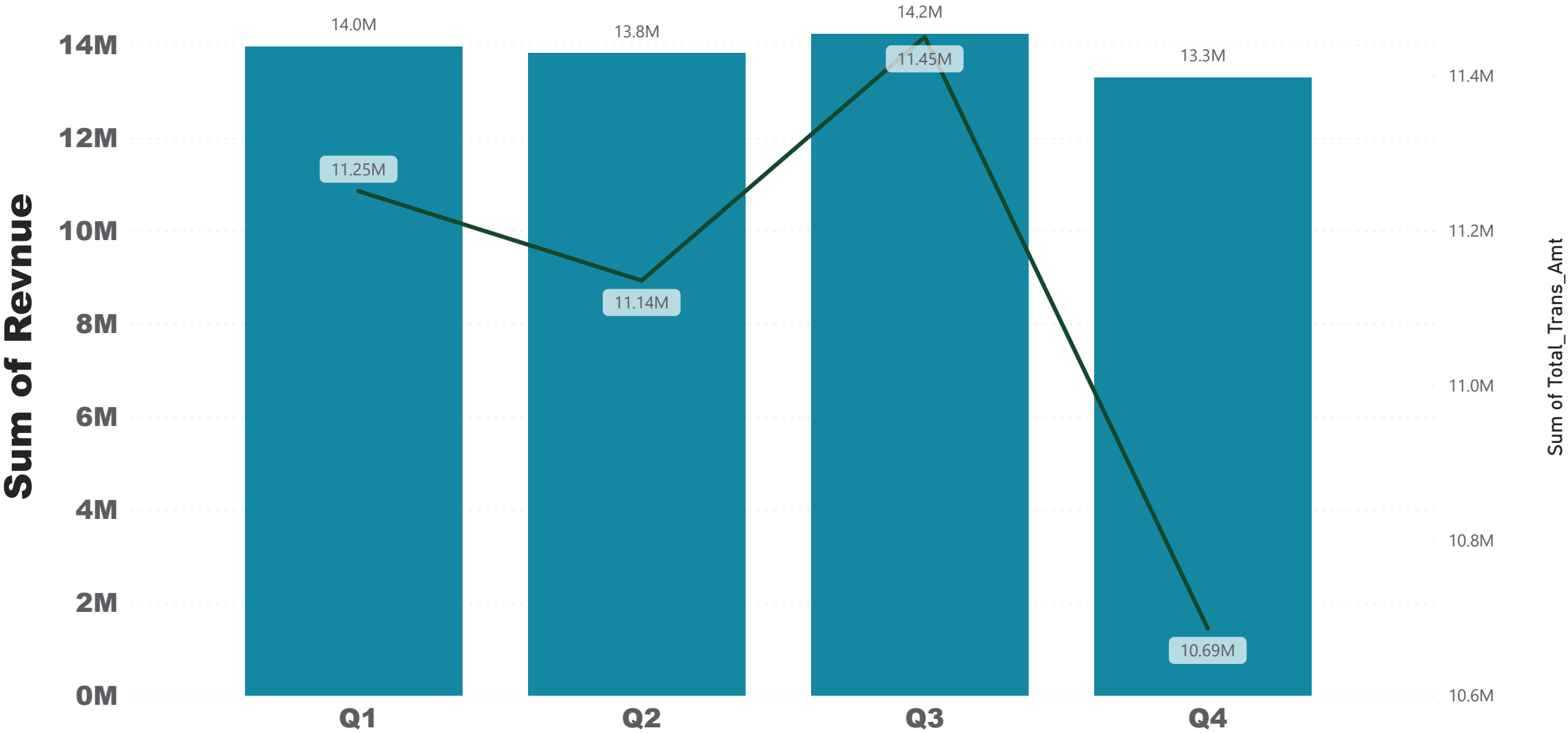


Revnue by Card Category



Total Revnue and Total_Trans_Amt by Qtr

● Sum of Revnue ● Sum of Total_Trans_Amt



Revnue by Used Chip

Swipe

34.9M

Chip

17.0M

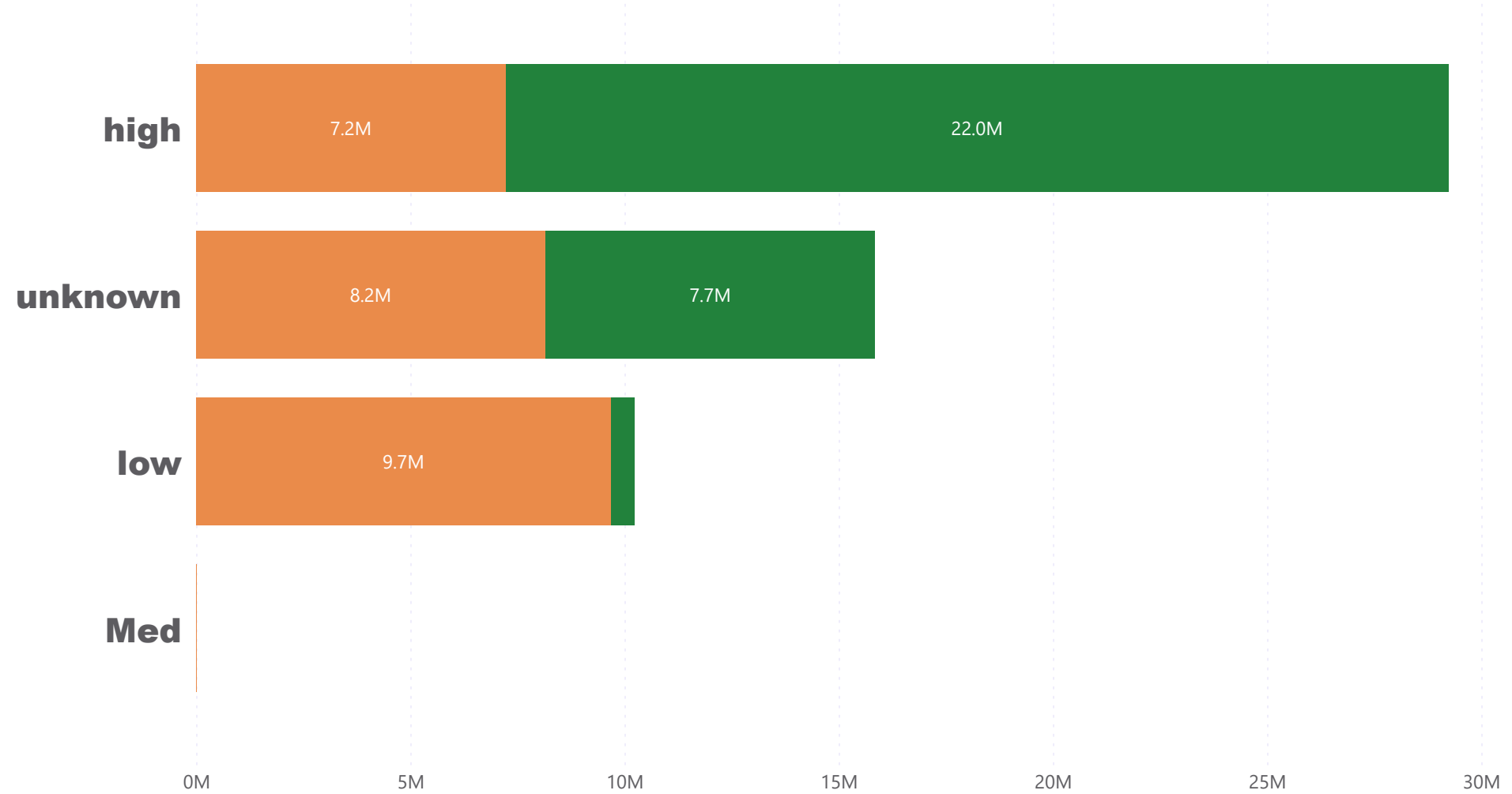
Online

3.4M

0M 5M 10M 15M 20M 25M 30M 35M

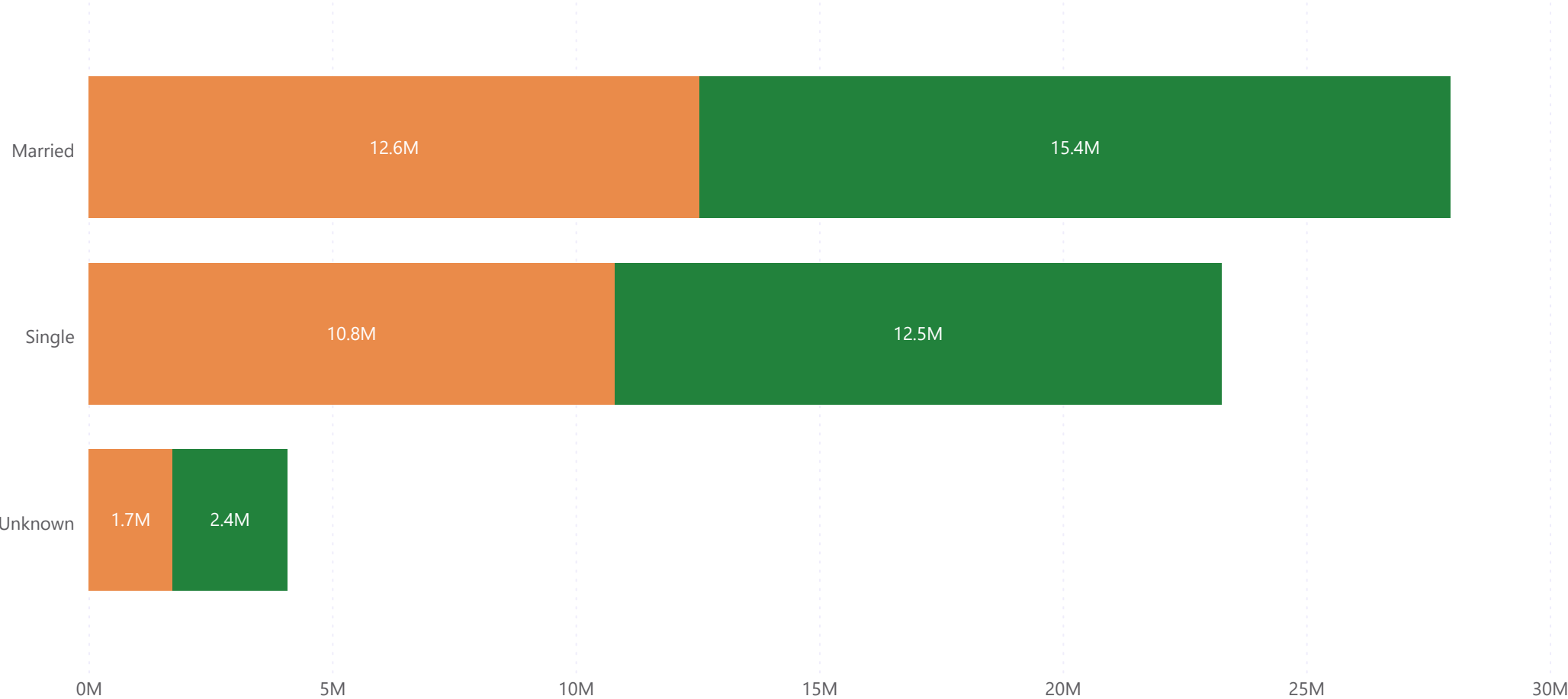
Revnue by Income Group

Gender ● F ● M



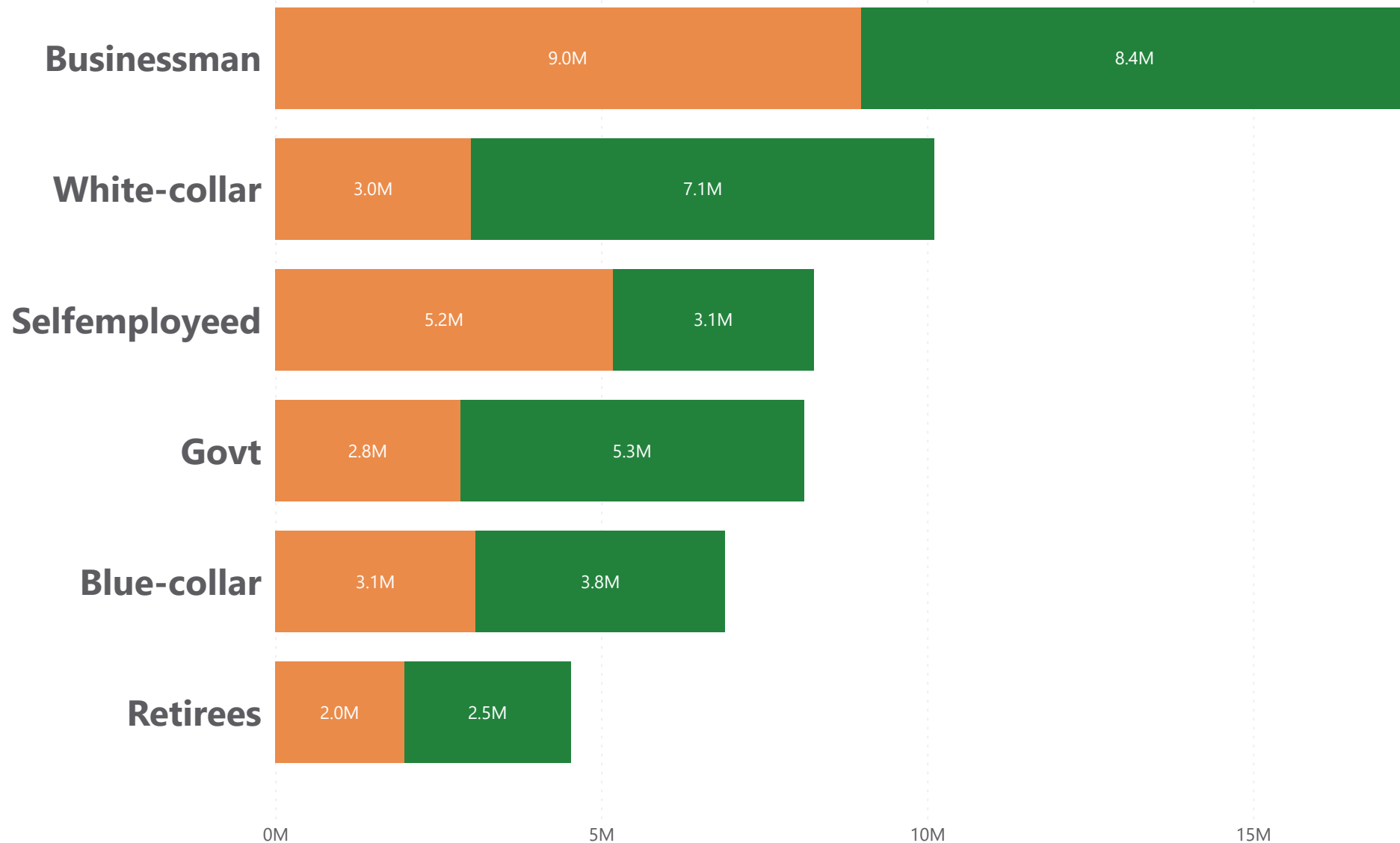
Revnue by Income Group

Gender ● F ● M



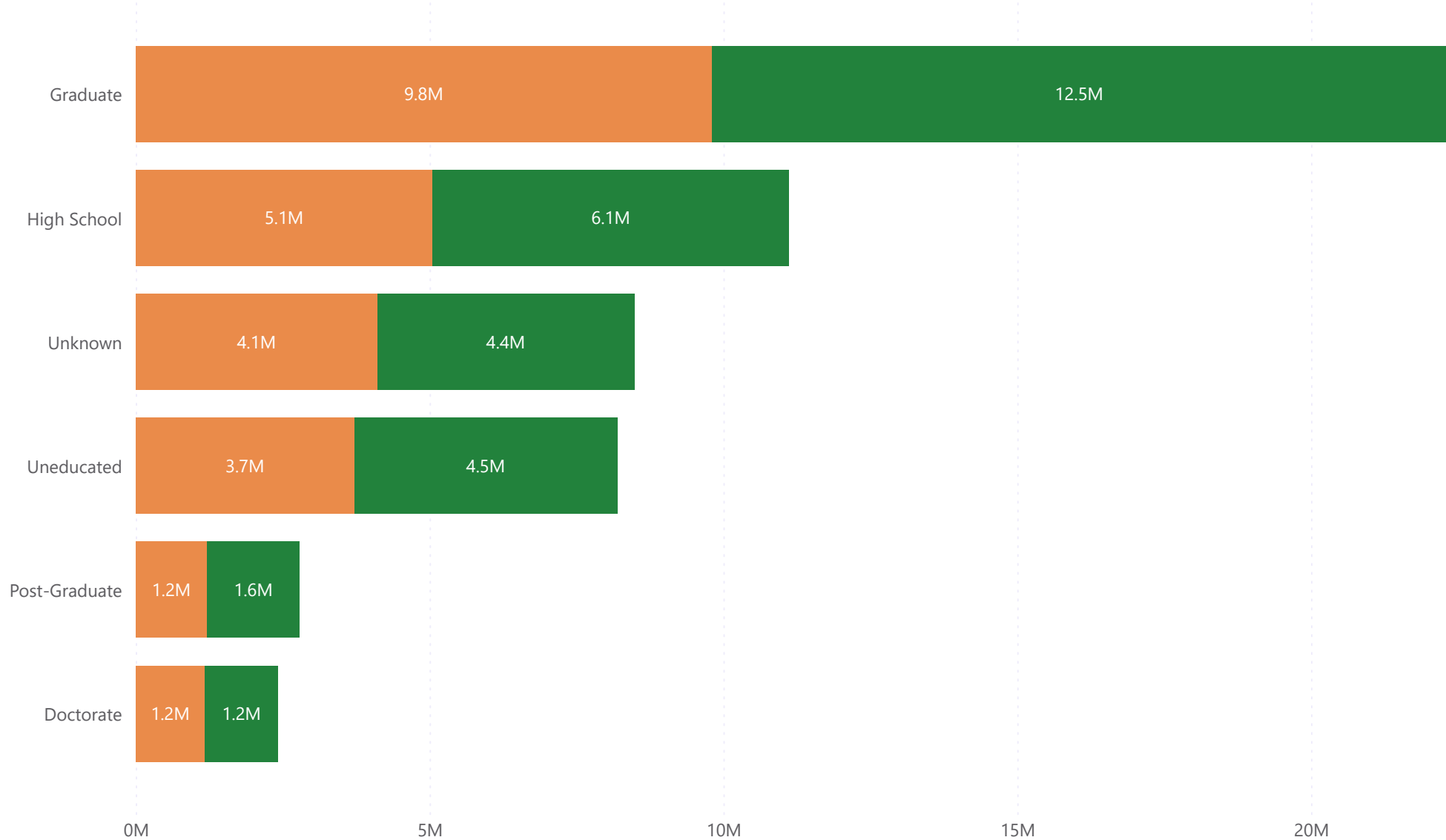
Revnue by Customer Job

Gender ● F ● M



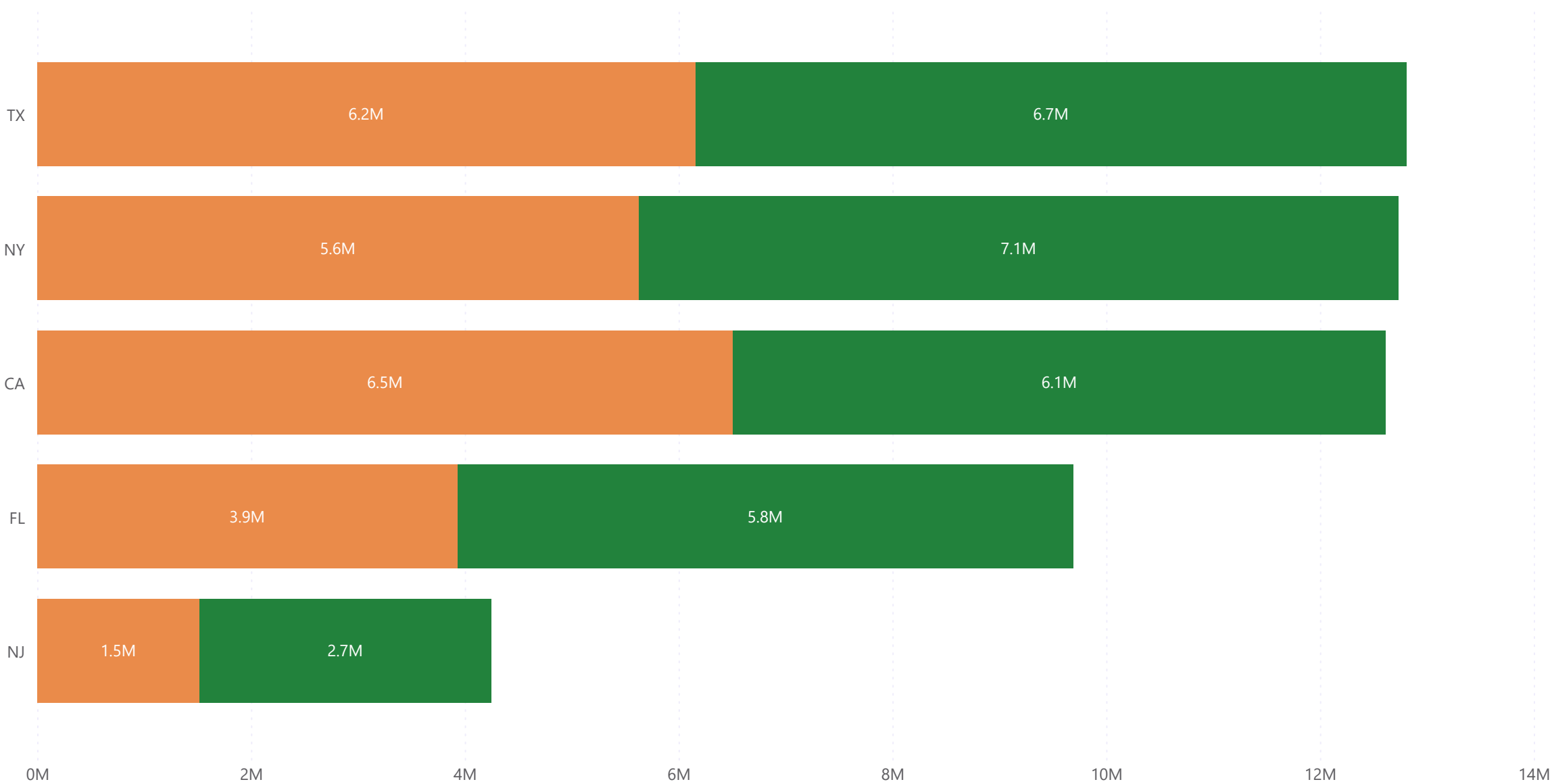
Revnue by Education Level

Gender ● F ● M



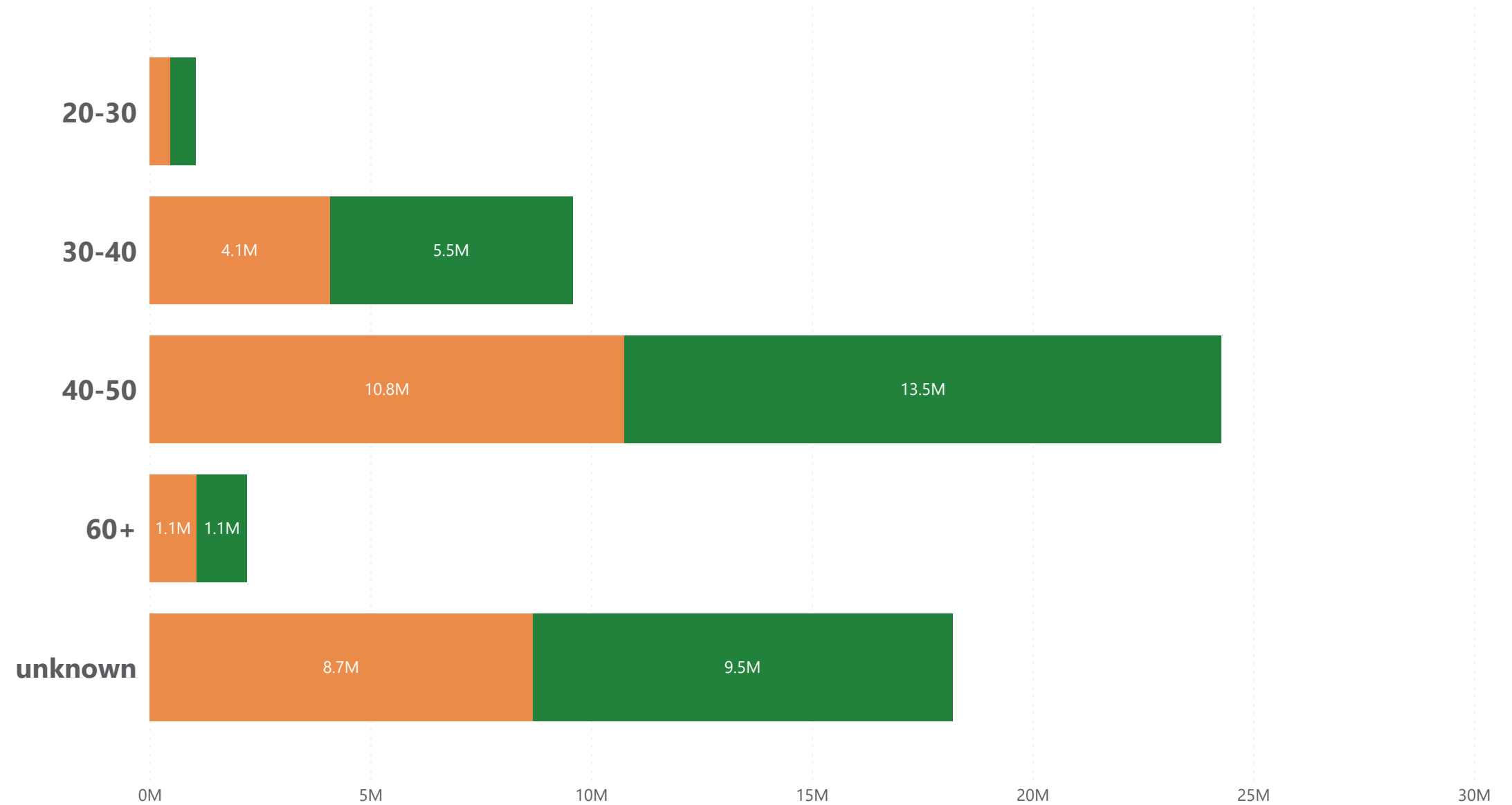
Revnue by Top 5 States

Gender ● F ● M



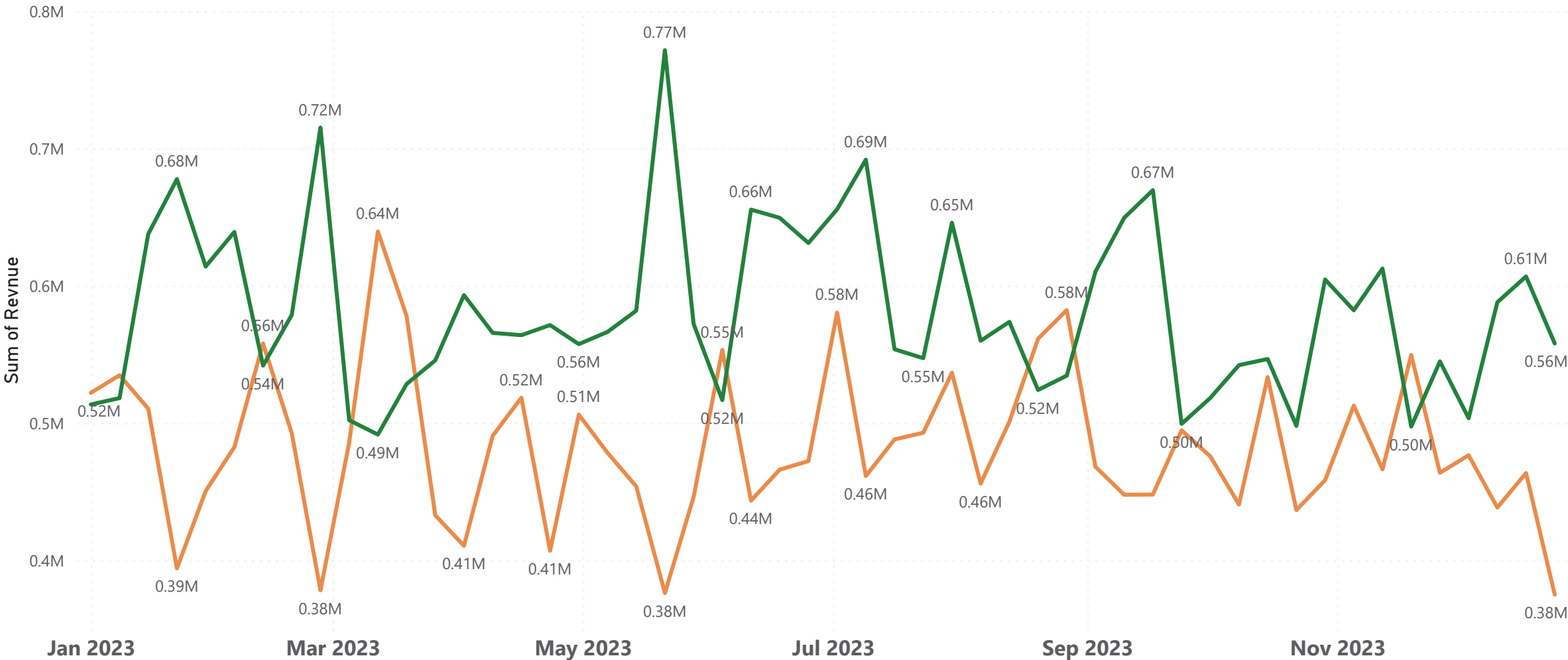
Revnue by Age Group

Gender ● F ● M



Revenue by week

Gender ● F ● M



Project Insights-

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 15% & 20%
- Customer count increased by 10%

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%