



# Project Insights



# Week 53 (31<sup>st</sup> Dec)

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- Revenue increased by 28.8 %
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- Total Transaction Amt & Count increased by 74.9% & 91.6%.
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- Overall Revenue is 57M.
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- Total Interest is 8M.
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- Total Transaction Amt is 46M
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- Male customers are contributing more to revenue 31M, female 26M.
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- Blue & Silver credit card are contributing to 93% of overall transactions.
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- TX, NY & CA cities are contributing to 68%
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- Overall Activation rate is 57.5%.
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- Overall Delinquent Rate is 6.06%.