

# Project Objective

TO DEVELOP A COMPREHENSIVE CREDIT CARD WEEKLY DASHBOARD THAT PROVIDES REAL-TIME INSIGHTS INTO KEY PERFORMANCE METRICES AND TRENDS, ENABLING STAKEHOLDERS TO MONITOR AND ANALYZE CREDIT CARD OPERATIONS EFFECTIVELY.

# Project Insights:- Week 53(31<sup>st</sup> Dec)

## WEEK OVER WEEK CHANGE:-

- REVENUE INCREASED BY 28.8%

## OVERVIEW YEAR TO DATE:-

- 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%