

Credit Card Report Insights:

Week 53(31st Dec)

Wow Changes:

- Revenue increased by 28.8%
- Total Transaction amount & count increased by 35% and 3.4%
- Customer count increased by 12.8%

Overview YTD:

- Overall revenue is 57M
- Total interest earned is 8M
- Total transaction amount is 46M
- Average Customer satisfaction score is 3.19
- Males are contributing more in revenue (31M), as compared to female(26M)
- Blue and silver card are contributing to about 93% of the overall transactions
- Top 3 states – TX, NY & CA are contributing to 68.4% of the revenue
- Overall activation rate is 57.46%
- Overall delinquent rate is 6.06%