

Credit Card Customer Report

Q4

Q3

Q2

Q1

Week_Start_Date

All

week_num2	% Change in Total_Trans_Amt	% Change in Total_Trans_Ct
53	2.22%	1.74%
52	1.64%	1.68%
51	1.90%	1.89%
50	1.81%	1.85%

week_num2	% Change in customer count
53	1.80%
52	1.59%
51	1.89%
50	1.89%

Total Revenue

56.5M

Total Interest

8.0M

Revenue Growth

28.8%

Card_Category	% Change in Total_Trans_Amt
Blue	83.11%
Silver	10.21%
Gold	4.59%
Platinum	2.09%

state_cd	Revenue	% Change in Revenue
TX	13,015,112	24.45%
NY	12,971,863	24.37%
CA	12,901,379	24.23%
FL	9,969,060	18.73%
NJ	4,381,264	8.23%

week_num2	Sum of Revenue	WOW_revenue
53	1,201,601	28.8%
52	933,134	-12.8%
51	1,070,439	4.3%
50	1,026,549	4.7%
49	980,152	-2.8%

Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Activation_30_Days	% Change in Activation_30_Days
0	42.54%
1	57.46%
Total	100.00%