

Project Insights – Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt. & Count increased by 2.22% and 1.74% than previous week
- Customer count increased by 1.80%

Overview YTD:

- Overall revenue is 56.5M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue
- Blue & Silver credit card are contributing 93% of overall transaction
- TX, NY, CA are contributing 73%
- Overall Activation rate is 57.46%
- Overall Delinquent rate is 6.06%