Credit Card Transaction Report

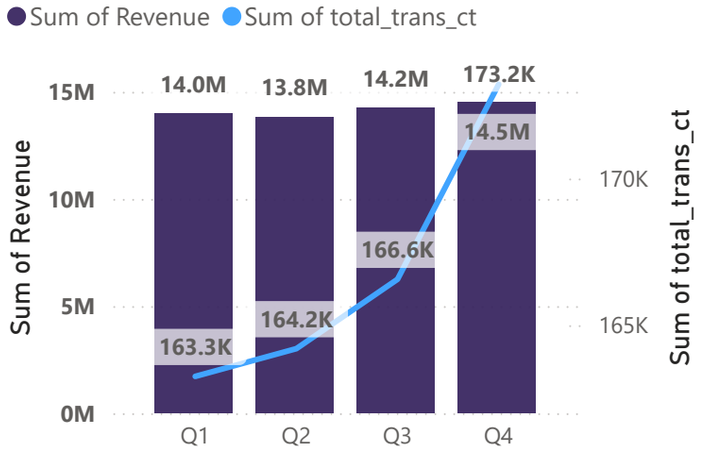
Q4 | Q3 | Q2 | Q1

week_start_date: All

Revenue	Total Interest	Transaction Amount	Transaction Count
57M	8.0M	45.5M	667.2K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Platinum	1135608	953314	1,61,629.05
Gold	2533682	2091362	3,84,755.16
Silver	5659109	4647596	8,21,922.98
Blue	47188612	37840749	66,14,172.62
Total	**56517011**	**45533021**	**79,82,479.81**

QTR Revenue and total Transaction count

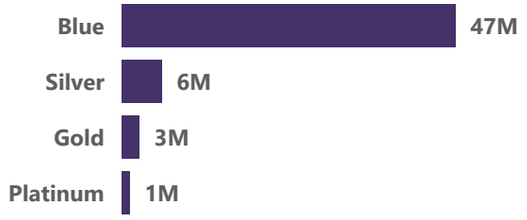


F | M

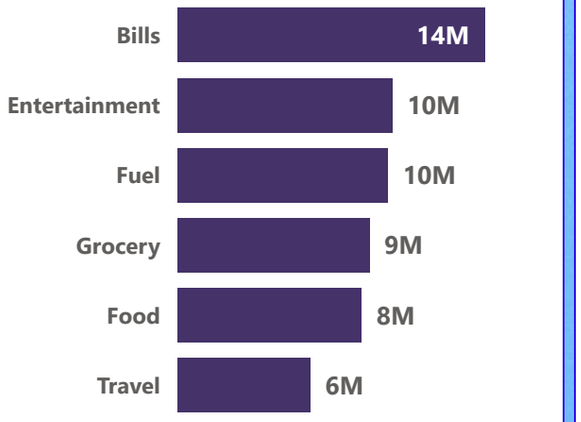
Gold | Silver | Blue | Platinum

Low | Med | High

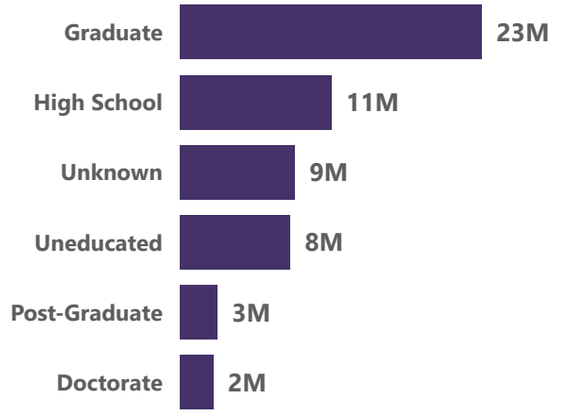
Customer Acquisition Cost



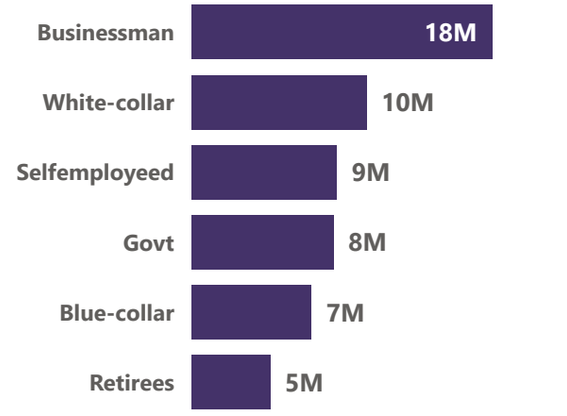
Revenue by Expenditure type



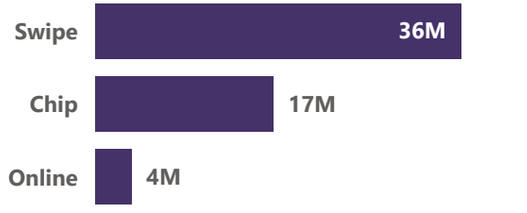
Revenue by Education



Revenue by Customer Job



Revenue by Payment Method



Credit Card Customer Report

Q4 | Q3 | Q2 | Q1

week_start_date: All

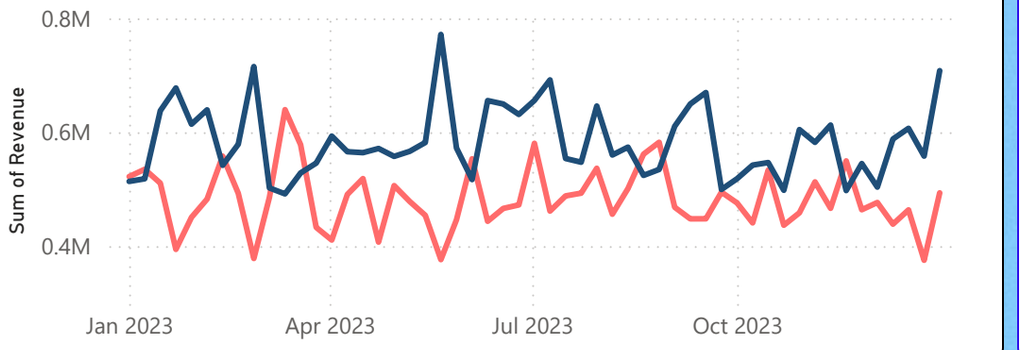
Revenue	Total Interest	Income	CSS
57M	8.0M	587.6M	3.19

M 31M | F 26M

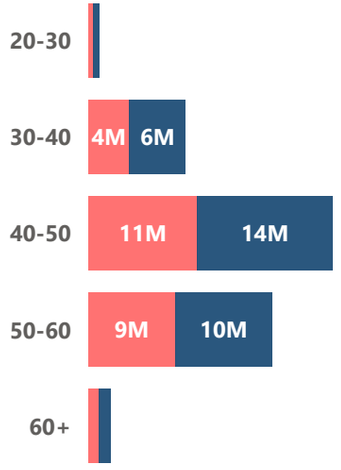
Gold | Silver | Blue | Platinum

Swipe | Online | Chip

Revenue by Week

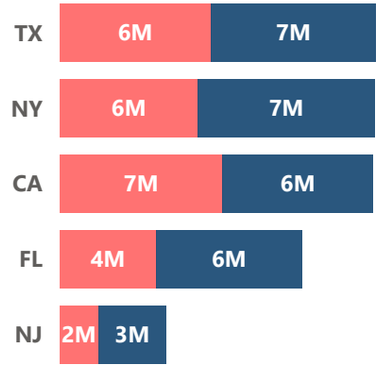


Revenue by Age Group

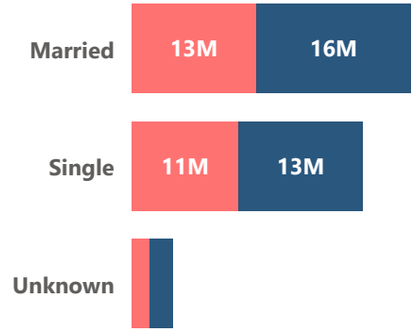


customer_job	Sum of Revenue	Sum of interest_earned	Sum of income
Retirees	4617448	6,41,692.22	49619308
Blue-collar	7040606	9,67,751.42	73516911
Selfemployeed	8542826	11,41,510.40	77659931
Govt	8335534	11,82,230.84	90834727
White-collar	10283124	14,64,690.92	105618475
Businessman	17697472	25,84,604.01	190350431
Total	**56517011**	**79,82,479.81**	**587599783**

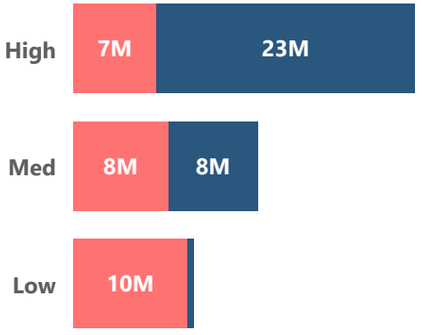
Top 5 States



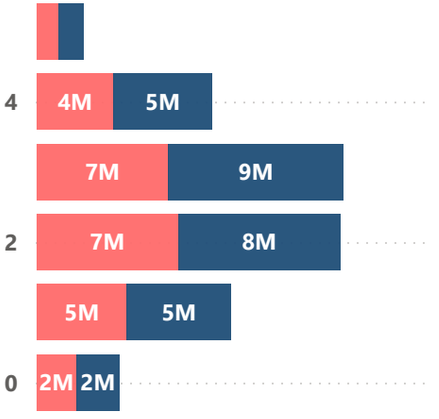
Revenue by Marital Status



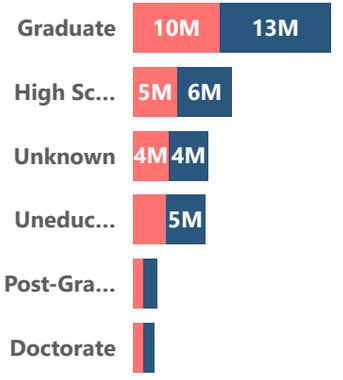
Revenue by Income Group



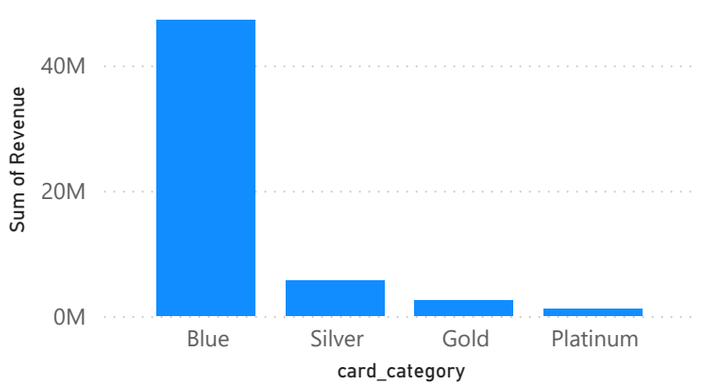
Revenue by Dependent



Revenue by Education

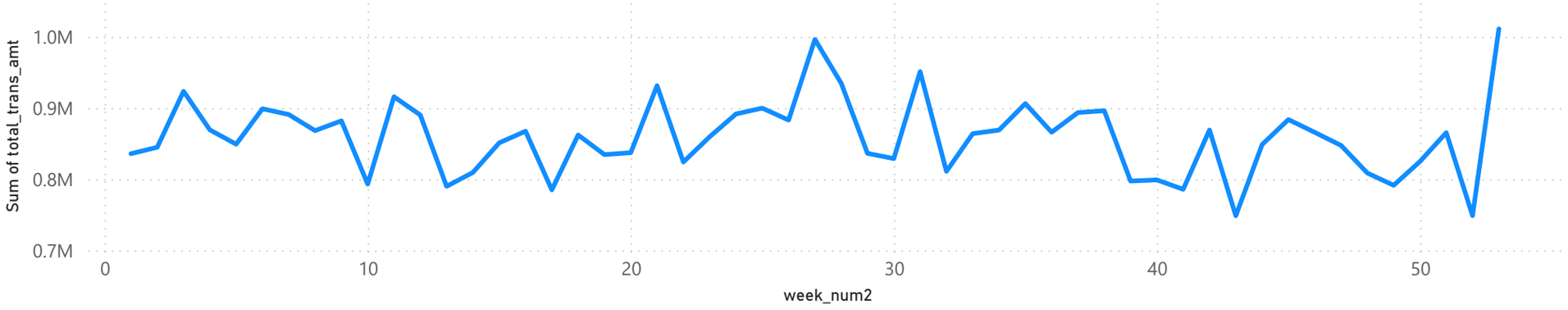


Sum of Revenue by card_category



week_num2	Previous_week_Revenue	Current_week_Revenue	wow_revenue
1		1035629	
53	933134	1201601	28.8%
44	934631	1063063	13.7%
18	978441	1063741	8.7%
14	978565	1003844	2.6%
50	980152	1026549	4.7%
42	982974	1080205	9.9%
11	987820	1131281	14.5%

Sum of total_trans_amt by week_num2



SOME EXTRA INSIGHTS

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	%GT Count of activation_30_days
0	42.54%
1	57.46%
Total	**100.00%**