

Credit Card Transaction Report

57M

Sum of Revenue

667....

Sum of total_trans...

7.98M

Sum of interest_earned

45...

Sum of total_trans_ct

Q4

806.45M

Q3

734.04M

Q2

715.38M

Q1

710.63M

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	3784074900.0%	6,614,172.62
Gold	2533682	209136200.0%	384,755.16
Platinum	1135608	95331400.0%	161,629.05
Silver	5659109	464759600.0%	821,922.98
Total	56517011	4553302100.0%	7,982,479.81

Low

742.84M

Med

742.80M

High

742.06M

Gold

743.60M

Silver

743.56M

Blue

742.60M

Platinum

729.88M

week_start_date

All

F

5.99K

M

4.31K

Revenue by Chip Type

Swipe

36M

Chip

17M

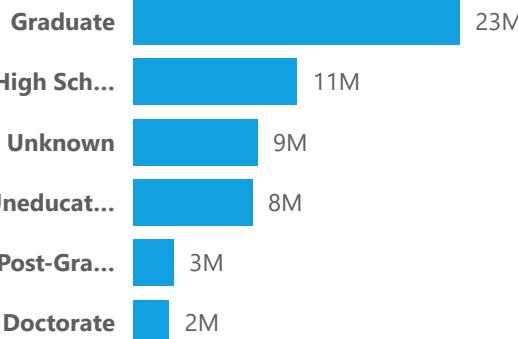
Online

4M

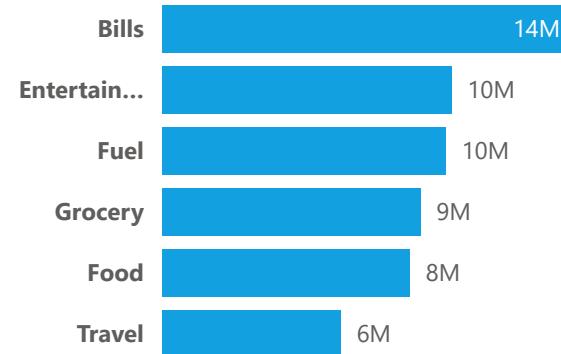
Revenue and total_trans_ct by qtr



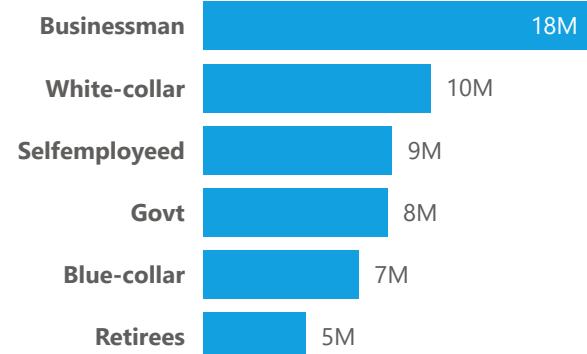
Revenue by Education Level



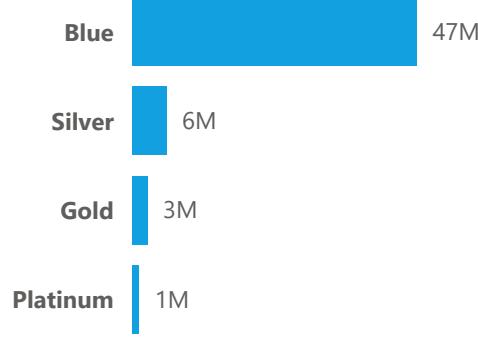
Revenue by exp_type



Revenue by Job Type



Revenue by Card Type



Credit Card Customer Report

Revenue

57M

Income

588M

Interest

7.98M

CSS

3.19

Low

742.84M

Med

742.80M

High

742.06M

Gold

743.60M

Silver

743.56M

Blue

742.60M

Platinum

729.88M

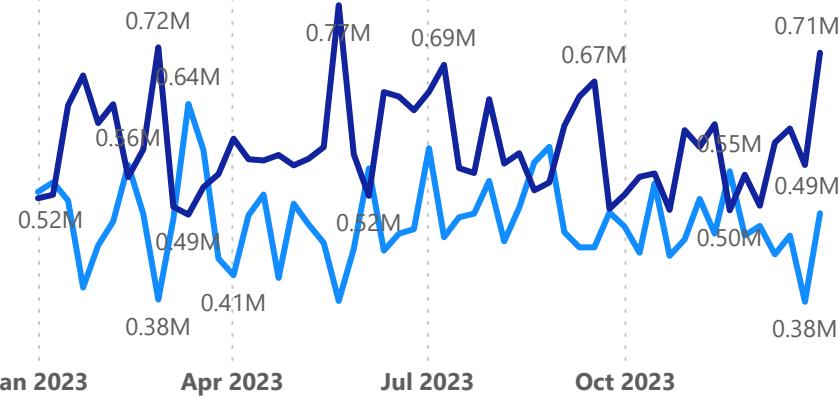
week_start_date

All

Q4	Q3	Q2	Q1
806.45M	734.04M	715.38M	710.63M

customer_job	Sum of Revenue	Sum of interest_earned	Sum of income
Blue-collar	7040606	967,751.42	73516911
Businessman	17697472	2,584,604.01	190350431
Govt	8335534	1,182,230.84	90834727
Retirees	4617448	641,692.22	49619308
Selfemployed	8542826	1,141,510.40	77659931
White-collar	10283124	1,464,690.92	105618475
Total	56517011	7,982,479.81	587599783

Sum of Revenue by Year, Month, Day and gender



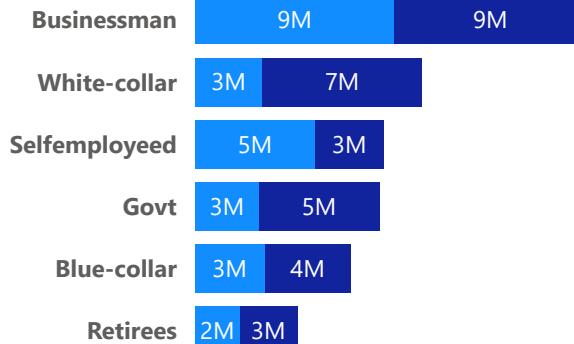
Revenue by IncomeGroup



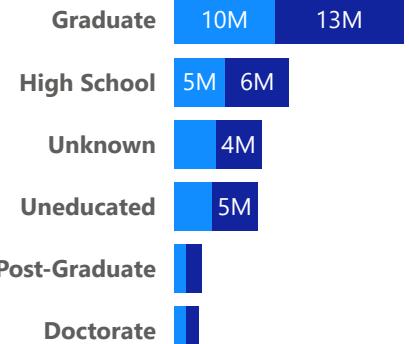
Revenue by AgeGroup



Revenue by Job Type



Revenue by Job Type



Project Insights Weekly: Week- 53th (31st Dec)

Week On Week Change:

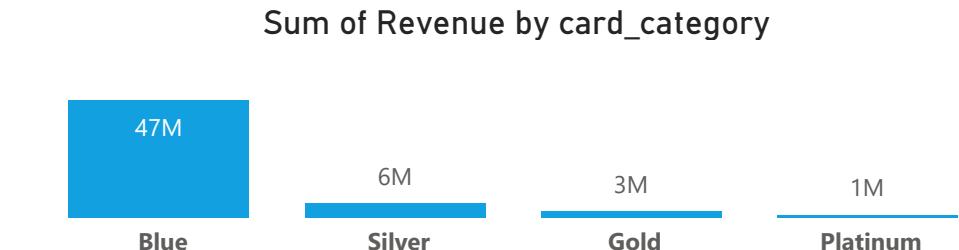
1. Revenue Increased by 28.8%.
2. Total Transaction amount and count increased by 26%
3. Customer count increased by 24.5%

Overview YTD:

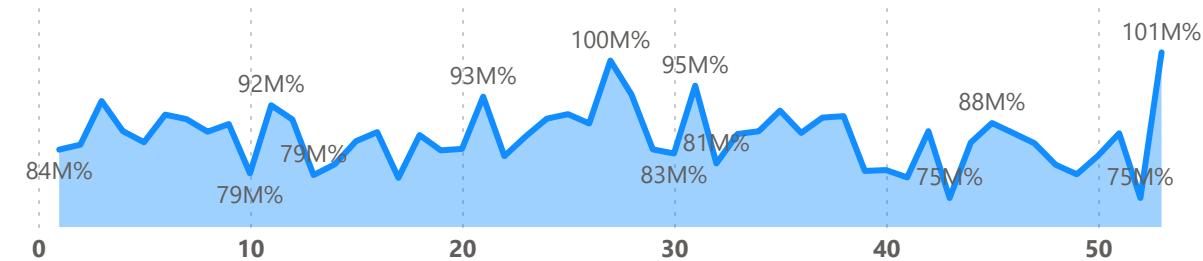
1. Overall Revenue = 57M
2. Total Interest = 8M
3. Total Transaction Amount = 46M
4. Male Customers are contributing more in revenue = 31M, Females 26M
5. Blue and Silver Credit Card are contributing to 93% of overall transactions
6. TX, NY, and CA State are contributing = 68%
7. Overall Activation Rate = 57.5%
8. Overall Delinquent Rate = 6.06%
9. Total Activation Rate in 30 days = 57.46%
10. Customer Fails to return money are Self-employed which = 1.6%
11. Total Default = 6.06%

activation_3	%GT Count of activation_30_days
0_days	
0	42.54%
1	57.46%
Total	100.00%

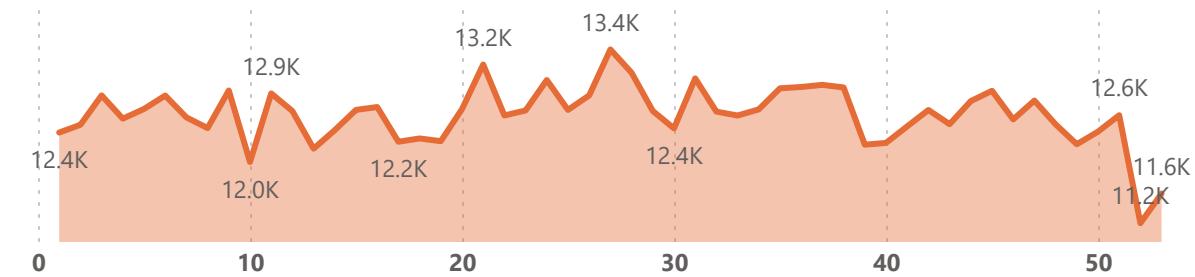
delinquent_acc	%GT Count of delinquent_acc
0	93.94%
1	6.06%
Total	100.00%



Sum of total_trans_amt by Week_Num2



Sum of total_trans_ct by Week_Num2



Week_Num2	Sum of Revenue	Previous_week_Revenue	Current_week_Revenue	Ww_Revenue
53	1201601	933134	1201601	28.8%
52	933134	1070439	933134	-12.8%
51	1070439	1026549	1070439	4.3%
50	1026549	980152	1026549	4.7%
Total	56517011	933134	1201601	

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	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%