

## Project Insights - Week 53 (31st Dec)

### WoW change:

- Revenue increased by 3.3%.
- Total Transaction Amt & Count increased by 35.0% & 3.4% respectively.
- Customer count increased by 12.8%.

### Overview YTD:

- Overall revenue is \$11.0M.
- Total interest is \$8.0M.
- Total transaction amount is \$45.5M.
- Male customers are contributing more in revenue \$5.6M, female \$5.4M.
- Blue & Silver credit card are contributing to 93.3% of overall transactions.
- TX, NY & CA is contributing to 68.7% of overall transactions.
- Overall Activation rate(within 30 days) is 57.5%
- Overall Delinquent rate is 6.06%.
- Self-Employed and Govt Job holders are most likely to be defaulter at 45.5% of all defaulters.

# Credit Card Transaction Report

Revenue

\$11.0M

Cust Acq Cost

\$991.2K

Trans Amount

\$45.5M

Trans Count

667.2K

Card Category	Revenue	Customer Acq Cost	Trans Amount	Trans Count
Blue	\$93,47,862.6	\$9,04,589.0	\$3,78,40,749.0	591791
Silver	\$10,11,513.0	\$61,915.0	\$46,47,596.0	49172
Gold	\$4,42,320.2	\$18,086.0	\$20,91,362.0	18781
Platinum	\$1,82,294.1	\$6,570.0	\$9,53,314.0	7490
Grand Total	\$1,09,83,989.8	\$9,91,160.0	\$4,55,33,021.0	667234

Q4

Q3

Q2

Q1

Week Start Date

All

M

F

Card Type

Gold

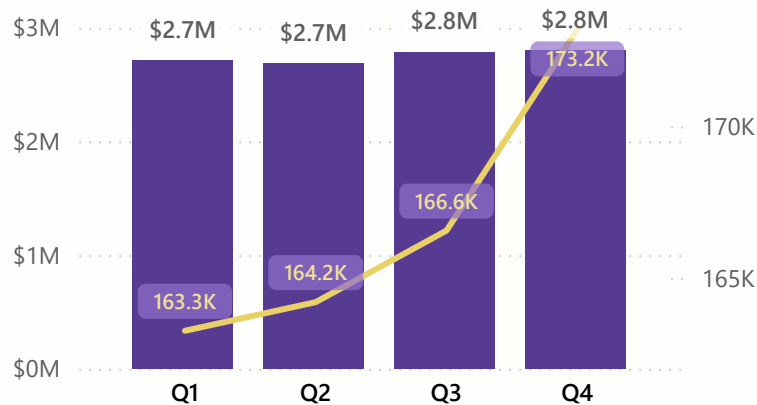
Silver

Blue

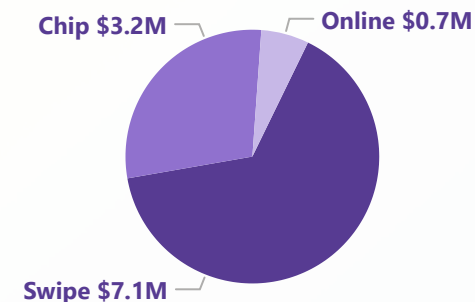
Platinum

## Quarterly Revenue & Trans Count

● Revenue ● Trans Count

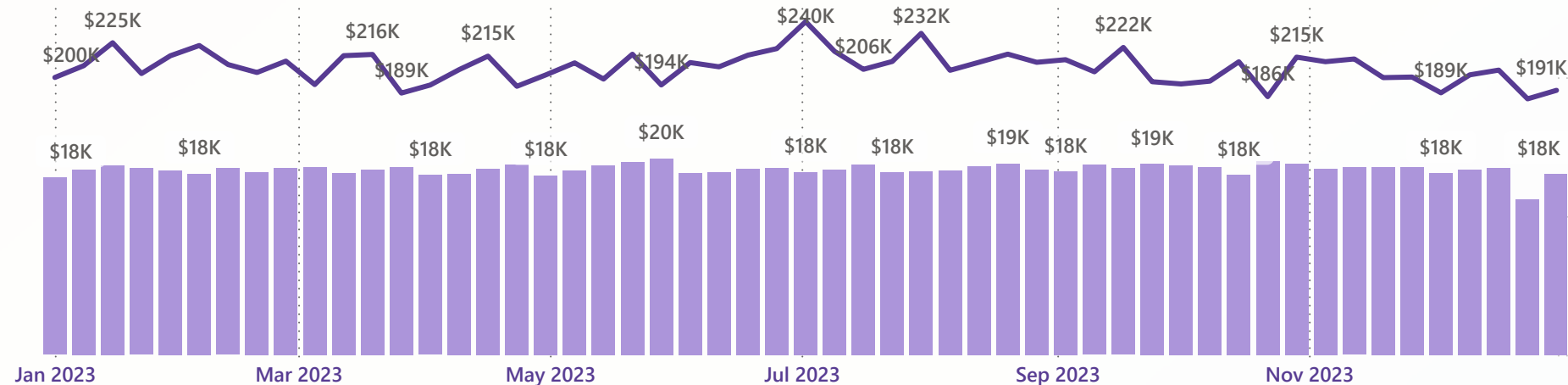


## Revenue by Use Chip

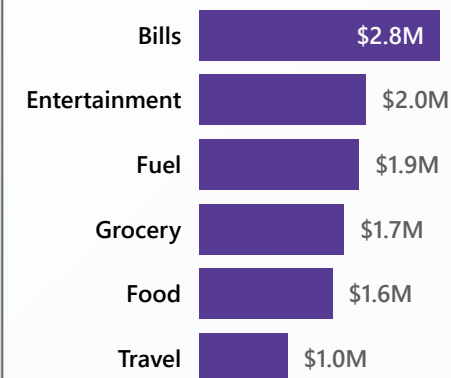


## Weekly Revenue & Cost Trends

● Customer Acq Cost ● Revenue



## Revenue by Expenditure Type



# Credit Card Customer Report

Q4

Q3

Q2

Q1

Week Start Date

All

Rev / Customer

\$1,067

Active Customers

10.3K

Avg Acq Cost

\$96

Avg Income

\$57.1K

Avg CSS

13.25

M

\$5.6M

F

\$5.4M

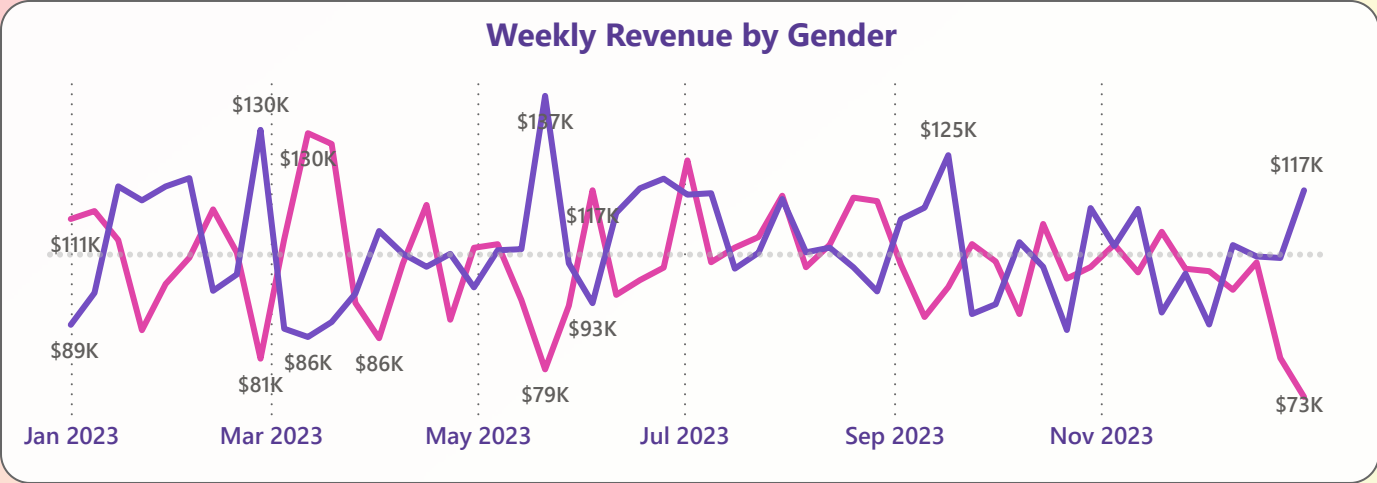
Card Type

Gold

Silver

Blue

Platinum



Customer Job	Customers	Cust Avg Income	Rev Per Cust	Utilization Ratio
Selfemployeed	2628	\$29,551	\$723.9	27.88%
Businessman	1935	\$98,372	\$1,632.3	24.57%
Blue-collar	1606	\$45,776	\$895.2	29.01%
White-collar	1564	\$67,531	\$1,229.8	26.71%
Govt	1554	\$58,452	\$1,051.5	28.74%
Retirees	1006	\$49,323	\$922.3	28.57%
Grand Total	10293	\$57,087	\$1,067.1	27.45%

