

# Credit Card Transaction Report

Revenue

\$11.0M

Cust Acq Cost

\$991.2K

Trans Amount

\$45.5M

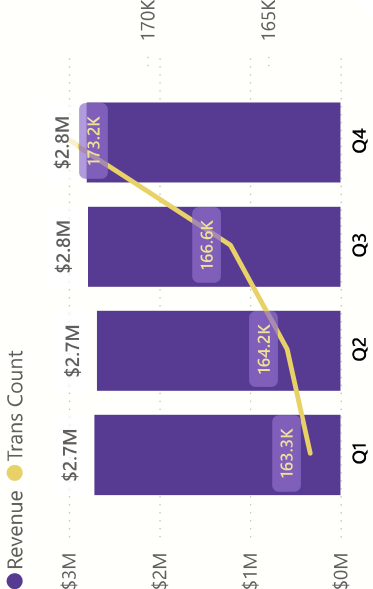
Trans Count

667.2K

Card Category

| 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      |

## Quarterly Revenue & Trans Count



Week Start Date

All

M

F

Card Type

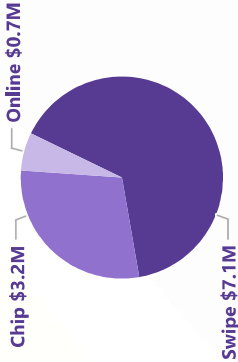
Gold

Silver

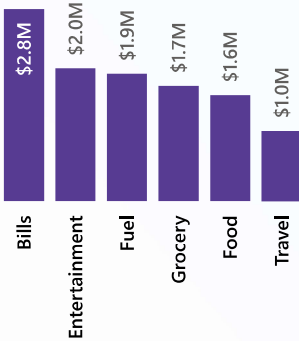
Blue

Platinum

## Revenue by Use Chip



## Revenue by Expenditure Type



## Weekly Revenue & Cost Trends

