

Credit Card Customer Report

Week Start Date

All

Q4

Q3

Q2

Q1

Avg CSS

3.2

5

Avg CSS

3.2

5

Q4	Q3	Q2	Q1
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All >

Gold	Silver	Blue	Platinum
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Response	Percentage
Yes	3.2
No	1.5
Don't know	95.3

\$5.4M

Response	Percentage
Yes	3.2
No	1.5
Don't know	95.3

Weekly Revenue by Gender

Date	Men's Revenue (\$K)	Women's Revenue (\$K)
Jan 2023	\$89K	\$111K
Mar 2023	\$130K	\$86K
May 2023	\$117K	\$93K
Jul 2023	\$125K	\$79K
Sep 2023	\$125K	\$117K
Nov 2023	\$117K	\$73K

Customer Job	Customers	Cust Avg Income	Rev Per Cust	Utilization Ratio
Selfemployed	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%

Revenue by Age

Age Group	Category 1 (Blue)	Category 2 (Orange)	Total Revenue
<30	\$0.1M	\$0.1M	\$0.2M
30-40	\$1.0M	\$0.9M	\$1.9M
40-50	\$2.5M	\$2.3M	\$4.8M
50-60	\$1.7M	\$1.8M	\$3.5M
60+	\$0.4M	\$0.1M	\$0.5M

Revenue by Education Level

Education Level	Blue Segment (\$M)	Orange Segment (\$M)	Total (\$M)
Graduate	\$2.3M	\$2.1M	\$4.4M
High School	\$1.1M	\$1.1M	\$2.2M
Unknown	\$0.8M	\$0.9M	\$1.7M
Uneducated	\$0.8M	\$0.8M	\$1.6M
Post-Graduate	\$0.6M	\$0.6M	\$1.2M
Doctorate	\$0.5M	\$0.5M	\$1.0M

Top 5 State by Revenue

State	Blue Segment	Orange Segment	Total
TX	\$1.2M	\$1.3M	\$2.5M
CA	\$1.1M	\$1.4M	\$2.5M
NY	\$1.3M	\$1.2M	\$2.5M
FL	\$1.1M	\$0.8M	\$1.9M
NJ	\$0.5M	\$0.8M	\$1.3M

Revenue by Income Level

Income Level	Segment 1 (Purple)	Segment 2 (Pink)	Total Revenue
High	\$3.6M	\$1.2M	\$4.8M
Mid	\$1.4M	\$1.5M	\$3.0M
Low	\$0.1M	\$2.3M	\$2.4M