

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.