CREDIT CARD REPORT

State Code ▾

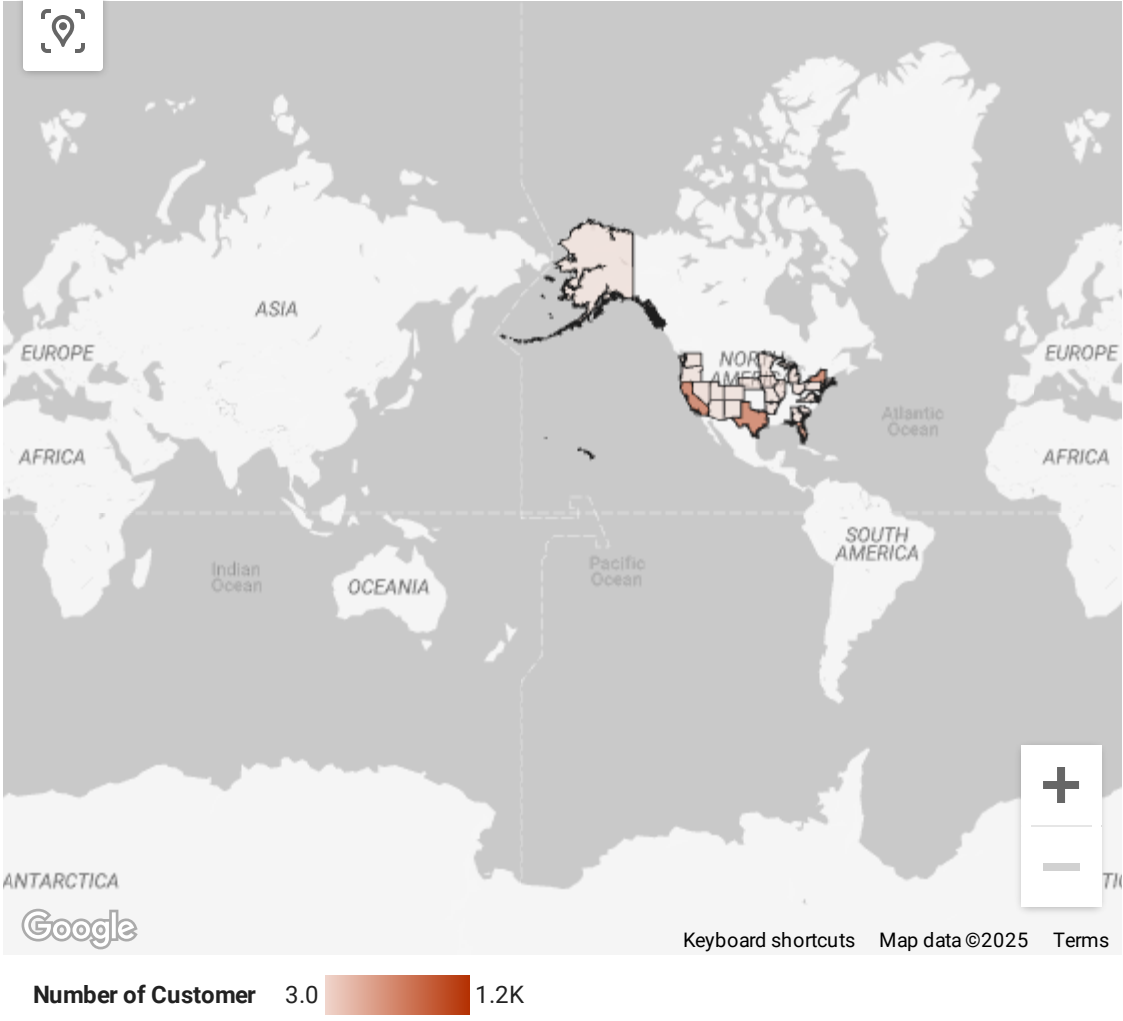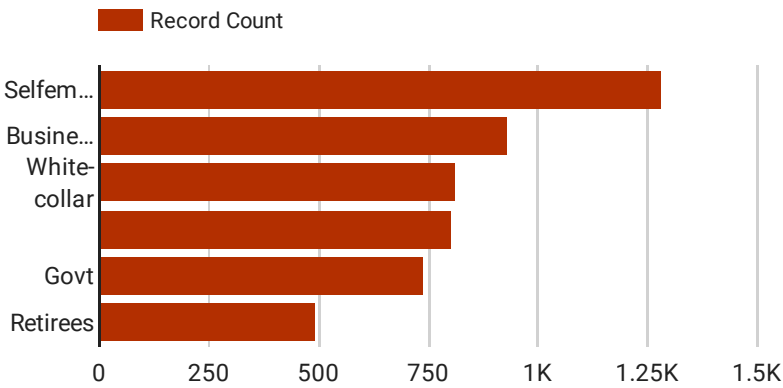| Number of Customer	Total Transaction Volume	Average Satisfaction Score	Total Transaction Amount
5,054	$326.54K	2.25	$22.31M

CUSTOMER DEMOGRAPHIC

Customer by State

Number of Customer 3.0 ▬▬ 1.2K

Customer by Occupation

■ Record Count

Selfem…
Busine…
White-collar
Govt
Retirees

0 250 500 750 1K 1.25K 1.5K

Customer by Occupation

7.3%
51.2%
41.5%

Customer by Education

■ client_num

Gradu…
High School
Unedu…
Unkno…
Post-Gradu…
Doctor…

0 500 1K 1.5K 2K 2.5K

Customer by Expenses

All		
Bills	Fuel	
	Grocery	Food
Entertainment		Travel
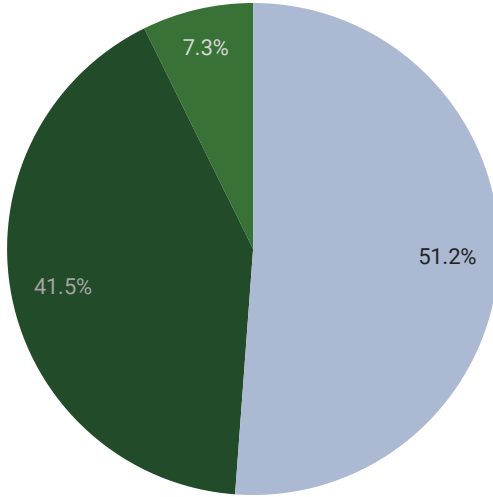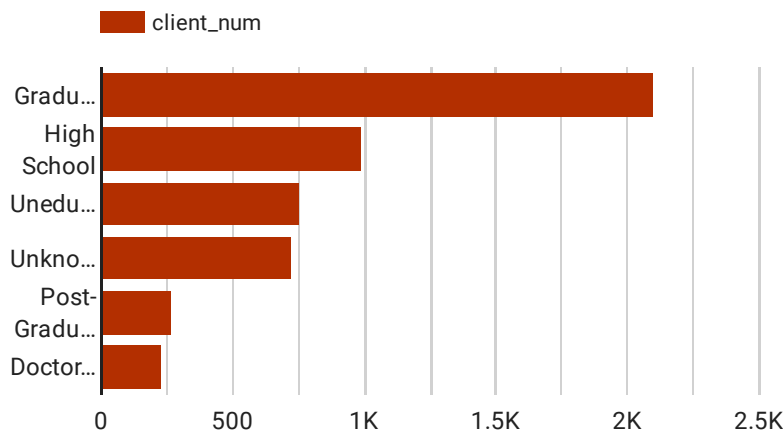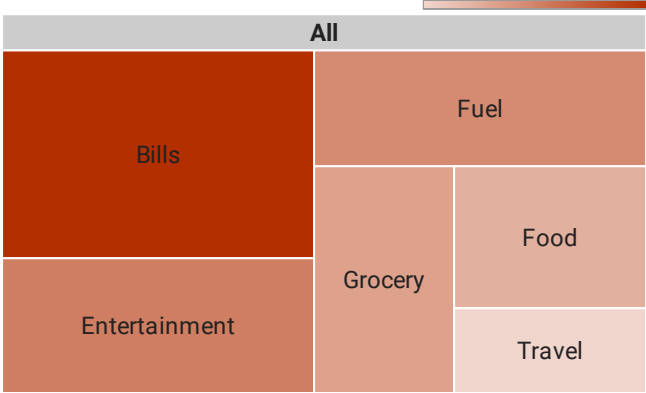
CUSTOMER REVENUE PROFILE

Annual Fee by Occupation

■ annual_fees

Selfem…
Busine…
White-collar
Govt
Retirees

Total Transaction Volume

■ total_trans_vol

Busine…
White-collar
Govt
Retirees
Blue-collar
Selfem…
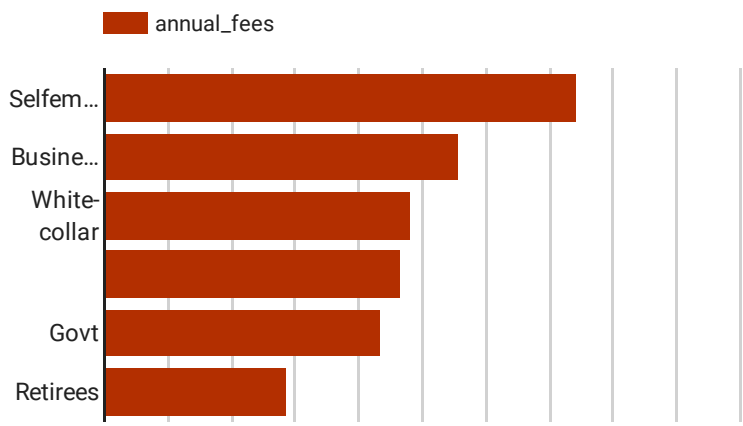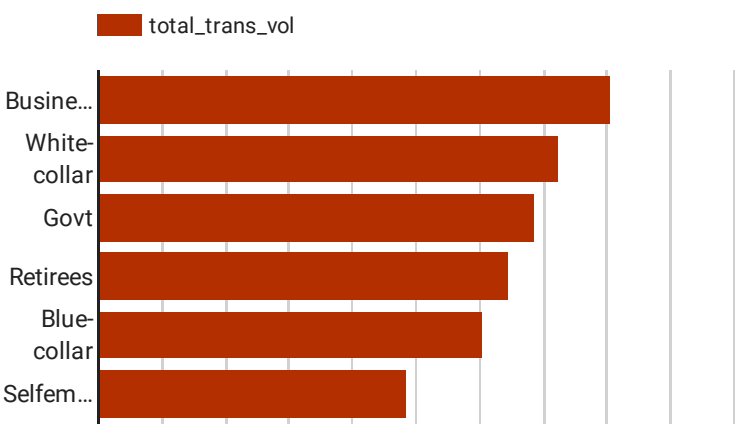
Interest Earned Distribution

■ interest_earned

Busine…
White-collar
Govt
Retirees
Blue-collar
Selfem…
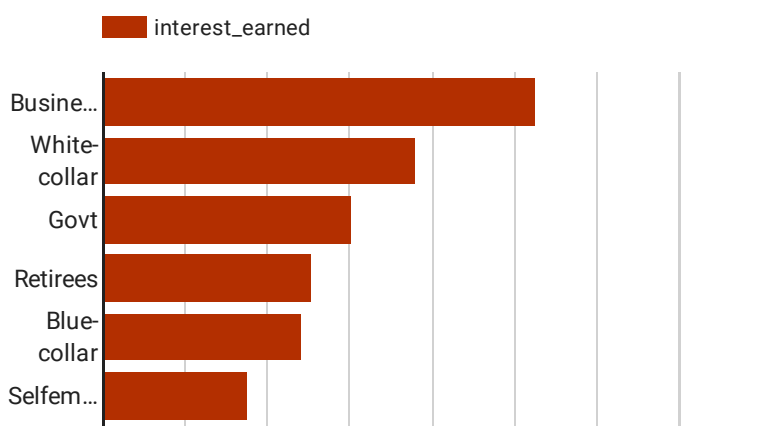
avg_utilization_ratio by customer_job

■ avg_utilization_ratio

Retirees
Govt
Selfem…
Blue-collar
Busine…

0% 5% 10% 15% 20% 25% 30%
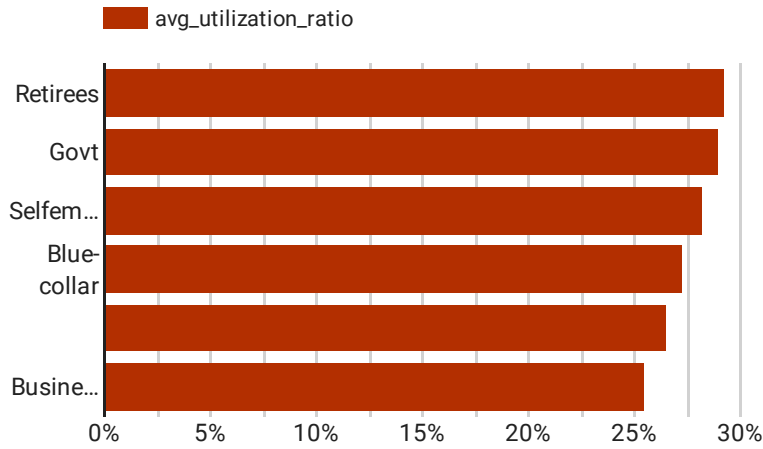
				education_level / total_trans_vol	
customer_job	Graduate	High School	Uneducated	Unknown	Post-Graduate	Doctorate
Businessman	29,578	14,768	12,900	10,783	3,232	3,648
Selfemployeed	25,036	12,263	9,575	8,486	4,195	2,556
White-collar	25,770	11,543	7,878	8,114	2,969	2,411
Govt	20,625	9,976	6,665	7,929	2,839	2,599
Blue-collar	20,118	9,913	6,703	7,431	2,513	1,822
Retirees	13,639	6,101	4,564	4,486	1,593	1,323

CUSTOMER RISK PROFILE

■ customer_acq_cost

Busine…
White-collar
Govt
Retirees
Blue-collar
Selfem…

0 20 40 60 80 100
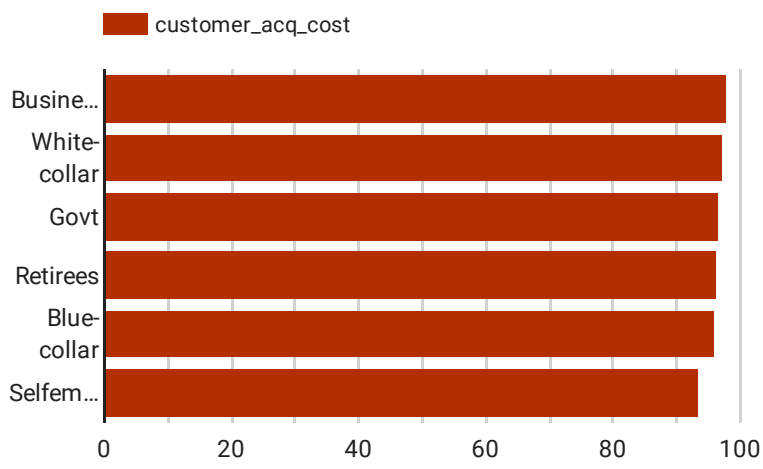
state_cd	delinq… ▾
1… OR	33.33%
2… PA	20%
3… VA	15.79%
4… MA	15.38%
5… SC	12.5%
6… MN	12.5%

1 - 28 / 28 ‹ ›

				education_level / delinquent_acc	
customer_job	Uneducated	Unknown	Doctorate	Post-Gradu…	Graduate	High School
Govt	13.86%	7.89%	10.81%	4.76%	7.92%	7.14%
Retirees	7.25%	11.11%	9.52%	0%	4.29%	8.33%
Selfemployeed	8.82%	5.88%	8.62%	8.86%	5.53%	5.33%
White-collar	8.49%	5.26%	2.94%	2.44%	6.74%	4.35%
Blue-collar	3.51%	7.2%	3.33%	7.32%	5.47%	6.13%
Businessman	3.77%	5.43%	4.35%	9.52%	6.18%	2.72%