

# Project Insights - Week 53 (31st Dec)

## Week-on-Week Change:

Revenue increased by 28.8%

## Overview Year-to-Date (YTD):

Overall revenue is 57M

Total interest is 8M

Total transaction amount is 46M

Male customers are contributing more in revenue: 31M, Female: 26M

Blue & Silver credit cards are contributing to 93% of overall transactions

TX, NY & CA are contributing to 68% of transactions

Overall Activation rate is 57.5%

Overall Delinquent rate is 6.06%