

Credit Card Transaction Report

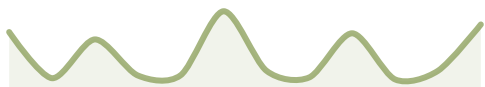
Transaction_Report

Customer_Report

Overview

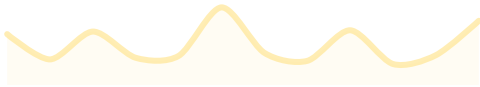
57M

Revenue



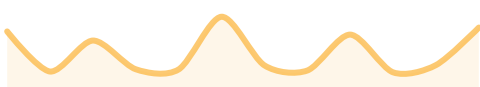
8M

Interest Earned



46M

Trans Amt

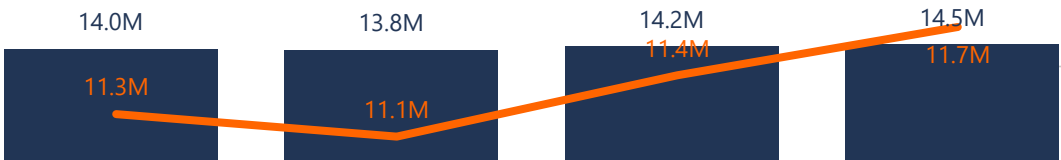


5046

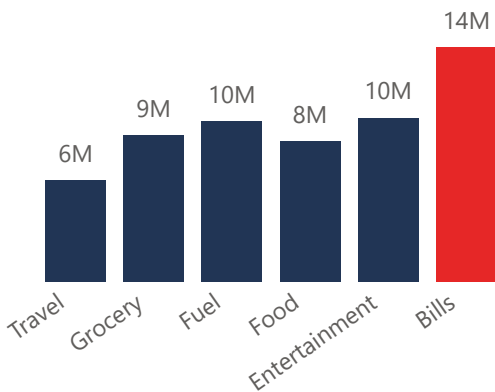
Total Trans Count



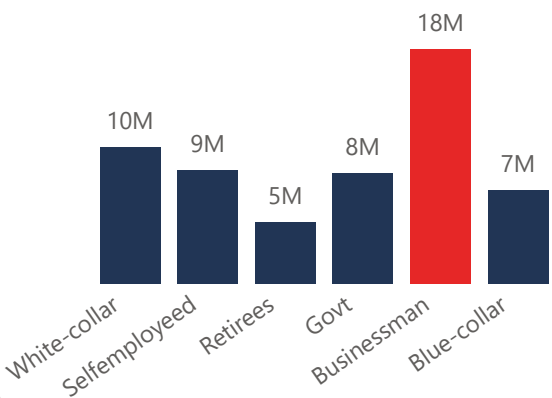
Total Revenue VS Total Transaction



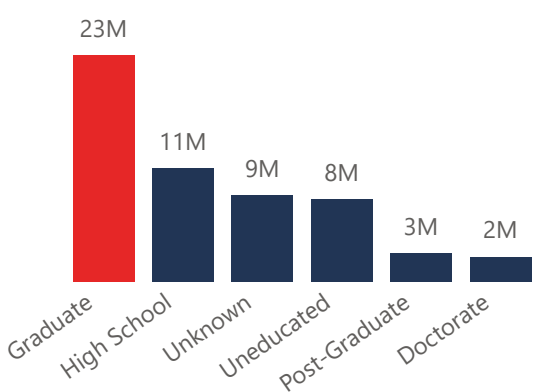
Revenue by Expense_Type



Revenue by Customer_Job



Revenue by Education_Level



F

M

Qtr

All

Month

All

Week_Start_Date

All

AgeGroup

All

state_cd

All

Customer Report

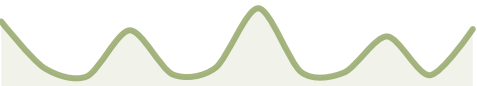
Transaction_Report

Customer_Report

Overview

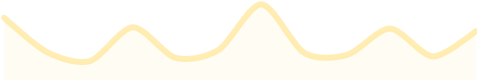
57M

Revenue



8M

Interest Earned



32.88K

Customer Satisfaction

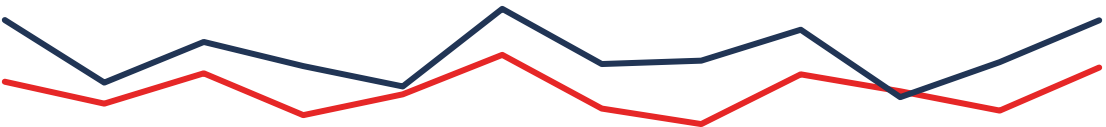


588M

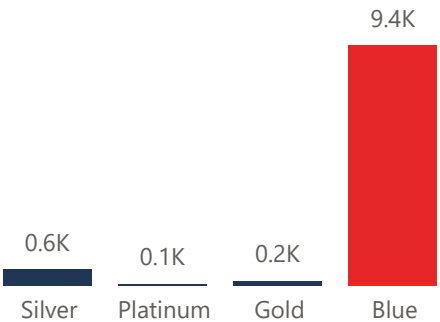
Sum of Income



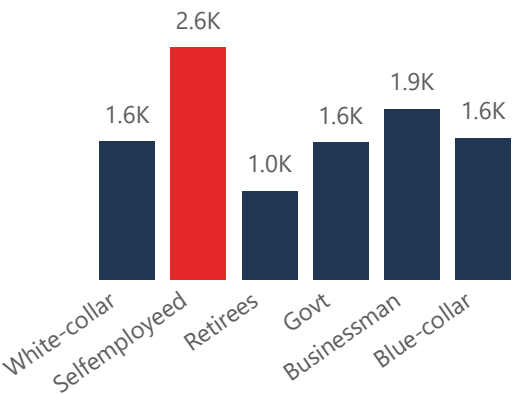
Revenue by Month and Gender



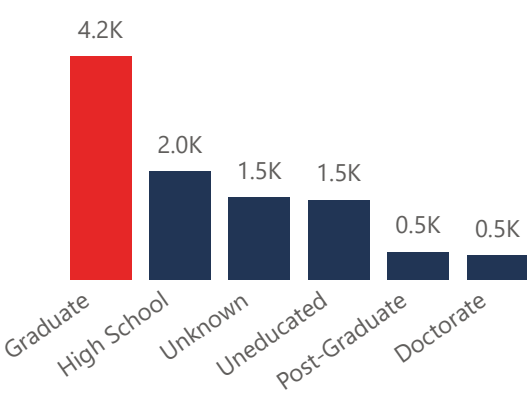
Customer by Card_Category



Customer by Customer_Job



Customer by Education_Level



F

M

Exp Type

All

Qtr

All

Week_Start_Date

All

Week_Start_Date

All

Use Chip

All



Project Insights- Week 53 (31st Dec)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 135% & 88%

Overview 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 card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5% • Overall Delinquent rate is 6.06%

Qtr	Revenue	Trans_Amt	Interest_Earned	Sum of Annual_Fees
Q1	13964401	11250588	1964025	749750
Q2	13820611	11135301	1946681	738585
Q3	14235481	11449700	2044420	741360
Q4	14496652	11697432	2027355	771815
Total	56517145	45533021	7982480	3001510

Transaction_Report

Customer_Report

Overview

Week	Revenue	Interest_Earned	Previous_week	Current_week	wow_
53	1201600	139098	933137	1201600	↑
52	933137	137707	1070444	933137	↓
51	1070444	151739	1026553	1070444	→
50	1026553	145288	980160	1026553	→
49	980160	134265	1008780	980160	↓
48	1008780	142744	1047116	1008780	↓
47	1047116	145405	1078921	1047116	↓
46	1078921	156453	1094932	1078921	↓
45	1094932	155807	1063066	1094932	→

Delinquent Account						
Gender	Chip	Online	Swipe	Total	House_Owner	Acc
F	1210	355	4422	5987	no	5494
M	1247	249	2810	4306	yes	4799
Total	2457	604	7232	10293	Total	10293

Activation last 30 days						
Gender	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-coll
F	562	608	455	312	1202	3
M	356	510	442	256	325	4
Total	918	1118	897	568	1527	8