

Credit Card Transaction Report

Revenue

57M

Transaction
Amount

46M

Interest Earned

8M

Transaction
Volume

667K

Card_Category	Revenue	Total_Trans_Amt	Interest_Earned
Blue	47.19M	37.84M	6.61M
Silver	5.66M	4.65M	0.82M
Gold	2.53M	2.09M	0.38M
Platinum	1.14M	0.95M	0.16M

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Week No

All

F

M

Low

Med

High

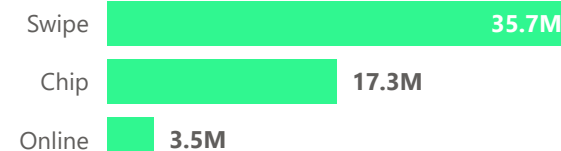
Blue

Gold

Platinum

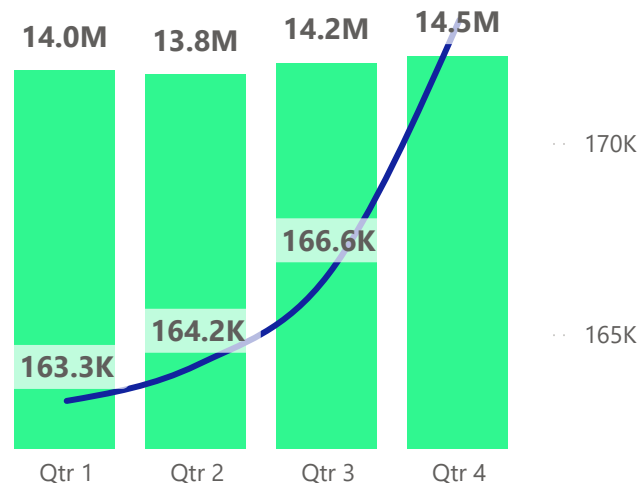
Silver

Revenue by Use Chip

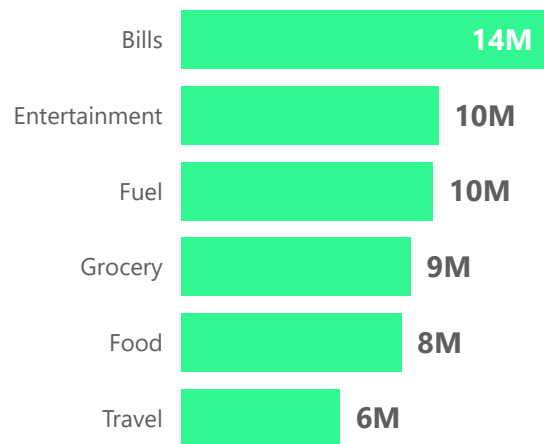


Revenue and Trans_Vol by Quarter

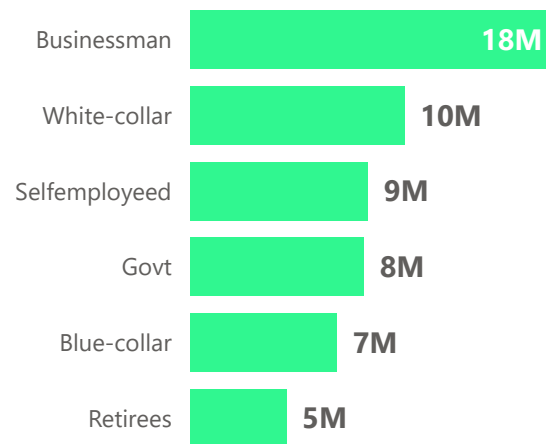
Sum of Revenue Sum of Total_Trans_Vol



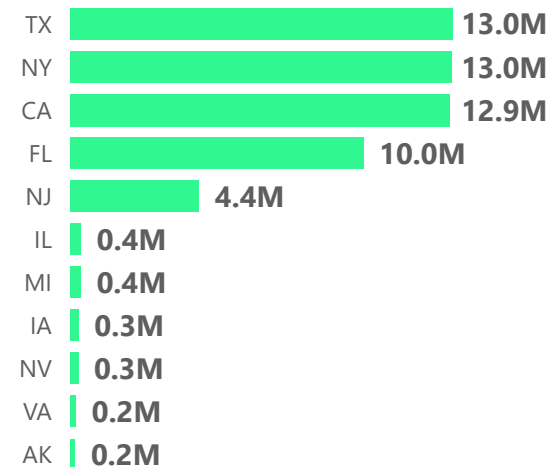
Revenue by Exp_Type



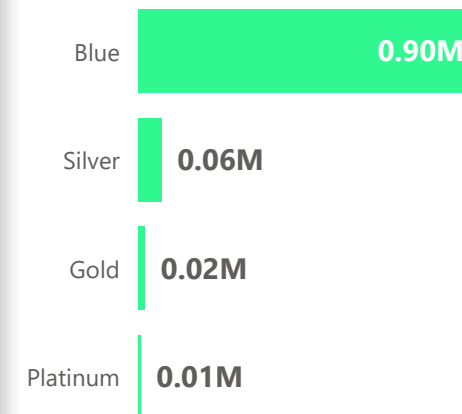
Revenue by Customer_Job



Revenue by States



Acquisition Cost by Card type



Credit Card Customer Report

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Week No

All

Revenue

56.5M

Total Income

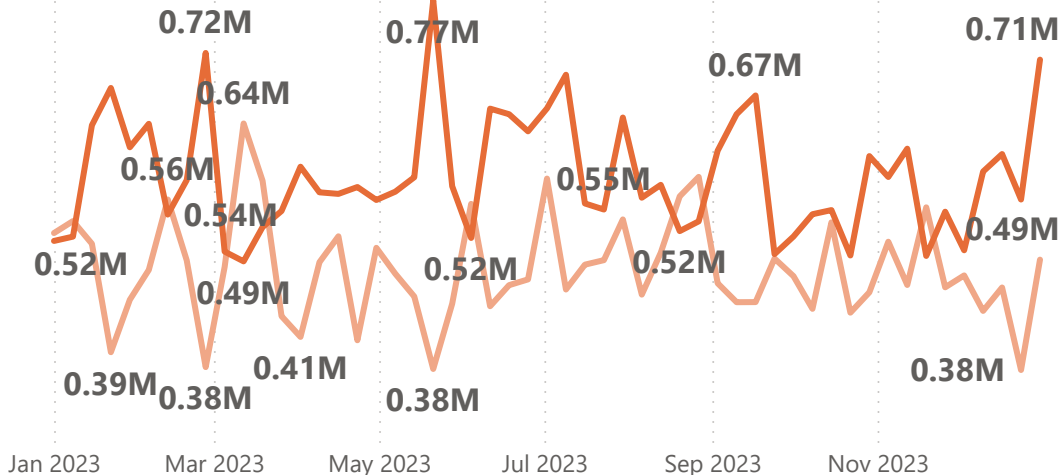
588M

Total Interest

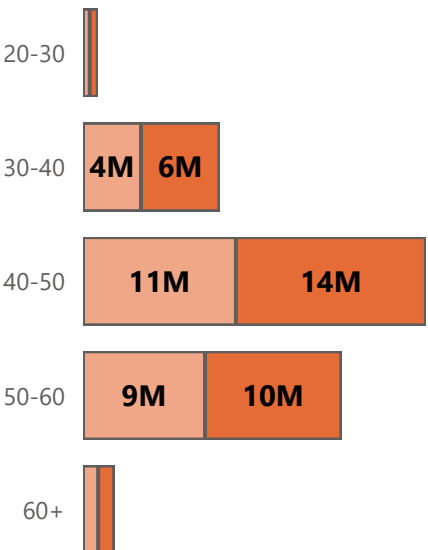
8.0M

CSS

3.19



Age Group



M

31M

F

26M

Low

Med

High

Blue

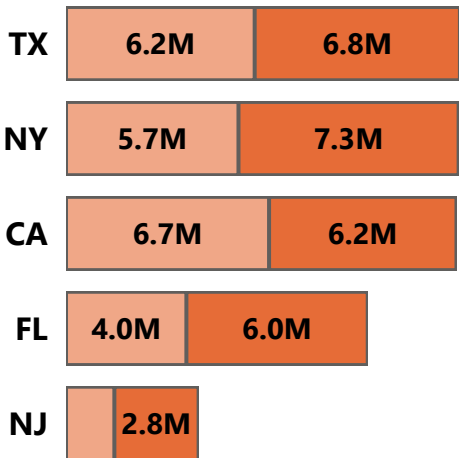
Gold

Platinum

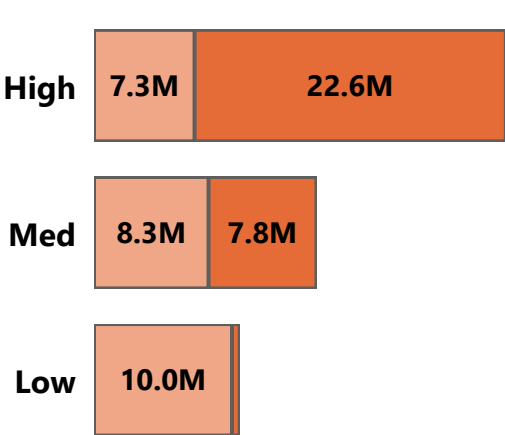
Silver

Education_Level	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Income
Graduate	22.79M	18.36M	237.46M
High School	11.43M	9.20M	118.50M
Unknown	8.67M	6.98M	89.85M
Uneducated	8.31M	6.71M	86.24M
Post-Graduate	2.82M	2.26M	29.64M
Doctorate	2.50M	2.02M	25.91M
Total	56.52M	45.53M	587.60M

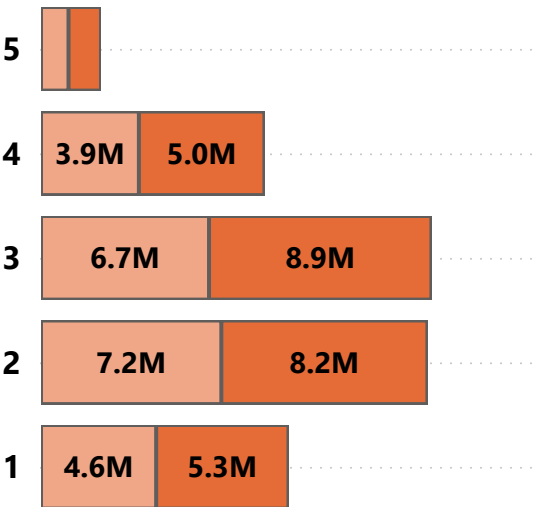
Top 5 States



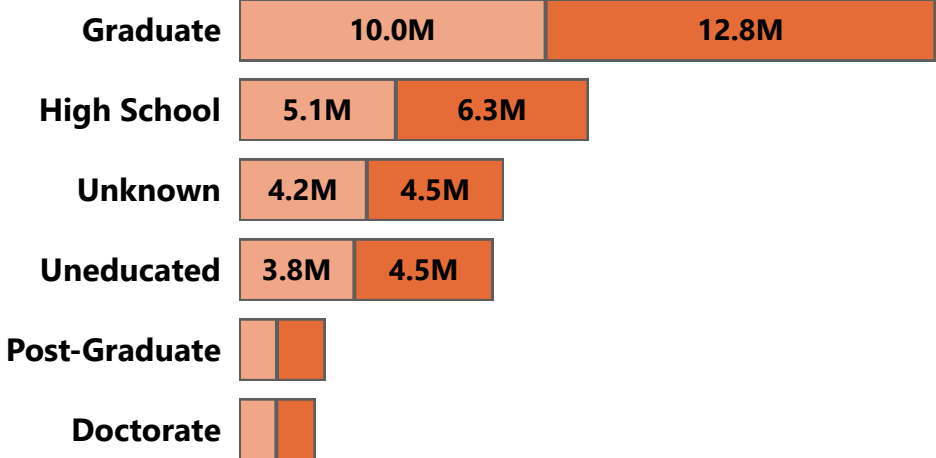
Income Group



Dependent Count



Educational Background



Week_Num	Previous_Week_Revenue	Current_Week_Revenue	WOW_Percentage
Week-53	933134	1201601	28.8%
Week-52	1070439	933134	-12.8%
Week-51	1026549	1070439	4.3%
Week-50	980152	1026549	4.7%
Week-49	1008777	980152	-2.8%
Total	933134	1201601	28.8%

Week_Num	Current_Week_Transaction	Previous_Week_transaction	WOW_Per_transaction	Count of Total_Trans_Amt
Week-53	1011008	748677	35.04%	185
Week-52	748677	865275	-13.48%	164
Week-51	865275	824791	4.91%	195
Week-50	824791	791352	4.23%	195
Week-49	791352	808623	-2.14%	195
Week-48	808623	847375	-4.57%	195
Week-47	847375	865727	-2.12%	195
Total	1011008	748677	35.04%	10293

Week_Num	Count of Customer_id	Current_Week_customer	Previous_Week_customer	WOW_Customer_Count
Week-53	185	185	164	12.80%
Week-52	164	164	195	-15.90%
Week-51	195	195	195	0.00%
Week-50	195	195	195	0.00%
Total	10293	185	164	12.80%