

# CREDIT CARD TRANSACTION REPORT

Revenue

55M

Total Transaction Amount

45M

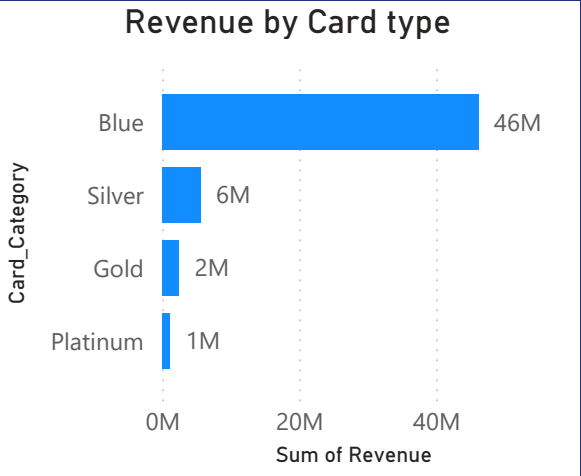
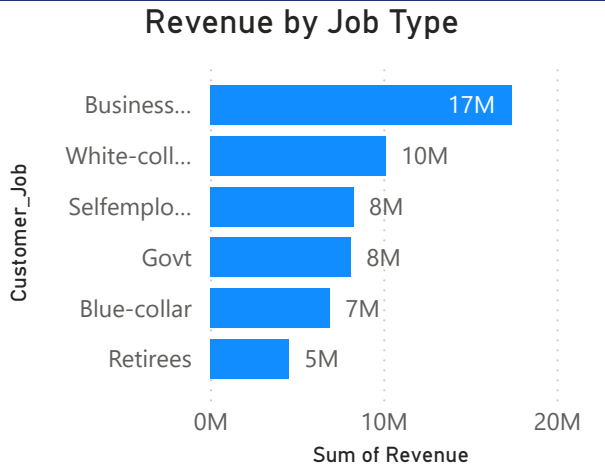
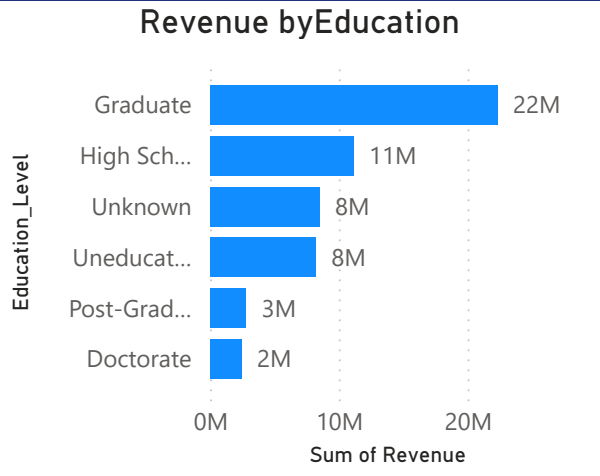
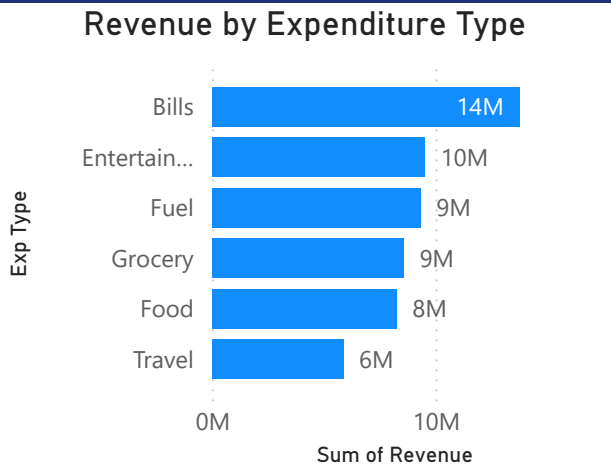
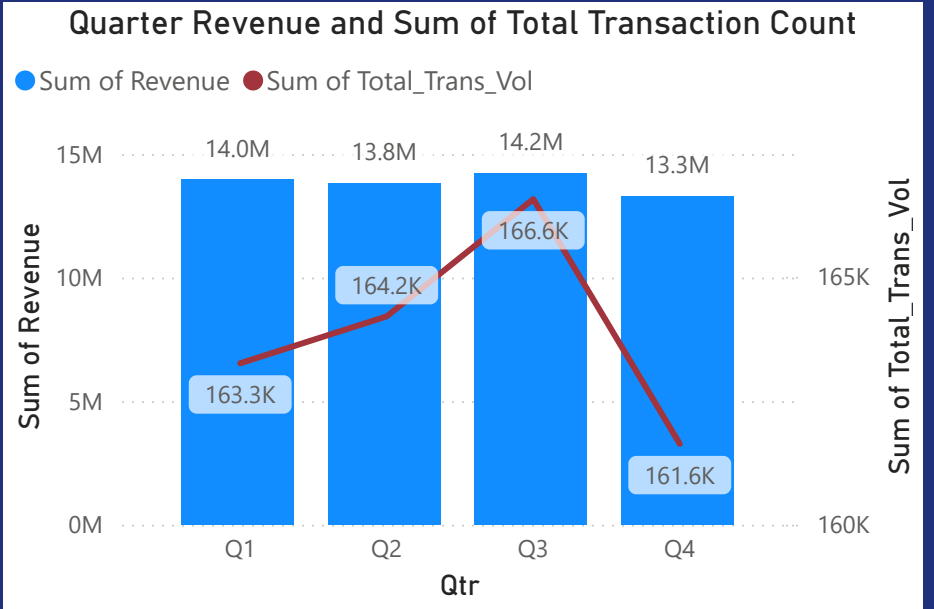
Total Interest

7.84M

Total Count

656K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139398	36957875	64,95,887.74
Gold	2454072	2024078	3,73,784.16
Platinum	1135608	953314	1,61,629.05
Silver	5586332	4586746	8,12,081.28
Total	55315410	44522013	78,43,382.23



# CREDIT CARD CUSTOMER REPORT

Revenue

55M

Income

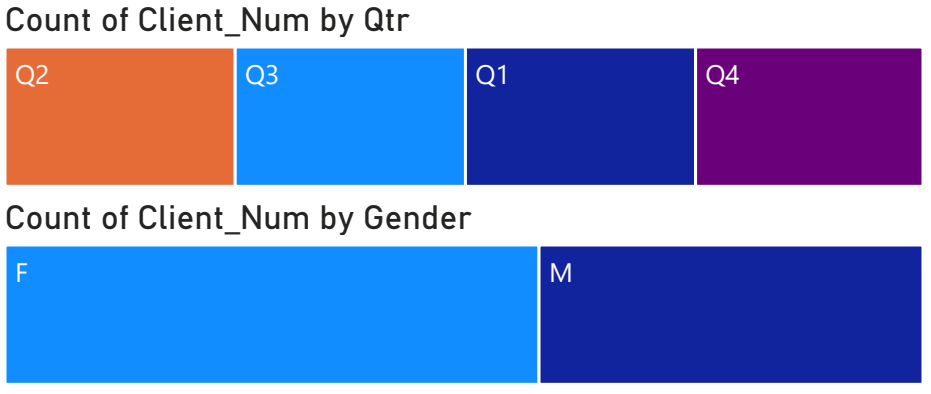
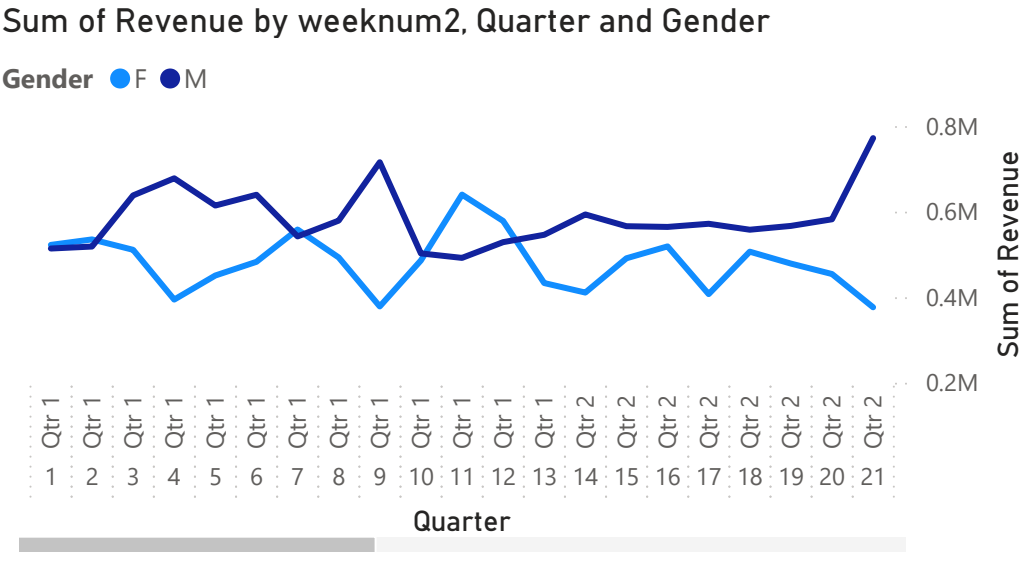
576M

Total Interest

7.84M

CSS

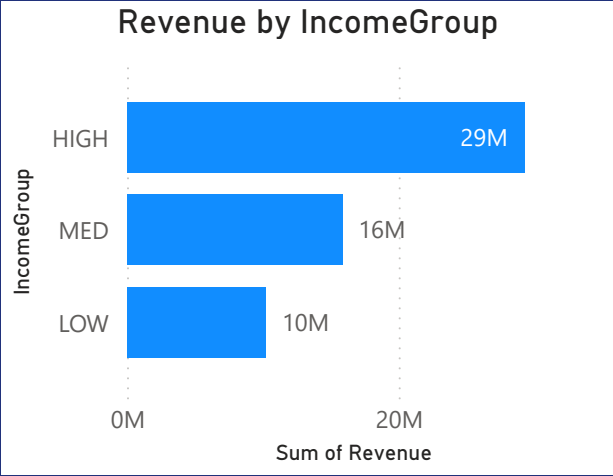
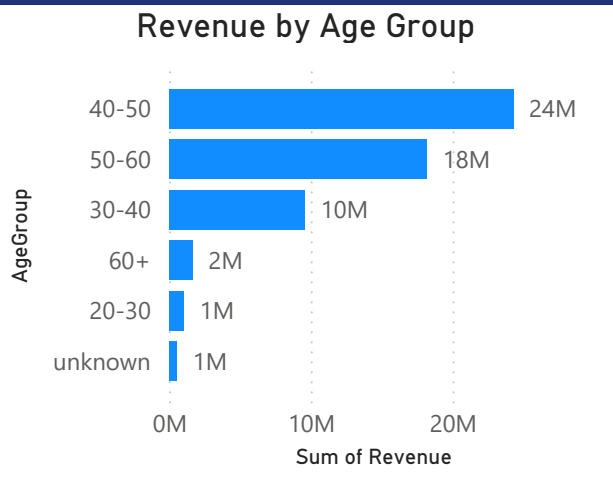
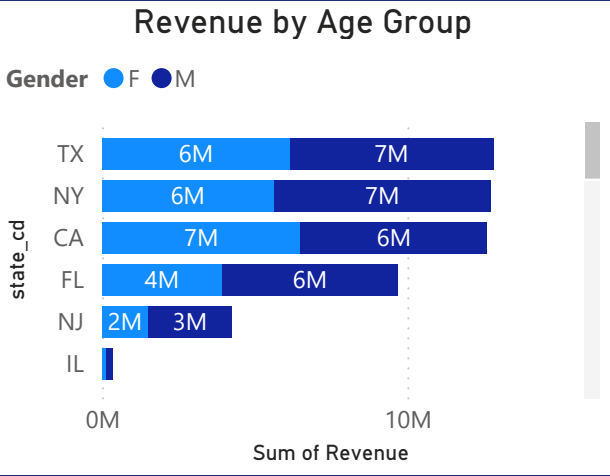
3.19



Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139398	36957875	64,95,887.74
Gold	2454072	2024078	3,73,784.16
Platinum	1135608	953314	1,61,629.05
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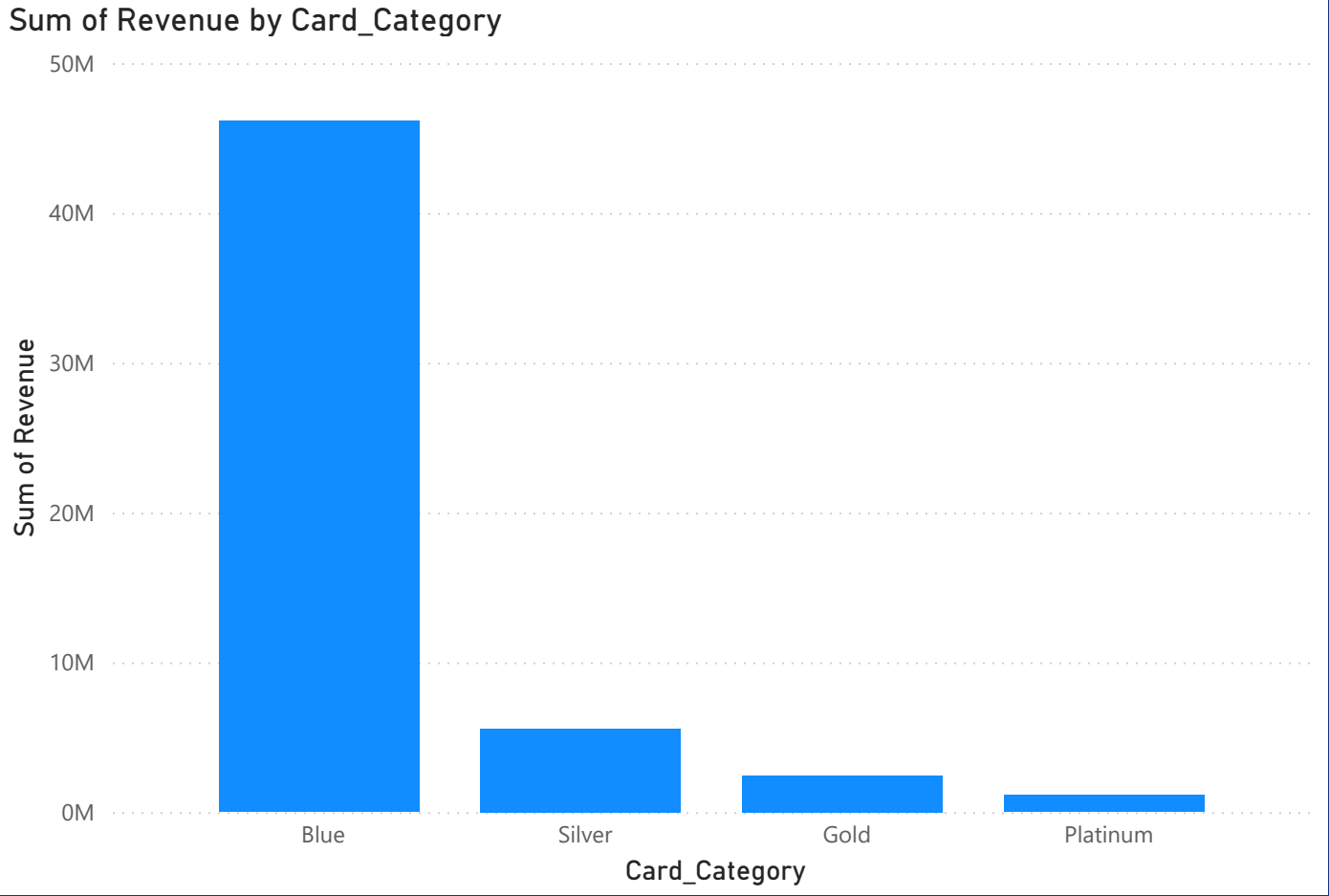
Week\_Start\_Date

All



Week_Num	weeknum2	Sum of Revenue	Current_week_revenue	Previous_week_revenue	wow_Revenue
Week-52	52	933134	933134	1070439	-12.8%
Week-51	51	1070439	1070439	1026549	4.3%
Week-50	50	1026549	1026549	980152	4.7%
Week-49	49	980152	980152	1008777	-2.8%
Week-48	48	1008777	1008777	1047120	-3.7%
Week-47	47	1047120	1047120	1078915	-2.9%
Week-46	46	1078915	1078915	1094927	-1.5%
Total		55315410	933134	1070439	-12.8%

Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-colla
0	14.76%	17.81%	13.97%	9.15%	23.82%	14.41%
1	0.86%	1.00%	1.12%	0.60%	1.65%	0.84%
Total	15.62%	18.81%	15.09%	9.75%	25.47%	15.26%



## **SALES INSIGHTS :**

1. **OVERALL REVENUE = 55 Million**
2. **TOTAL TRANSACTION AMOUNT = 45 Million**
3. **MALE CUSTOMER CONTRIBUTION = 31 Million**
4. **FEMALE CUSTOMER CONTRIBUTION = 26 Million**
5. **BLUE & SILVER CARDS CONTRIBUTE 93% OVERALL TRANSACTIONS**
6. **TOTAL INTEREST = 7.84 Million**