

Credit Card Financial Project Insights

–Week 53(31st Dec)

WoW Change

- Revenue is increased by 28.8%.
- Customer Count increased by 12.8%.

Overall YTD

- Overall Revenue is 57M.
- Total Interest is 8M.
- Total Transaction amount is 46M.
- Male customers are contributing more in revenue with 31M, while Female customers with only 26M.
- Blue & Silver credit card are contributing to 93% overall.
- TX, NY & CA is contributing to 68%.
- Overall Activation Rate is 57.5%.
- Overall Delinquent Rate is 6.06%.