

Project Insights – Week 53 (31st Dec)

Wow change:

- Revenue increased by 28.8%
- Total transaction amount and count increased by 2.39% & 1.77%.
- Customer count increased by 1.80%

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 cards are contributing to 93% of overall transactions.
- TX, NY & CA are contributing to 68%.
- Overall activation rate is 57.5%.
- Overall Delinquent rate is 6.06%.