

Credit Card

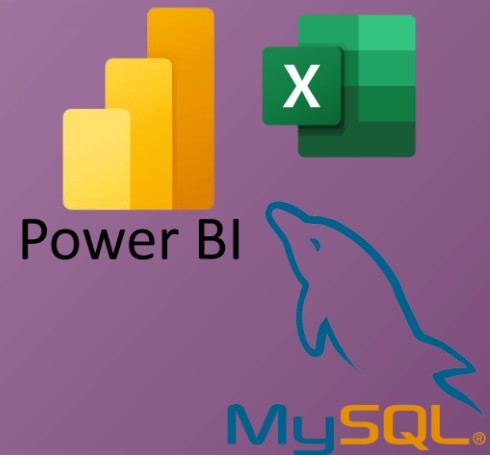
Weekly Insights Report

- Analysis by Kartik Mathpal



Project Objective

- ▶ To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.



Project Insights- Week 53 (31st Dec)

WoW change:

- ▶ Revenue increased by 28.8%,
- ▶ Total Transaction Amt & Count increased by 35% & 3.4% respectively.
- ▶ Customer count increased by 12.8%

Overview YTD:

- ▶ Overall revenue is 57M.
- ▶ Total interest earned 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 are contributing to 68%.
- ▶ Overall Activation rate is 57.5%.
- ▶ Overall Delinquent rate is 6.06%.