Sum of Revenue by Card_Category


Delinquent_Acc	Blue	Gold	Platinum	Silver	Total
0	85.63%	1.74%	0.62%	5.94%	**93.93%**
1	5.53%	0.12%	0.04%	0.39%	**6.07%**
Total	**91.16%**	**1.86%**	**0.66%**	**6.32%**	**100.00%**

week_num2	current_week_revenue	previous_week_revenue	wow_revenue
52	933,134.43	1,070,439.10	-12.83%
51	1,070,439.10	1,026,549.11	4.28%
50	1,026,549.11	980,152.37	4.73%
49	980,152.37	1,008,776.60	-2.84%
48	1,008,776.60	1,047,120.33	-3.66%
47	1,047,120.33	1,078,915.24	-2.95%
46	1,078,915.24	1,094,926.59	-1.46%
45	1,094,926.59	1,063,063.37	3.00%
44	1,063,063.37	934,631.07	13.74%
43	934,631.07	1,080,205.07	-13.48%
42	1,080,205.07	982,974.09	9.89%
41	982,974.09	994,113.68	-1.12%
40	994,113.68	994,184.42	-0.01%
39	994,184.42	1,117,637.54	-11.05%
38	1,117,637.54	1,097,403.01	1.84%
37	1,097,403.01	1,078,572.94	1.75%

Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-c
0	14.76%	17.81%	13.97%	9.15%	23.82%	14
1	0.86%	1.00%	1.12%	0.60%	1.65%	0
Total	**15.62%**	**18.81%**	**15.09%**	**9.75%**	**25.47%**	**15**

| Activation_30_Days	%GT Count of Activation_30_Days
0	42.53%
1	57.47%
Total	**100.00%**

Sum of Total_Trans_Amt by week_num2

Credit Card Transaction Report

| Q4 | Q3 | Q2 | Q1 |

Week_Start_Date

All

Revenue	Amount	Total Interest	Count
55M	45M	8M	656K

Card_Category

| Silver | Blue | Gold | Platinum |

| F | M |

| Medium | Low | High |
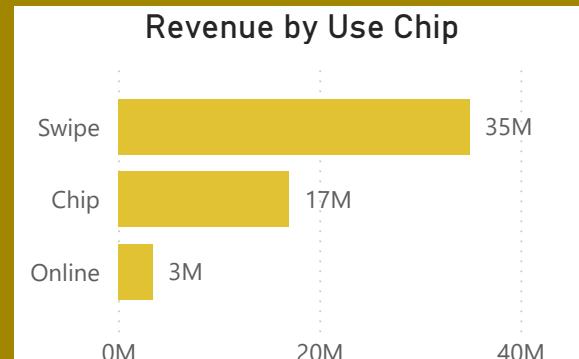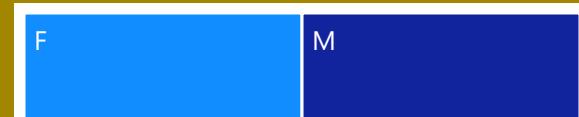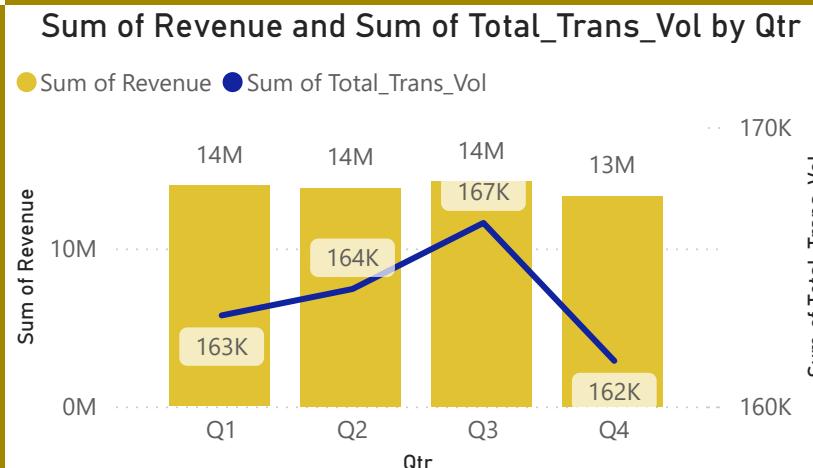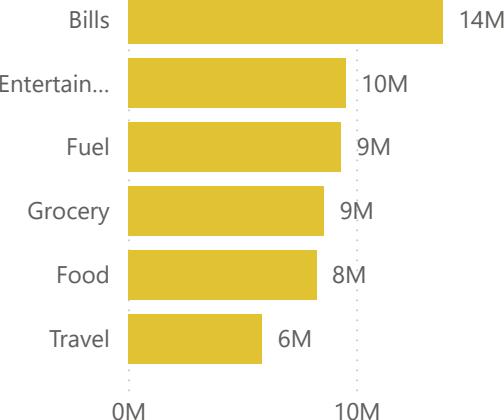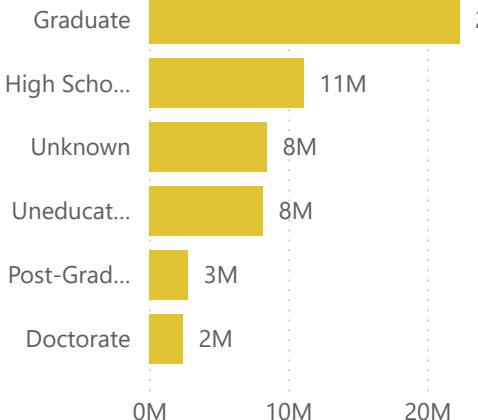
Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46,139,397.74	36957875	6495888
Silver	5,586,332.28	4586746	812081
Gold	2,454,072.16	2024078	373784
Platinum	1,135,608.05	953314	161629
Total	**55,315,410.23**	**44522013**	**7843382**
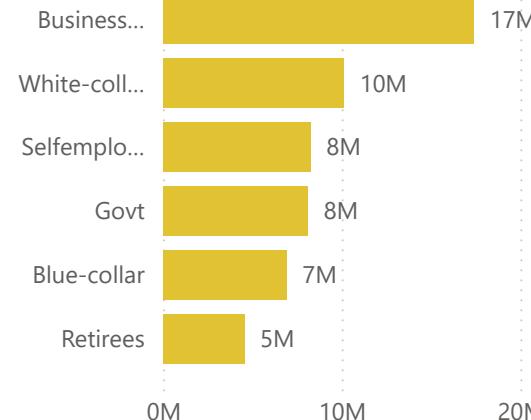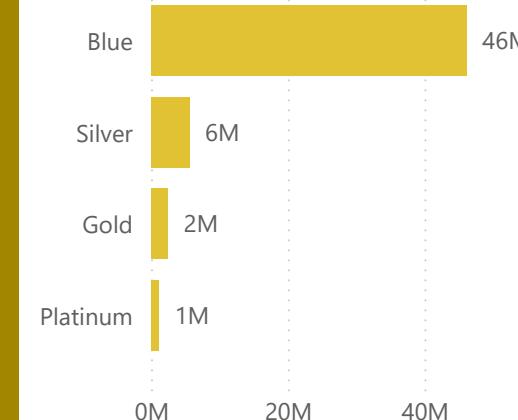
Sum of Revenue and Sum of Total_Trans_Vol by Qtr

● Sum of Revenue ● Sum of Total_Trans_Vol

- Q1: 14M, 163K
- Q2: 14M, 164K
- Q3: 14M, 167K
- Q4: 13M, 162K

Revenue by Use Chip

- Swipe: 35M
- Chip: 17M
- Online: 3M

Revenue by Exp_Type

- Bills: 14M
- Entertain...: 10M
- Fuel: 9M
- Grocery: 9M
- Food: 8M
- Travel: 6M

Revenue by Education Level

- Graduate: 22M
- High Scho...: 11M
- Unknown: 8M
- Uneducat...: 8M
- Post-Grad...: 3M
- Doctorate: 2M

Revenue by Customer Job

- Business...: 17M
- White-coll...: 10M
- Selfemplo...: 8M
- Govt: 8M
- Blue-collar: 7M
- Retirees: 5M

Revenue by Card Category

- Blue: 46M
- Silver: 6M
- Gold: 2M
- Platinum: 1M

Credit Card Customer Report

Week_Start_Date
All

Revenue	Income	Total Interest	CSS
55M	576M	8M	3.19

Card_Category
Silver | Blue | Gold | Platinum

M 30M | F 25M
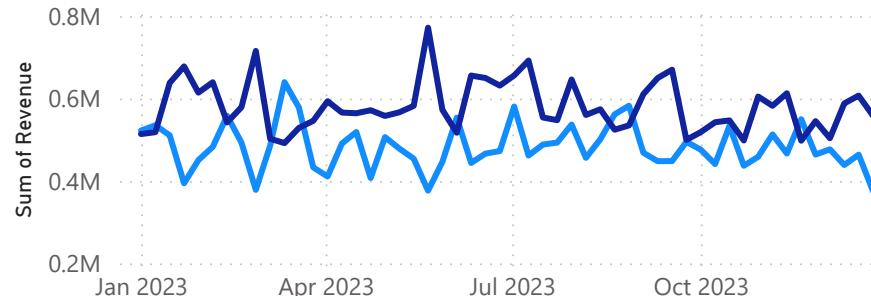
Swipe | Online | Chip

Revenue by Week_Start_Date and Gender

Gender ● F ● M

Sum of Revenue axis: 0.8M, 0.6M, 0.4M, 0.2M
X-axis: Jan 2023, Apr 2023, Jul 2023, Oct 2023

Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Blue-collar	6,904,278.57	952801	72262158
Businessman	17,387,832.31	2539390	186959919
Govt	8,111,701.37	1160016	88773989
Retirees	4,535,184.24	630359	48675030
Selfemployeed	8,261,757.81	1119742	75313288
Total	**55,315,410.23**	**7843382**	**575914439**
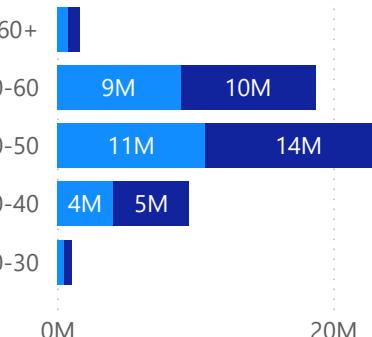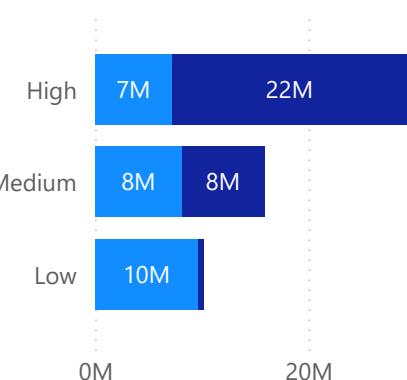
Revenue by Income Group

Group	F	M
60+		
50-60	9M	10M
40-50	11M	14M
30-40	4M	5M
20-30		
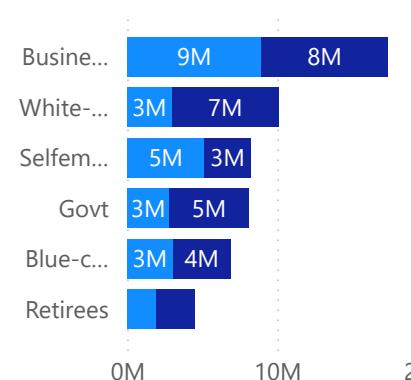
Revenue by Income Group

Gender ● F ● M

	F	M
High	7M	22M
Medium	8M	8M
Low	10M	
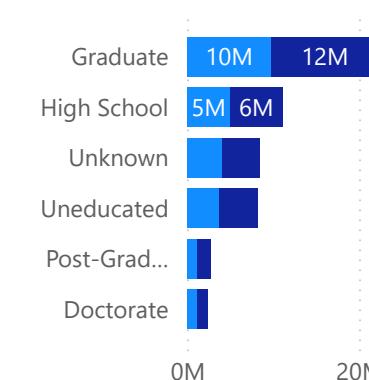
Revenue by Customer Job

Gender ● F ● M

	F	M
Busine...	9M	8M
White-...	3M	7M
Selfem...	5M	3M
Govt	3M	5M
Blue-c...	3M	4M
Retirees		

Revenue by Education Level

Gender ● F ● M

	F	M
Graduate	10M	12M
High School	5M	6M
Unknown		
Uneducated		
Post-Grad...		
Doctorate		

Top 5 States by Revenue

Gender ● F ● M

	F	M
TX	6M	7M
NY	6M	7M
CA	7M	6M
FL	4M	6M
NJ		3M

Revenue by Marital Status

Gender ● F ● M

	F	M
Married	12M	14M
Single	10M	12M
Unknown		