

# Credit Card Transaction Report

Total Revenue

55M

Total Transaction

45M

Interest Earned

7.8M

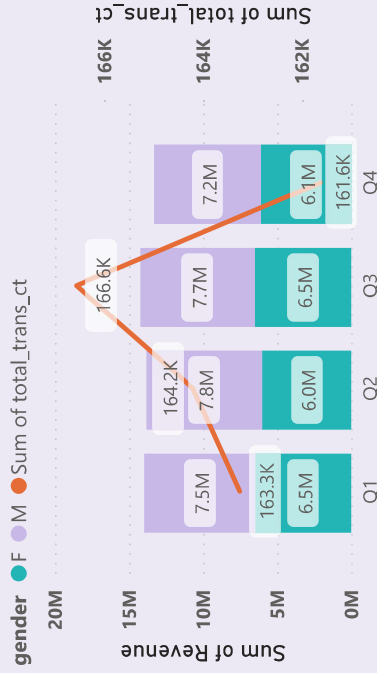
Transaction Count

656K

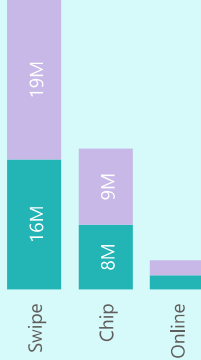
Ask a question about your data

Card Category	Revenue	Total Transaction	Interest Earned	Transaction ct
Blue	46139398	36957875	6495888	581338
Silver	5586332	4586746	812081	48599
Gold	2454072	2024078	373784	18224
Platinum	1135608	953314	161629	7490
Total	55315410	44522013	7843382	655651

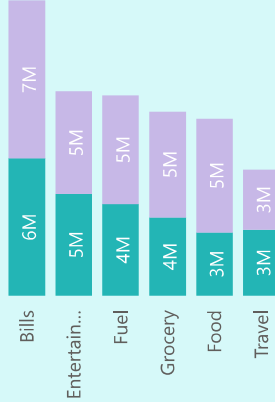
QTR Revenue by transaction count



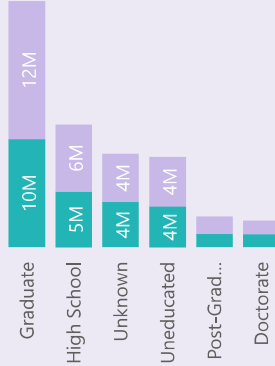
Revenue by Use chip



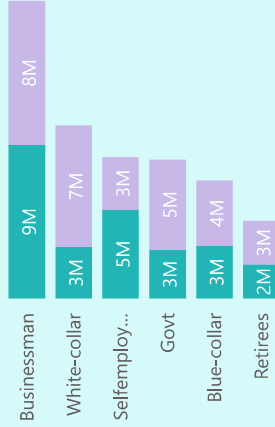
Revenue by expenditure type



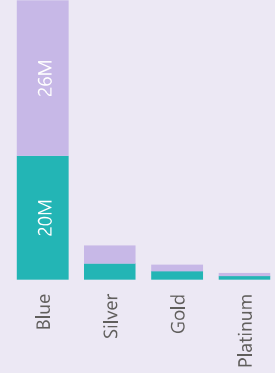
Revenue by Education



Revenue by Occupation



Revenue by Card type



# Credit Card Customer Report

Total Revenue  
55M

Average Income  
56.98K

Interest Earned  
7.8M

CSS  
3.19

Swipe

Online

Chip

week Number

All

M

F

30M

25M

Silver

Blue

Gold

Platinum

Q4

Q3

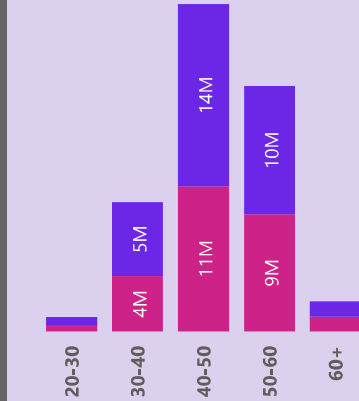
Q2

Q1

Revenue by Week



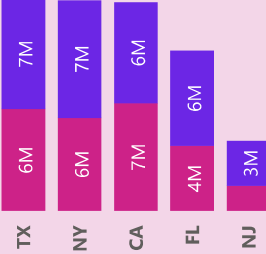
Revenue by Age Group



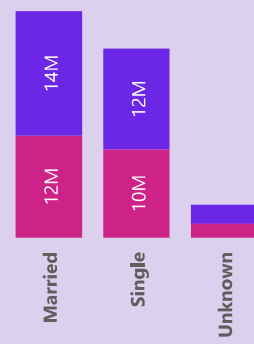
customer\_job Sum of income Revenue Interest Earned

Businessman	186959919	17387832	2539390
White-collar	103930055	10114656	1441074
Selfemployed	75313288	8261758	1119742
Govt	88773989	8111701	1160016
Blue-collar	72262158	6904279	952801
Retirees	48675030	4535184	630359
Total	575914439	55315410	7843382

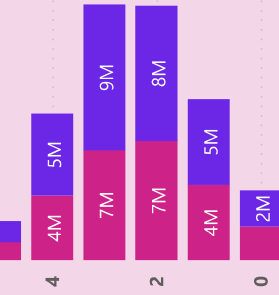
Revenue by State



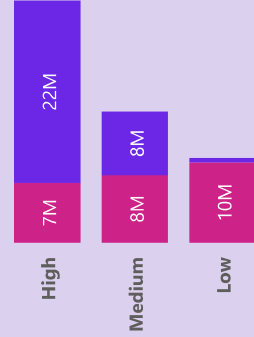
Revenue by Marital Status



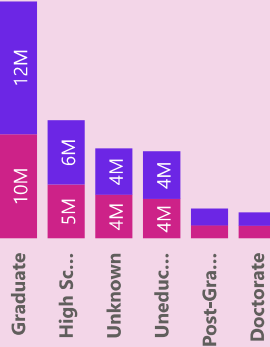
Revenue by dependent ct

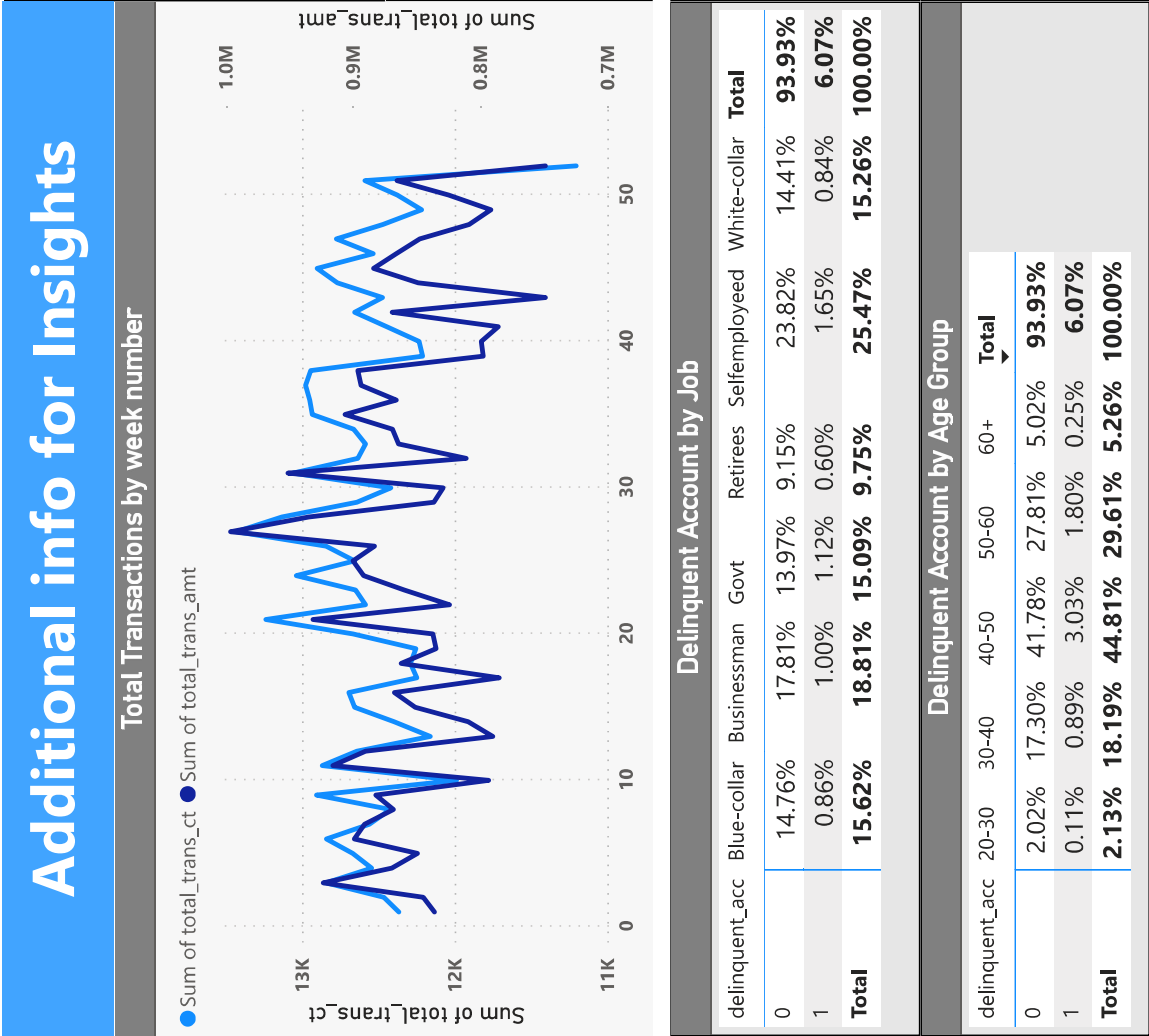


Revenue by Income Group



Revenue by Education





Top 5 Sates with high Acq Cost			Customer count by week		
state_cd	Average of customer_acq_cost		week_num	week_num2	Number of Customers
NE	111.00		Week-52	52	164
CO	109.33		Week-51	51	195
GA	102.25		Week-50	50	195
NM	102.25		Week-49	49	195
VA	101.74		Week-48	48	195
Total	103.92		Total		10108

Week over week revenue				
week_num	week_num2	previous_week_revenue	current_week_revenue	wow_revenue
Week-52	52	1070439	933134	-12.83%
Week-51	51	1026549	1070439	4.28%
Week-50	50	980152	1026549	4.73%
Week-49	49	1008777	980152	-2.84%

% of Activation rate in 30 days			Activation Rate by Age Group	
activation_30_days	%GT	Count of activation_30_days	AgeGroup	% of activation in 30 days
0		42.53%	20-30	2.10%
1		57.47%	30-40	18.61%
Total		100.00%	40-50	45.64%

Customer Acquisition Cost		Activation Rate by Age Group	
gender	Average of customer_acq_cost	AgeGroup	% of activation in 30 days
F	94.62	50-60	28.32%
M	98.53	60+	5.34%
Total	96.25	Total	100.00%

# INSIGHTS

## WoW change:

- Revenue decreased by **12.83%**,
- Total Transaction Amt & Count both decreased by **13.48%** & **11%** respectively.
- Customer count decreased by **15%**

## Overview YTD:

- Overall revenue is **57M**
- Total interest is **7.8M**
- Total transaction amount is **45M**
- Male customers are contributing more in revenue **31M**, female **26M**
- Blue & Silver credit card are contributing to **93%** of overall transactions.
- Texas, New York and California is contributing to **69%** of revenue.
- Overall Activation rate is **57.5%**
- Overall Delinquent rate is **6.07%**
- Most of Delinquent accounts are from self employed customers of age **40-50**
- Average Customer acquisition cost is **96.25** with male costing more **98.5**, female **94.6**
- Nebraska, Colorado, Georgia, New Mexico, Virginia are **top 5** states having high Customer acquisition cost.