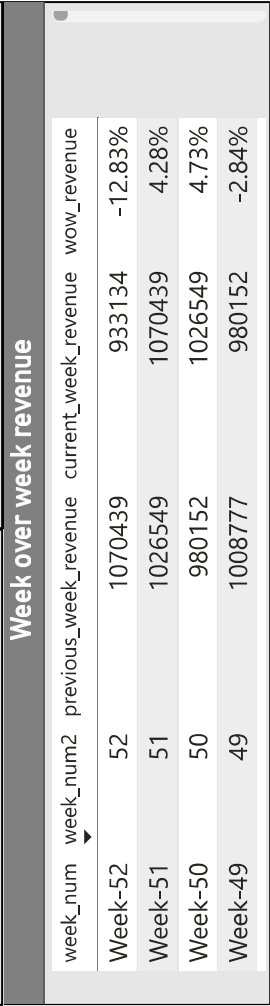


Top 5 Sates with high Acq Cost		Customer count by week		
state_cd	Average of customer_acq_cost	week_num	week_num2	Number of Customers
NE	111.00	Week-52	52	164
CO	109.33	Week-51	51	195
GA	102.25	Week-50	50	195
NM	102.25	Week-49	49	195
VA	101.74	Week-48	48	195
Total	103.92	Total		10108



Delinquent Account by Job							% of Activation rate in 30 days			Activation Rate by Age Group		
delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total	activation_30_days	%GT	Count of activation_30_days	AgeGroup	% of activation in 30 days
0	14.76%	17.81%	13.97%	9.15%	23.82%	14.41%	93.93%	0		42.53%	20-30	2.10%
1	0.86%	1.00%	1.12%	0.60%	1.65%	0.84%	6.07%	1		57.47%	30-40	18.61%
Total	15.62%	18.81%	15.09%	9.75%	25.47%	15.26%	100.00%			100.00%	40-50	45.64%
Delinquent Account by Age Group							Customer Acquisition Cost					
delinquent_acc	20-30	30-40	40-50	50-60	60+	Total		gender	Average of customer_acq_cost			
0	2.02%	17.30%	41.78%	27.81%	5.02%	93.93%		F	94.62			
1	0.11%	0.89%	3.03%	1.80%	0.25%	6.07%		M	98.53			
Total	2.13%	18.19%	44.81%	29.61%	5.26%	100.00%		Total	96.25			