

# 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.