

Credit Card Transaction Report

Q4

Q3

Q2

Q1

Week Start Date

All



Revenue

56M

Amount

45M

Total Interest

7.92M

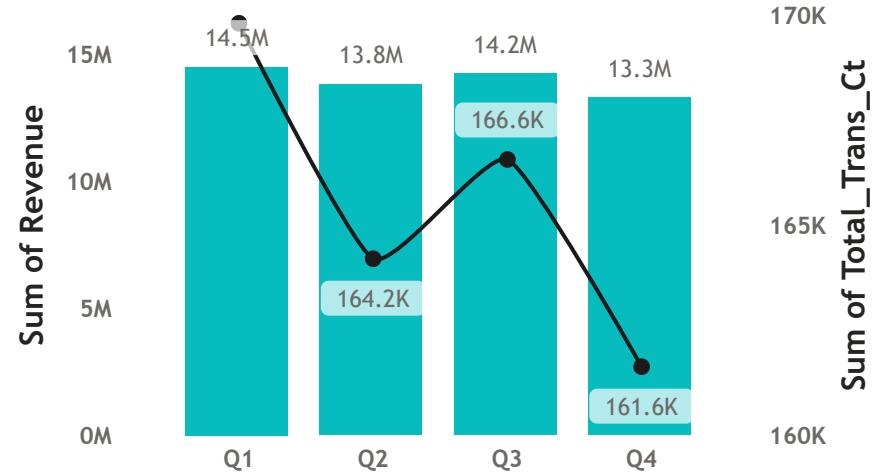
Count

662K

Card Category

| Card Category | Revenue | Total Transaction Amt | Interest Earned |
|---------------|-----------------|-----------------------|---------------------|
| Blue | 46561452 | 37294326 | 65,54,865.86 |
| Silver | 5634945 | 4626300 | 8,19,465.18 |
| Gold | 2485793 | 2051233 | 3,77,479.83 |
| Platinum | 1171203 | 982197 | 1,67,775.87 |
| Total | 55853393 | 44954056 | 79,19,586.74 |

Revenue and transaction count by Quarter



F

M

Med

Low

High

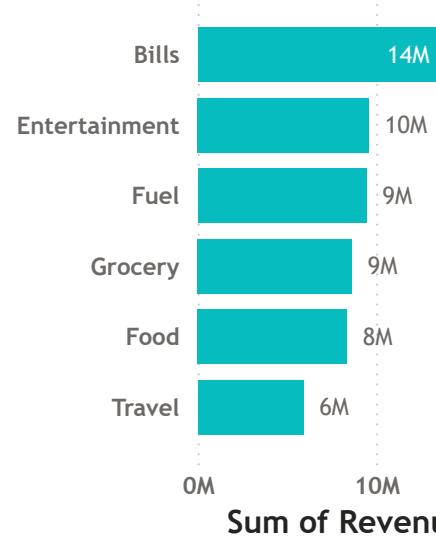
Silver

Gold

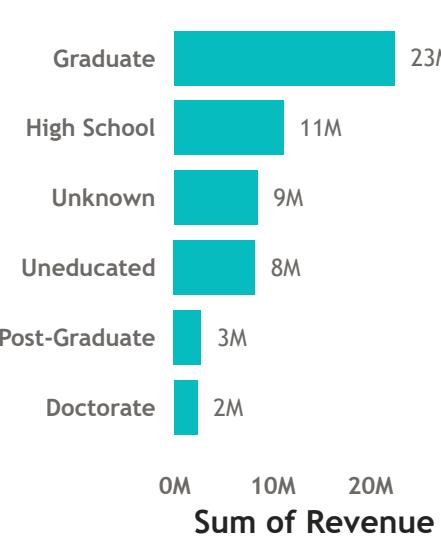
Blue

Platinum

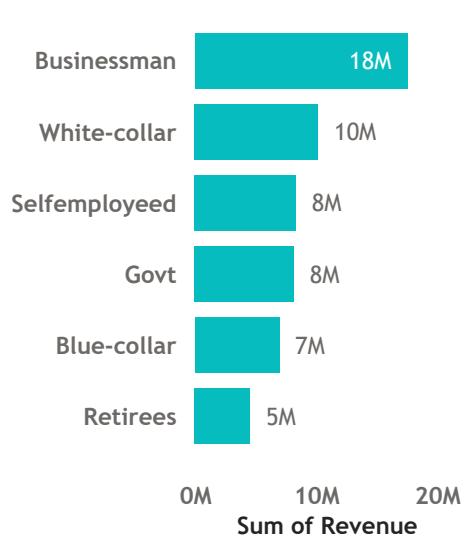
Revenue By Exp Type



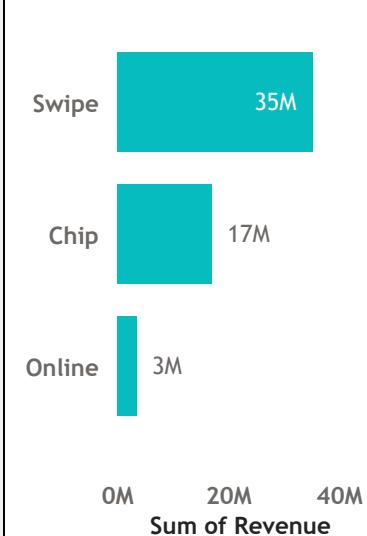
Revenue By Education



Revenue by Customer Job



Revenue By Use chip



Customer Acq. Cost



Credit Card Customer Report

Q4

Q3

Q2

Q1

Week Start Date

All

Revenue

56M

Avg Income

56.98K

Total Interest

7.92M

CSS

3.19

Swipe

Online

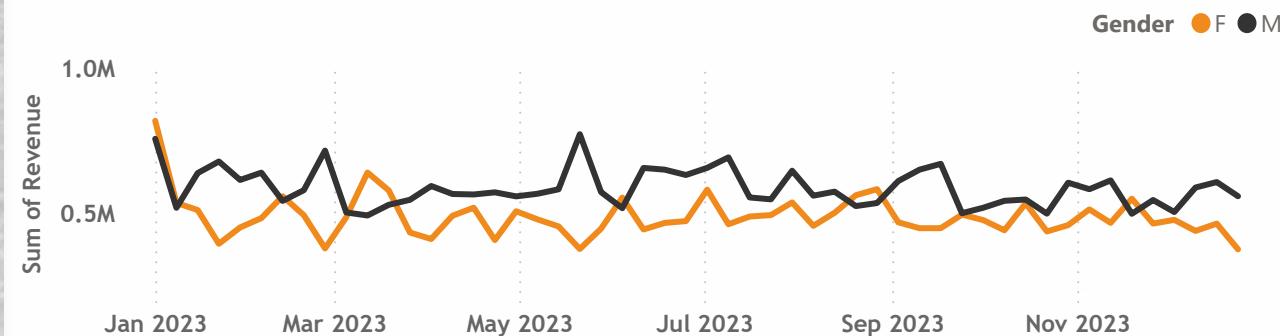
Chip

F

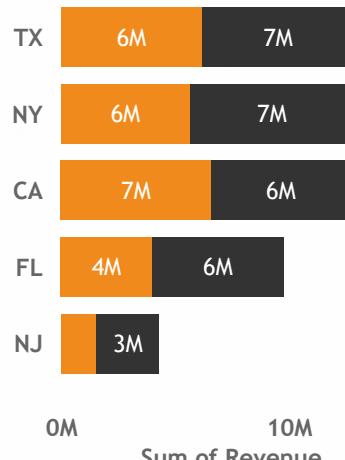
M

| Customer_Job | Sum of Revenue | Sum of Interest_Earned | Sum of Income |
|--------------|-----------------|------------------------|------------------|
| Blue-collar | 6982881 | 9,62,184.83 | 72262158 |
| Businessman | 17559459 | 25,65,462.55 | 186959919 |
| Govt | 8184651 | 11,71,066.15 | 88773989 |
| Retirees | 4575365 | 6,36,504.05 | 48675030 |
| Selfemployed | 8354436 | 11,31,856.29 | 75313288 |
| White-collar | 10196601 | 14,52,512.87 | 103930055 |
| Total | 55853393 | 79,19,586.74 | 575914439 |

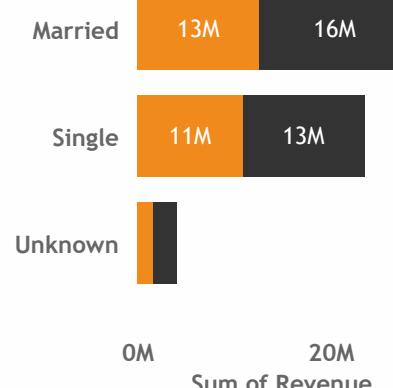
Weekly Revenue By Gender



Top 5 States



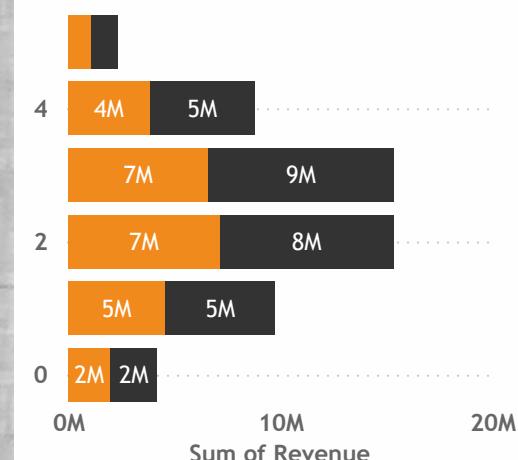
Revenue By Marital Status



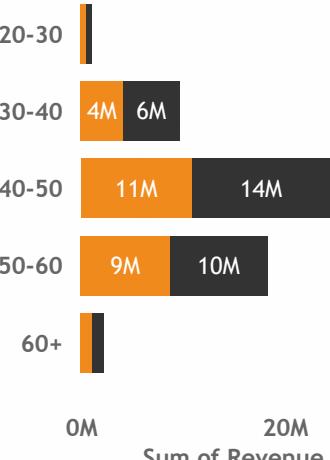
Revenue By Income Group



Revenue By Dependent Count



Revenue By Age Group



week_num2 Previous_week_Revenue Current_week_Revenue wow_revenue

| | | | |
|--------------|----------------|---------------|----------------|
| 1 | | 1573612 | |
| 2 | 1573612 | 1053089 | -33.08% |
| 3 | 1053089 | 1148250 | 9.04% |
| 4 | 1148250 | 1071919 | -6.65% |
| 5 | 1071919 | 1064578 | -0.68% |
| 6 | 1064578 | 1121745 | 5.37% |
| 7 | 1121745 | 1099909 | -1.95% |
| 8 | 1099909 | 1071542 | -2.58% |
| 9 | 1071542 | 1093502 | 2.05% |
| 10 | 1093502 | 987820 | -9.66% |
| 11 | 987820 | 1131281 | 14.52% |
| 12 | 1131281 | 1106533 | -2.19% |
| 13 | 1106533 | 978565 | -11.56% |
| 14 | 978565 | 1003844 | 2.58% |
| Total | 1070439 | 933134 | -12.83% |