

Credit Card Transaction Report

Q4

Q3

Q2

Q1

Week Start Date

All

Revenue

57M

Total Interest

7.98M

Transaction
Amt.

46M

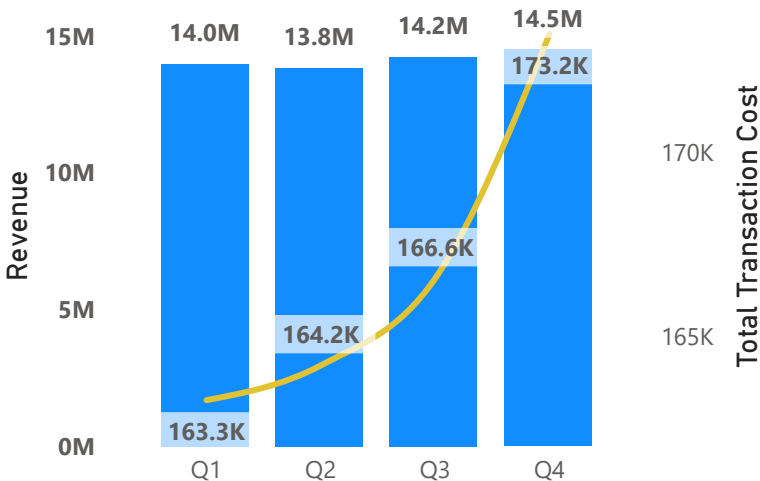
Transaction
Count

667K

| card_category | Sum of Revenue | Sum of total_trans_amt | Sum of interest_earned |
|---------------|----------------|------------------------|------------------------|
| Blue | 47188612 | 37840749 | 66,14,172.62 |
| Gold | 2533682 | 2091362 | 3,84,755.16 |
| Platinum | 1135608 | 953314 | 1,61,629.05 |
| Silver | 5659109 | 4647596 | 8,21,922.98 |
| Total | 56517011 | 45533021 | 79,82,479.81 |

OTR wise Revenue and Total Transaction Count

● Sum of Revenue ● Sum of total_trans_ct



F

M

LOW

MED

HIGH

Gold

Silver

Blue

Platinum

Customer Acq. Cost

Swipe

36M

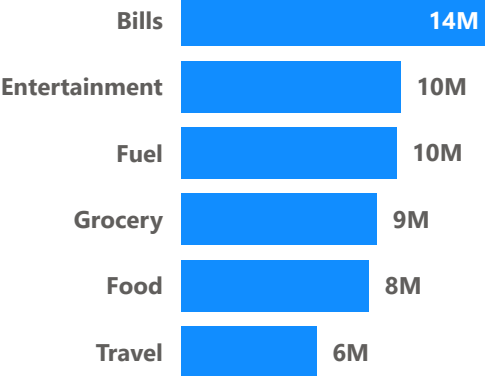
Chip

17M

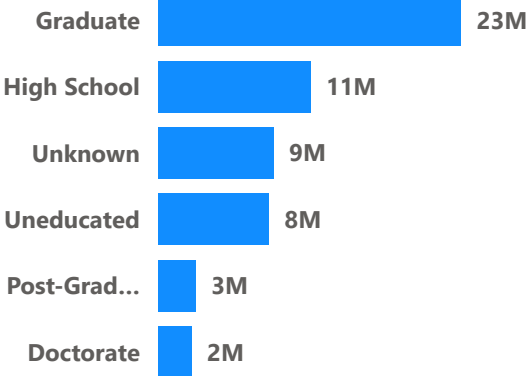
Online

4M

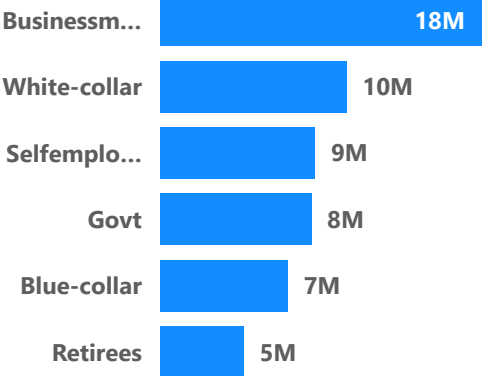
Revenue by Expenditure Type



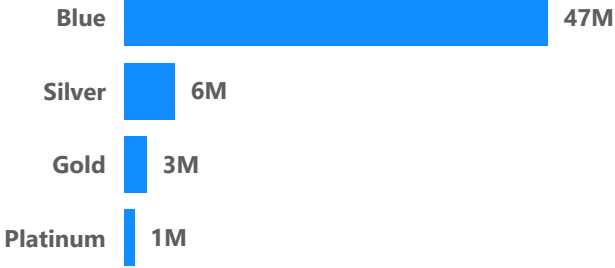
Revenue by Education



Revenue by Customer Job



Card Category



Credit Card Customer Report

Q4

Q3

Q2

Q1

Week Start Date

All

Revenue

57M

Total Interest

7.98M

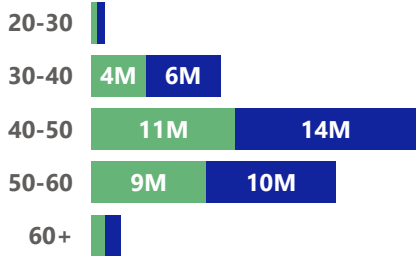
Income

588M

Cust. Satisfaction
Score

3

Age Group



M

31M

F

26M

LOW

MED

HIGH

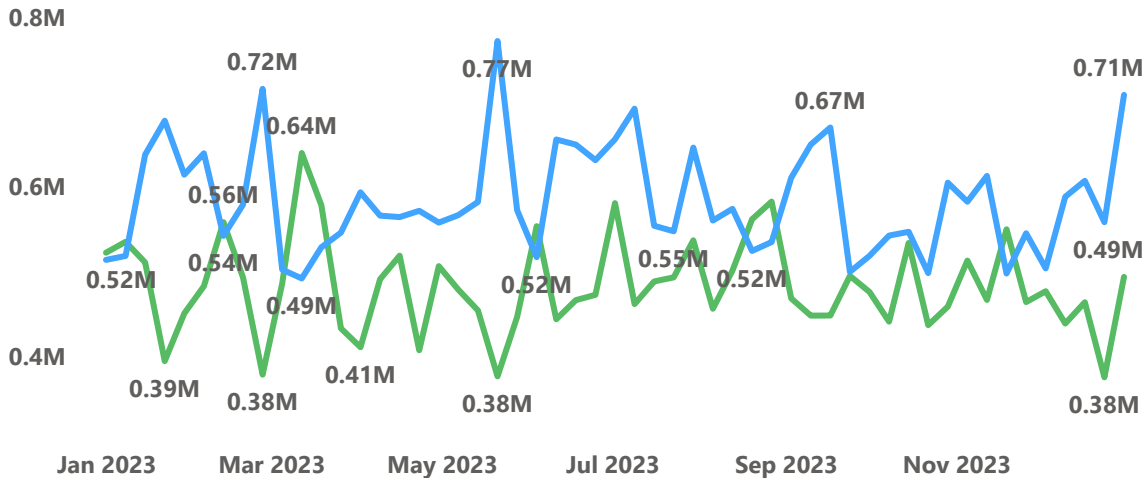
Gold

Silver

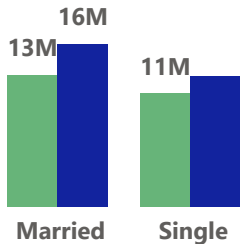
Blue

Platinum

Revenue by Gender

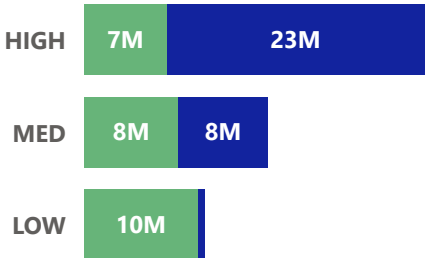


Marital Status

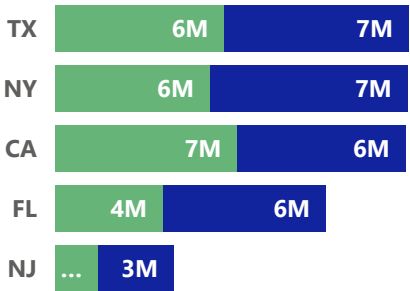


| customer_job | Sum of Revenue | Sum of income | Sum of interest |
|--------------|----------------|---------------|-----------------|
| Blue-collar | 7040606 | 73516911 | 9,67,... |
| Businessman | 17697472 | 190350431 | 25,84... |
| Govt | 8335534 | 90834727 | 11,82... |
| Retirees | 4617448 | 49619308 | 6,41... |
| Selfemployed | 8542826 | 77659931 | 11,41... |
| White-collar | 10283124 | 105618475 | 14,64... |
| Total | 56517011 | 587599783 | 79,82... |

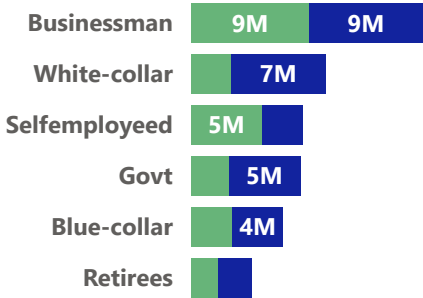
Income Group



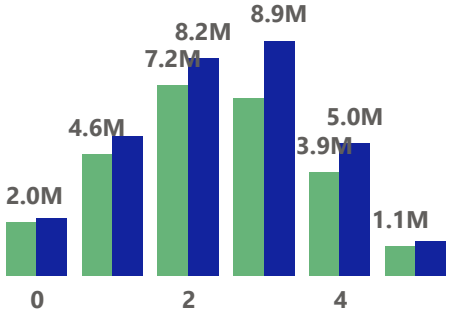
Top 5 States



Customer Job



Dependent Count



Customer Education

