Credit Card Transactions & Customer Report

Weekly Overview:

- **Revenue Growth:** WoW revenue increased by 28.8%.

Page 1: Credit Card Transactions Report

Key Metrics:

- **Total Revenue:** $57M from 667K transactions.

- **Interest Earned:** $8M.

- **Top Card Category:** Blue cards generated $47M (83.5% of total revenue).

- **Top Expenditure Categories:**

  - **Bills:** $14M.

  - **Entertainment:** $10M.

Customer Insights:

- **Revenue by Job:**

  - **Businessmen:** $18M.

  - **White-Collar Professionals:** $10M.

- **Transaction Method:** Swiping dominated, contributing $36M in revenue.

Page 2: Credit Card Customer Report

Customer Insights:

- **Average Annual Fees:** $291.

- **Customer Satisfaction Score:** 3.19/5.

- **Top Revenue Contributors:**

  - **Businessmen:** $17.6M.

- **Demographics:**

  - **Males:** $31M in revenue.

  - **Age Group (40-50):** Most active spenders.

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Additional Insights:

- **Education & Income:** Graduates and high-income individuals are the top revenue contributors.

- **State Contributions:** TX, NY, and CA account for 68% of revenue.

- **Activation Rate:** 57.5%.

- **Delinquent Rate:** 6.06%.

Key Takeaways:

- **Businessmen and Blue cards** dominate revenue generation.

- **Males and the 40-50 age group** are key demographic contributors.

- **Bills and Entertainment** are the largest spending categories, with swiping as the primary transaction method.

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