

Project Insights

Week 53 (31st Dec)

- Overall revenue is 57M.
- Total interest is 8M.
- Total transaction amount is 46M.
- Male customers are contributing more in revenue 31M, female 26M.
- Blue & Silver credit card are contributing to 93% of overall transactions.
- TX, NY & CA is contributing to 68%.
- Overall Activation rate is 57.5%.
- Overall Delinquent rate is 6.06%.