

Credit card Customer Report

Revenue
55M

Total Intrest
8M

income
576...

CSS
3.19

Q4

Q3

Q2

Q1

Week_Start_Date

All

Silver

Blue

Gold

Platinum

Swipe

Online

Chip

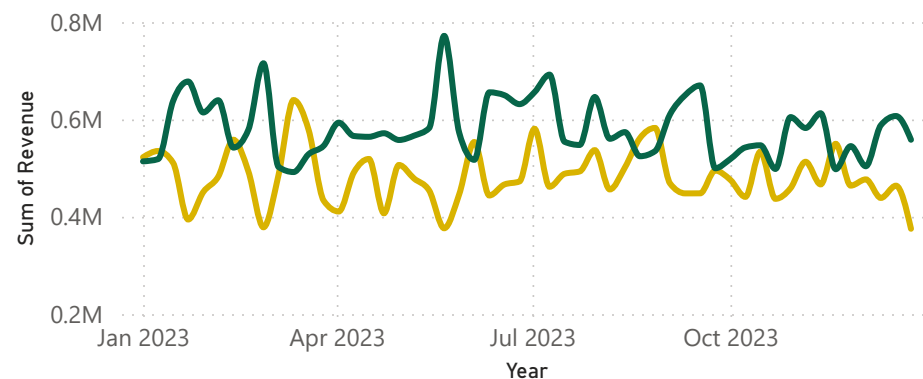
M

30M

F

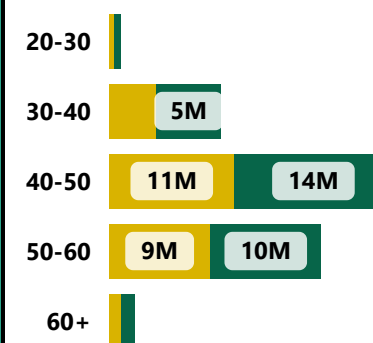
25M

Sum of Revenue by Year, Quarter, Month, Day and Gender

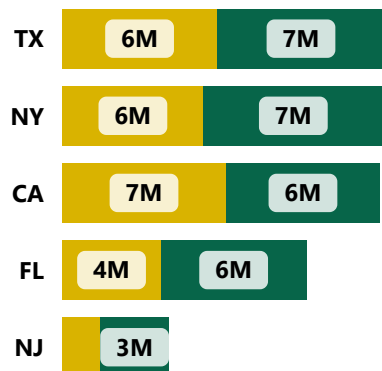


Customer_Job	Sum of Revenue	Sum of Income	Sum of Interest_Earned
Retirees	4535184	48675030	630359
Blue-collar	6904279	72262158	952801
Govt	8111701	88773989	1160016
Selfemployeed	8261758	75313288	1119742
White-collar	10114656	103930055	1441074
Businessman	17387832	186959919	2539390
Total	55315410	575914439	7843382

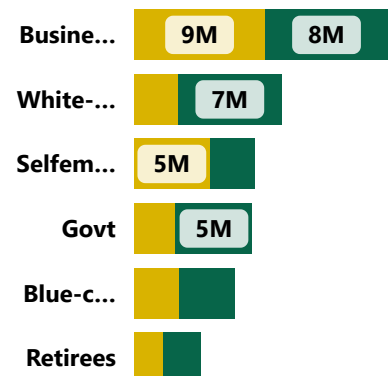
Revenue by Age Group



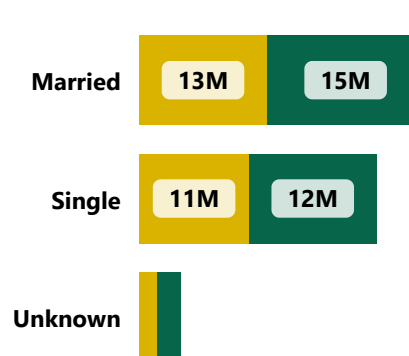
Top_5_States



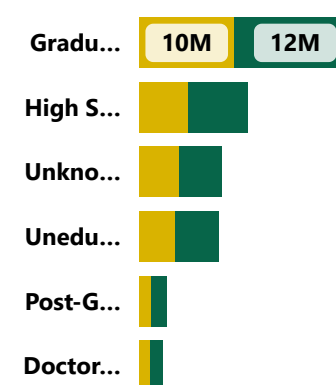
Revenue by Customers Job



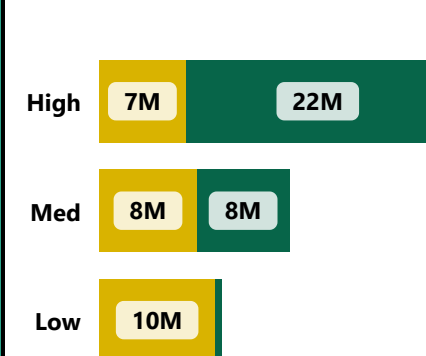
Revenue by Marital_Status



Revenue by Education_Level



Revenue by Income Level





Credit card Transaction Report

Q4

Q3

Q2

Q1

Week_Start_Date

All

Revenue
55M

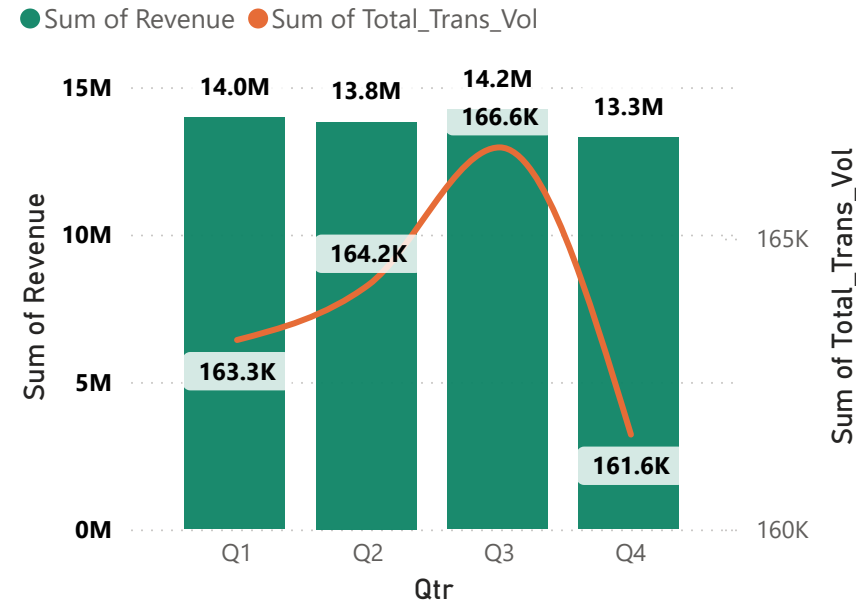
Total Intrest
8M

Amount
45M

Amount
4.40K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139398	36957875	6495888
Gold	2454072	2024078	373784
Platinum	1135608	953314	161629
Silver	5586332	4586746	812081
Total	55315410	44522013	7843382

Revenue and Total_Trans_Vol by Qtr



F

M

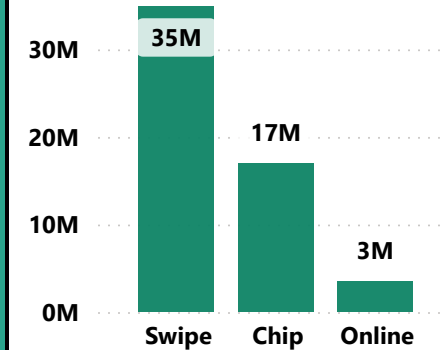
Silver

Blue

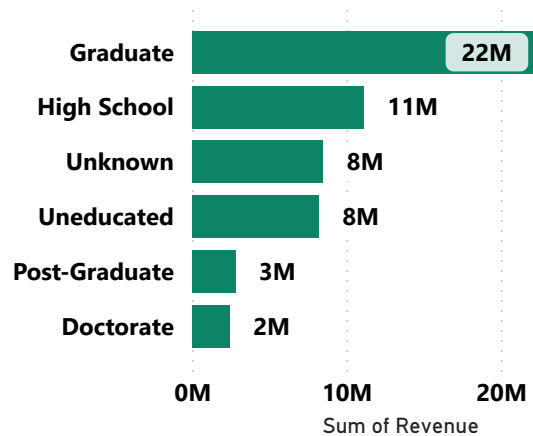
Gold

Platin...

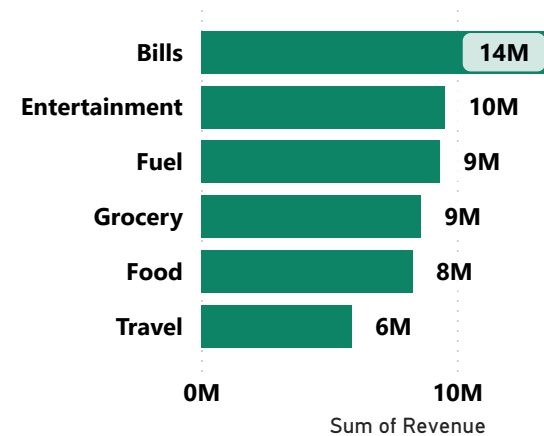
Sum of Revenue by Use Chip



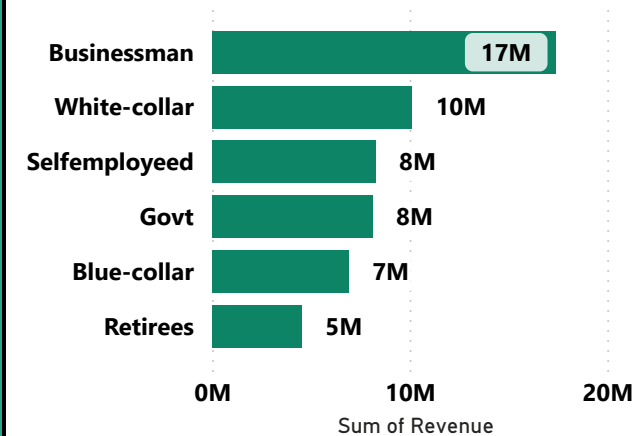
Revenue by Education_Level



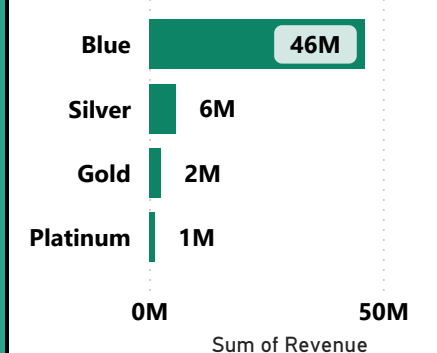
Revenue by Exp Type



Revenue by Customer_Job



Revenue by Card_Category



Project Insights

WoW change:

- Revenue decrease by -12.8%
- Total Transaction Amt is Decrease by 1.68%

Overview **YTD**

- Over all Revenue is
- Total interest is
- Male customers are contributing more in revenue 31M , female 25M
- Blue & Silver credit card contributing to 93% of over all transaction
- TX, NY, & CA is contributing to 67%
- Overall Activation rate is 57%
- Overall Delinquent rate is 6.07%