

CREDIT CARD TRANSACTION REPORT

Card_Category

All

Q4

Q2

Q3

Q1

TOTAL REVENUE

10984.0K

ANNUAL FEE INCOME

3001.5K

TOTAL INTEREST EARNED

7,982.5K

TRANSACTION VOLUME

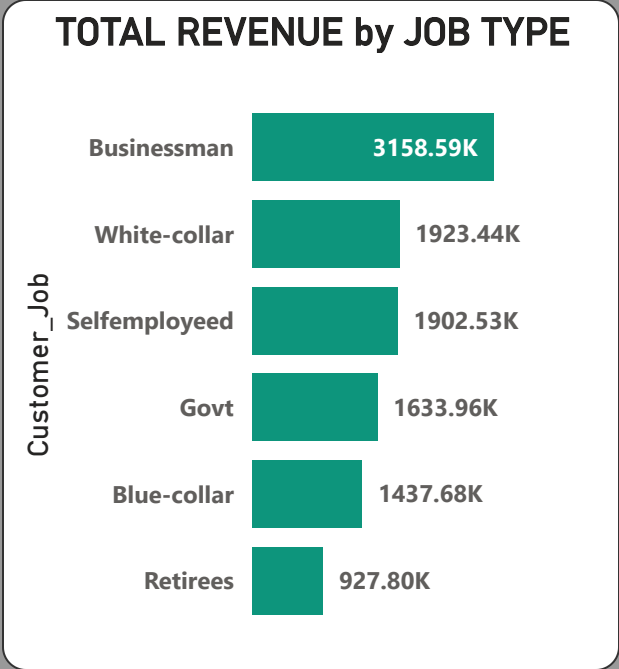
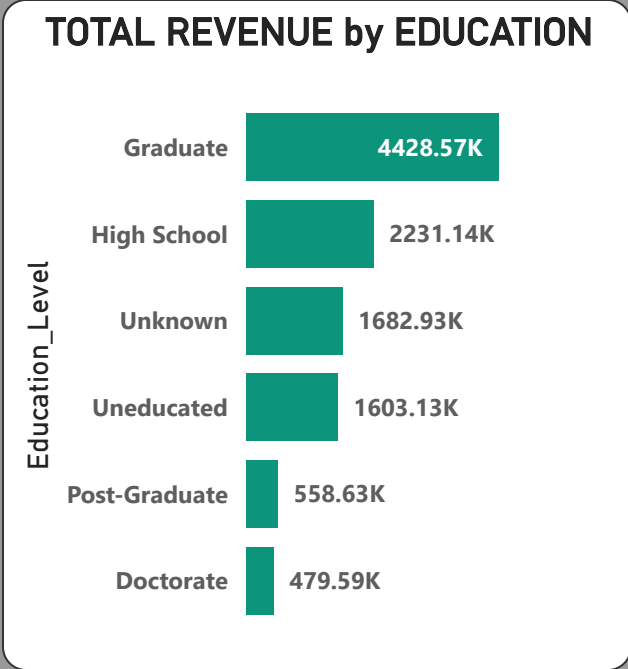
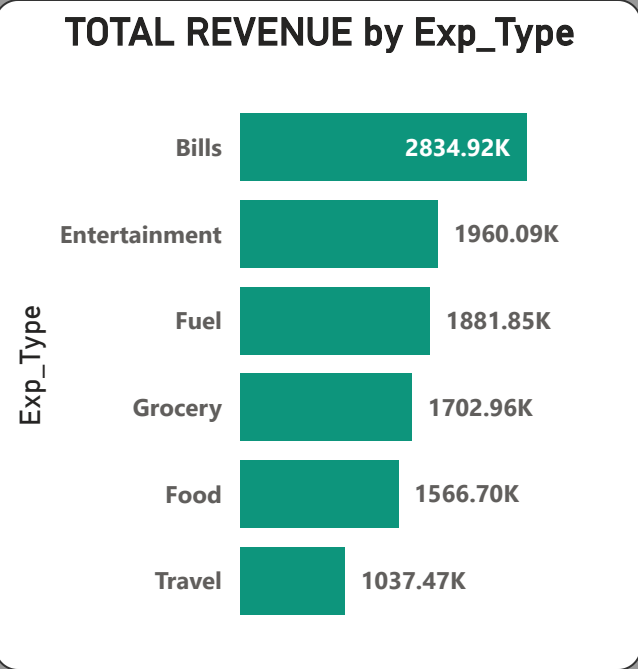
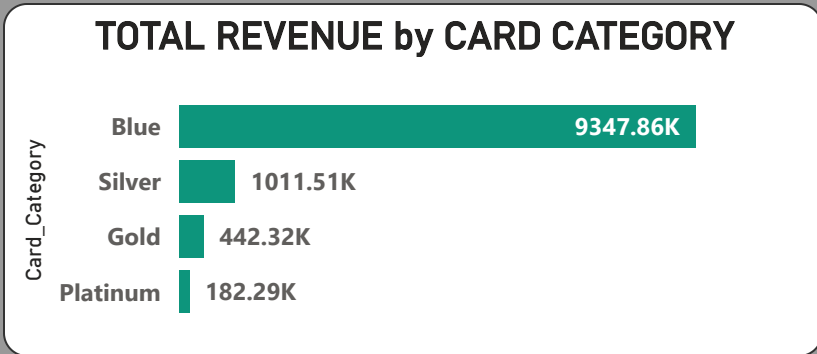
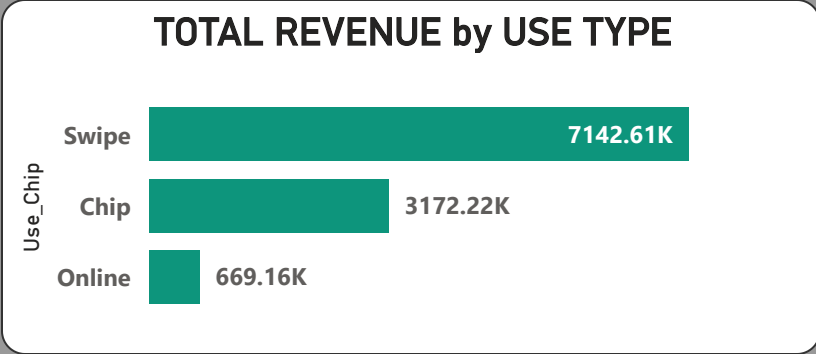
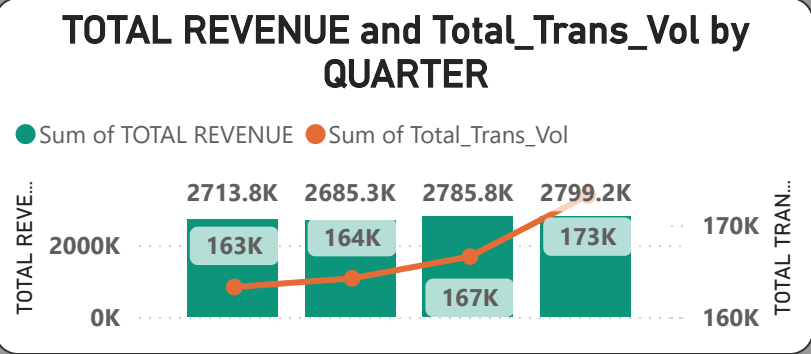
667.2K

F

M

Week_Start_Date

All



| Card_Cat egor y | Sum of TOTAL REVEN UE | Sum of Total_Tra ns_Amt | Sum of Interes t_Earne d |
|-----------------------|--------------------------------|-------------------------------|-----------------------------------|
| Blue | 9347.9K | 37,840.7K | 6,614.2K |
| Silver | 1011.5K | 4,647.6K | 821.9K |
| Gold | 442.3K | 2,091.4K | 384.8K |
| Platinu m | 182.3K | 953.3K | 161.6K |
| Total | 10984.0K | 45,533.0K | 7,982.5K |

CREDIT CARD CUSTOMERS REPORT

Card_Category

All

Q4

Q2

Q3

Q1

TOTAL REVENUE

10984.0K

TOTAL INTEREST
EARNED

7,982.5K

INCOME

587599.8K

CUSTOMER
SATISFACTION SCORE

3.19

M

5573.65K

F

5410.34K

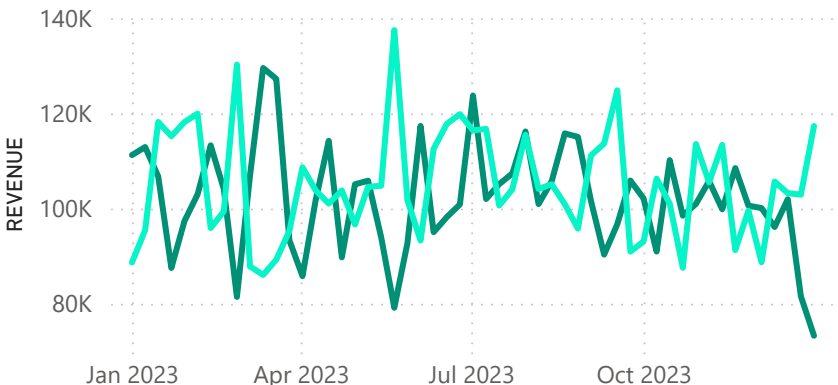
F

M

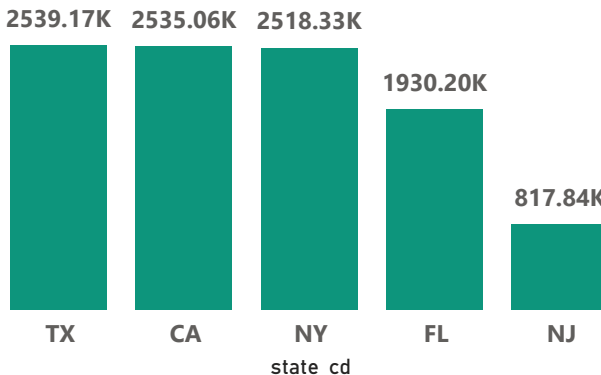
Week_Start_Date

All

Sum of TOTAL REVENUE by Year, Month and Gender

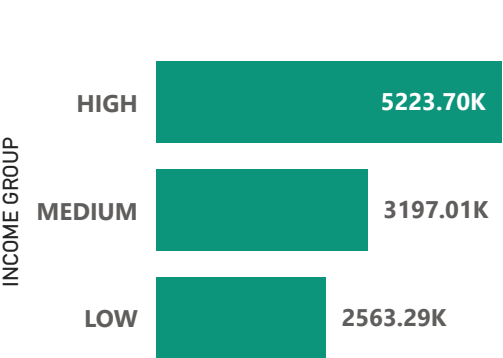


TOP 5 STATES by TOTAL REVENUE

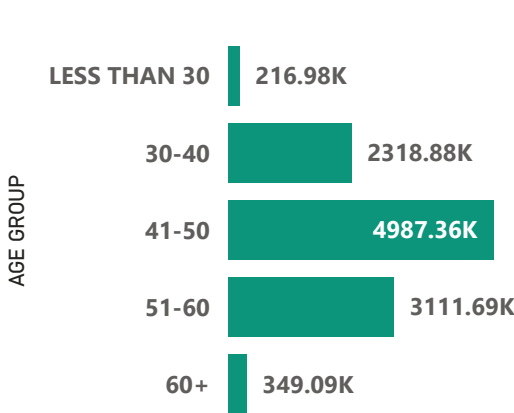


| Customer_Job | Sum of Income | Sum of Interest_Earned | Sum of Annual_Fees |
|--------------|---------------|------------------------|--------------------|
| White-collar | 105618.48K | 1,464.7K | 458.75K |
| Selfemployee | 77659.93K | 1,141.5K | 761.02K |
| Retirees | 49619.31K | 641.7K | 286.11K |
| Govt | 90834.73K | 1,182.2K | 451.73K |
| Businessman | 190350.43K | 2,584.6K | 573.99K |
| Blue-collar | 73516.91K | 967.8K | 469.93K |

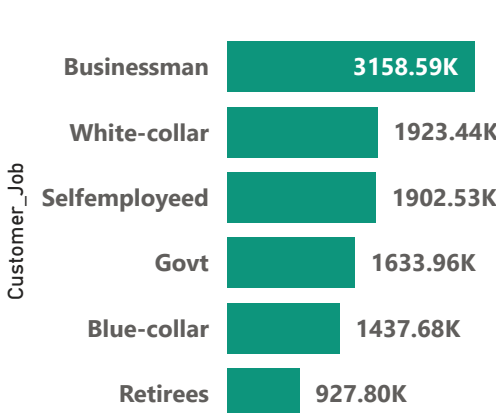
TOTAL REVENUE by INCOME GROUP



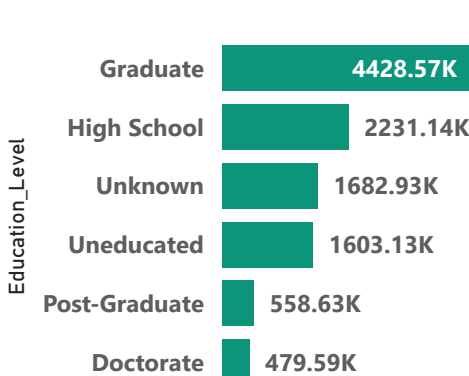
TOTAL REVENUE by AGE



TOTAL REVENUE by JOB TYPE



TOTAL REVENUE by EDUCATION LEVEL



KEY INSIGHTS

| Card_Category | Sum of TOTAL REVENUE | Revenue Percentage |
|---------------|----------------------|--------------------|
| Blue | 9347863 | 85.10% |
| Silver | 1011513 | 9.21% |
| Gold | 442320 | 4.03% |
| Platinum | 182294 | 1.66% |

Average of Customer_Acq_Cost by Card_Category



| INCOME GROUP | Count of Client_Num | BLUE CARDS | GOLD CARDS | PLATINUM CARDS | SILVER CARDS |
|--------------|---------------------|------------|------------|----------------|--------------|
| HIGH | 3028 | 82.13% | 5.09% | 2.11% | 10.67% |
| LOW | 4064 | 95.08% | 0.44% | 0.05% | 4.43% |
| MEDIUM | 3201 | 94.75% | 0.66% | 0.03% | 4.56% |

Average of Credit_Limit by INCOME GROUP



| INCOME GROUP | Count of Card_Category | CARDS PERCENTAGE |
|--------------|------------------------|------------------|
| HIGH | 3028 | 29.42% |
| LOW | 4064 | 39.48% |
| MEDIUM | 3201 | 31.10% |

| INCOME GROUP | Sum of TOTAL REVENUE | REVENUE % |
|--------------|----------------------|-----------|
| HIGH | 5223696 | 47.56% |
| MEDIUM | 3197008 | 29.11% |
| LOW | 2563286 | 23.34% |

Count of Client_Num by Year, Month and INCOME GROUP

