Credit Card Transaction Dashboard

Week_Start_Date

All

Q4 | Q3 | Q2 | Q1

M | F

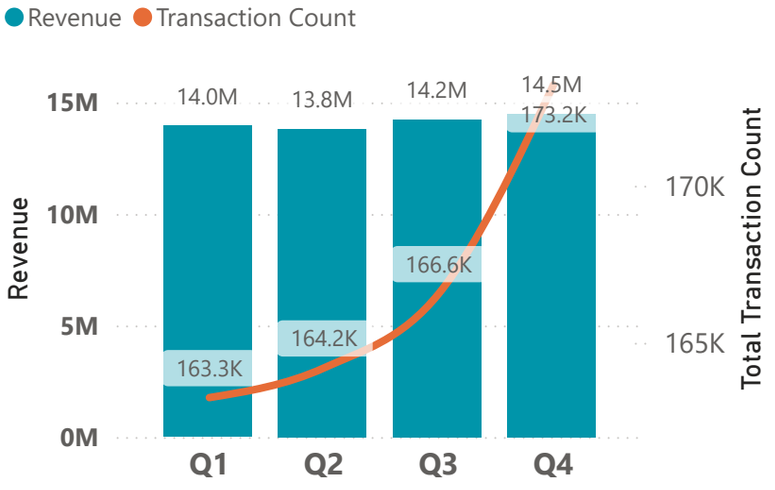
Low | Mid | High

Gold | Silver | Blue | Platinum

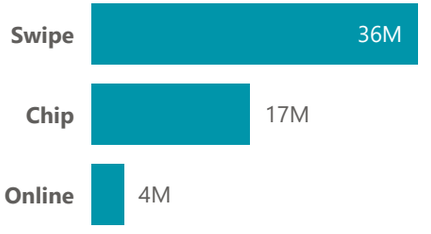
Total Revenue	Total Interest	Transac Amount	Transac Count
57M	8M	46M	667K
28.77% | WoW	1.01% | WoW	35.04% | WoW	3.39% | WoW

Card Category	Revenue	Interest Earned	Annual Fees
Blue	47,188,612	6,614,173	2,733,690
Silver	5,659,109	821,923	189,590
Gold	2,533,682	384,755	57,565
Platinum	1,135,608	161,629	20,665
Total	**56,517,011**	**7,982,480**	**3,001,510**

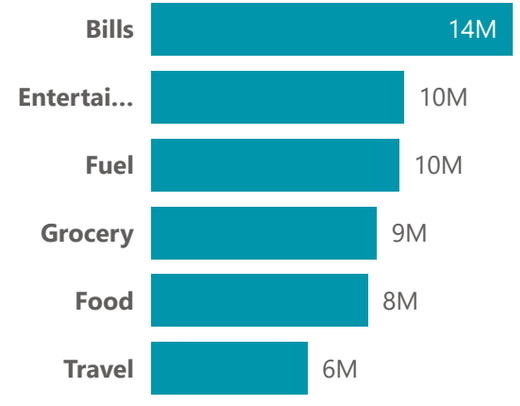
Qtr Revenue & Transaction Count



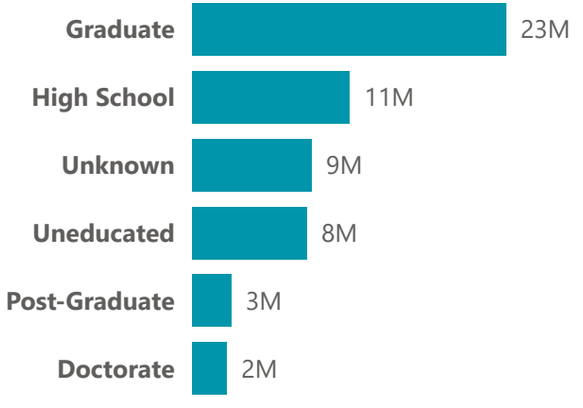
Revenue by Use Chip



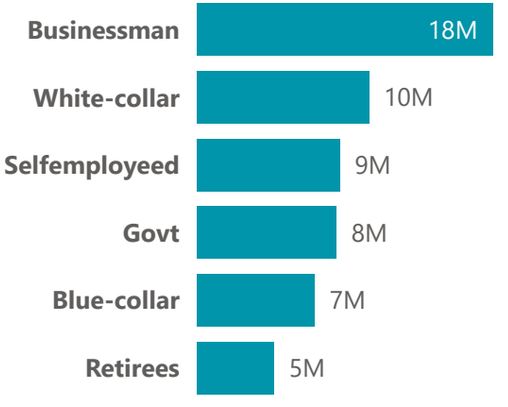
Revenue by Expenditure Type



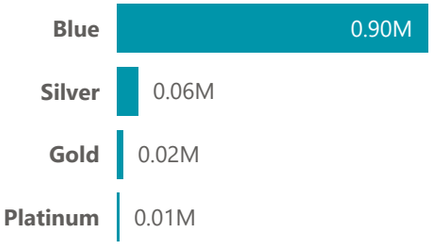
Revenue by Education



Revenue by Customer Job



Customer Acq Cost



Credit Card Customer Dashboard

Week_Start_Date: All

Q4 | Q3 | Q2 | Q1

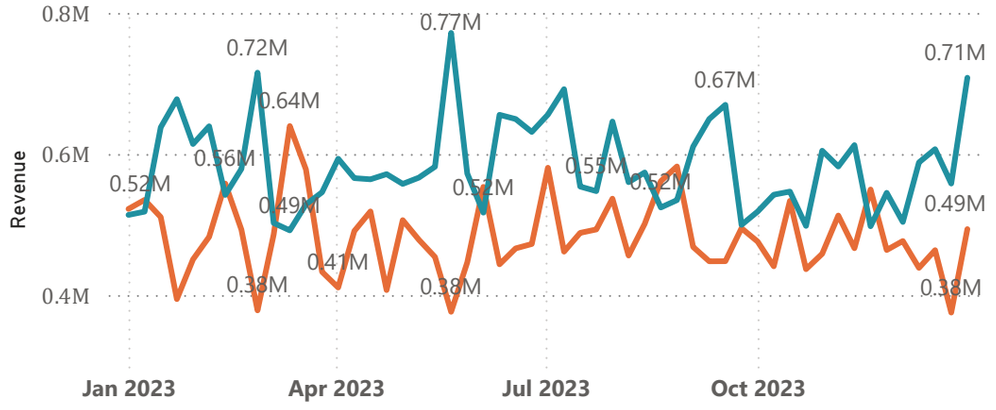
Swipe | Online | Chip

Gold | Silver | Blue | Platinum

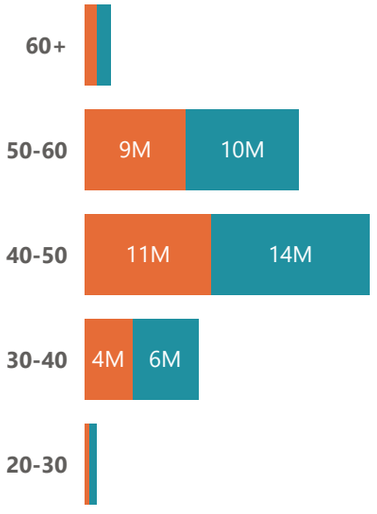
Total Revenue	Total Interest	Total Income	Satisfaction Score
57M	8M	588M	3.2
28.77% | WoW	1.01% | WoW	18.23% | WoW	

M 31M | F 26M

Revenue by Month Year

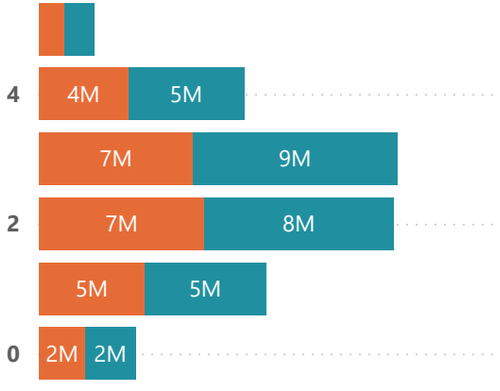


Revenue by Age Group

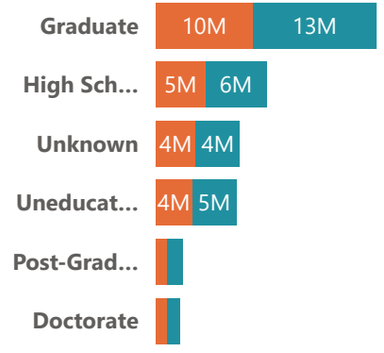


Customer_Job	Revenue	Interest_Earned	Income
Businessman	17,697,472	2,584,604	190,350,431
White-collar	10,283,124	1,464,691	105,618,475
Govt	8,335,534	1,182,231	90,834,727
Selfemployeed	8,542,826	1,141,510	77,659,931
Blue-collar	7,040,606	967,751	73,516,911
Retirees	4,617,448	641,692	49,619,308
Total	**56,517,011**	**7,982,480**	**587,599,783**

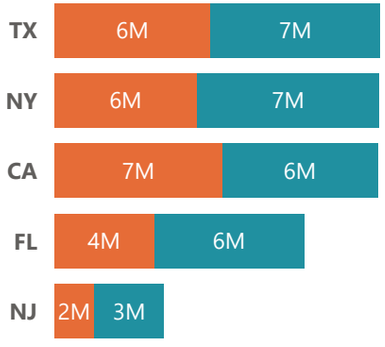
Revenue by Dependent Count



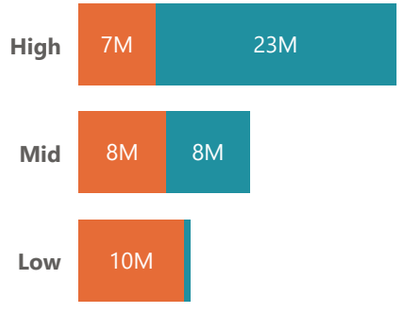
Revenue by Education



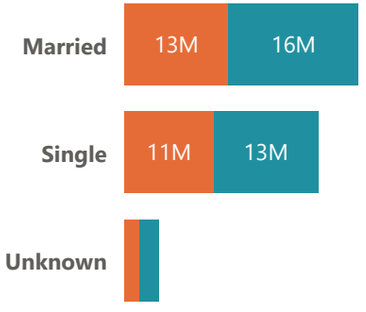
Revenue Top 5 State



Revenue by Income



Revenue by Marital St



Conclusion

- Revenue increased by 28.8% WoW
- Total Transaction Amount & Count increased by 35% and 3.4% WoW
- Interest earnings only increased by 1% => Revenue mainly comes from actual spending rather than credit card interest
- The Blue card accounts for 82% of total revenue, while Silver, Gold, and Platinum contribute significantly less.
- Swipe payments dominate (36M in revenue), while Chip (17M) and Online (4M) remain lower.
- The 40-50 age group spends the most, while the 20-30 age group spends significantly less.
- Businessmen are the highest-spending customer group (17.7M)
- Married customers spend more than single customers, likely due to family-related expenses.
- Texas (TX) and New York (NY) generate the highest revenue (~6M - 7M),

Recommendation

- Maintain and expand the Blue card customer => Enhance loyalty programs and incentives
- Promote Online & Chip Payment
- Engage Younger Customers (20-30 age group) and Target High - Income Customer => Provide tailored offers that match their lifestyle (travel, entertainment, online shopping), Focus digital marketing efforts on social media platforms.
- Improve customer satisfaction score => Collect feedback on card usage and customer service experience, enhance support services.
- Focus marketing efforts on Texas and New York (high revenue potential