

Credit Card Transaction Dashboard

Total Revenue

57M

28.77% | WoW

Total Interest

8M

1.01% | WoW

Transac Amount

46M

35.04% | WoW

Transac Count

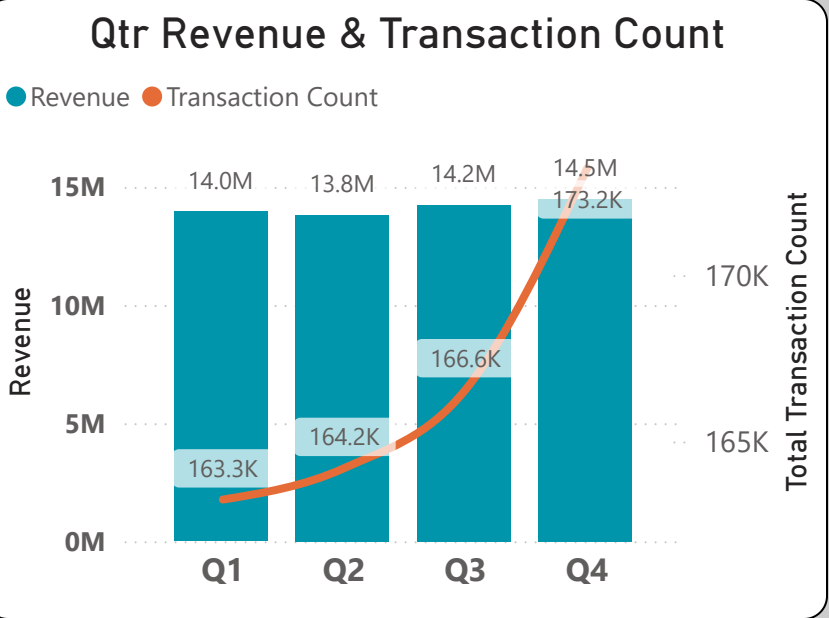
667K

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

Week_Start_Date

All



Q4

Q3

Q2

Q1

M

F

Low

Mid

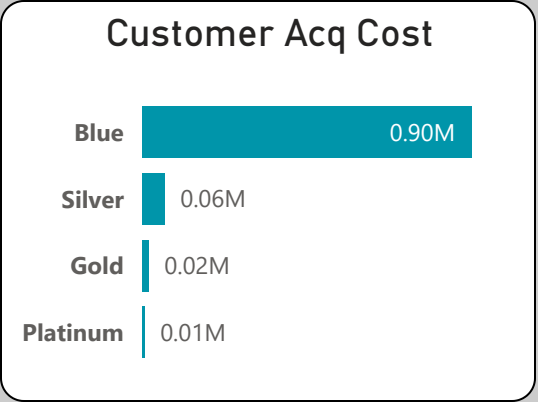
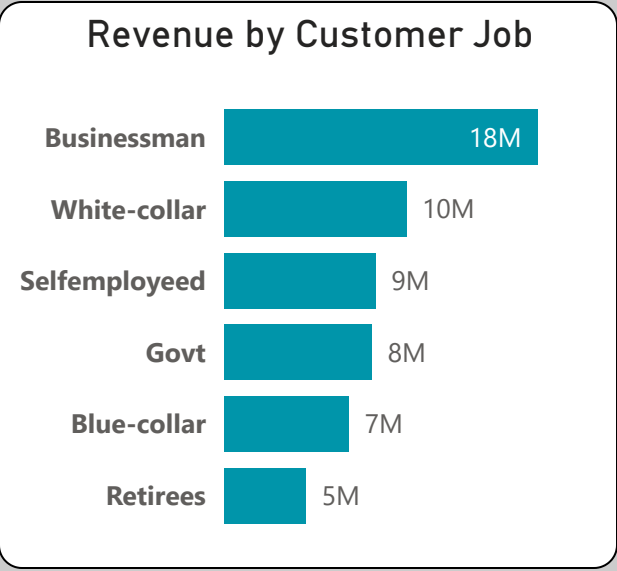
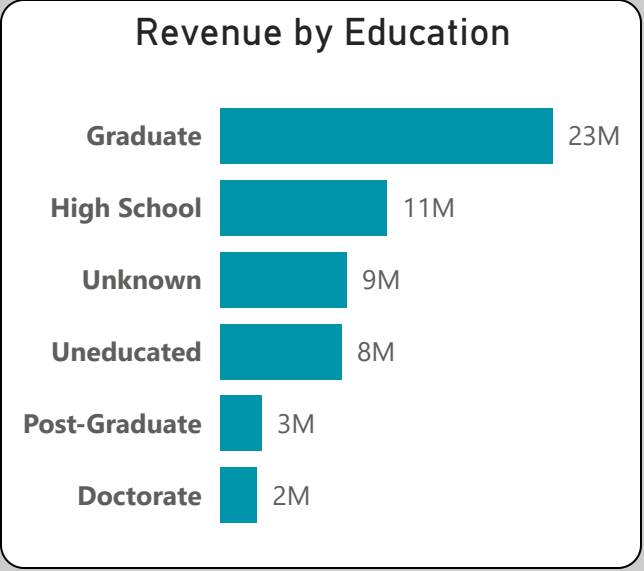
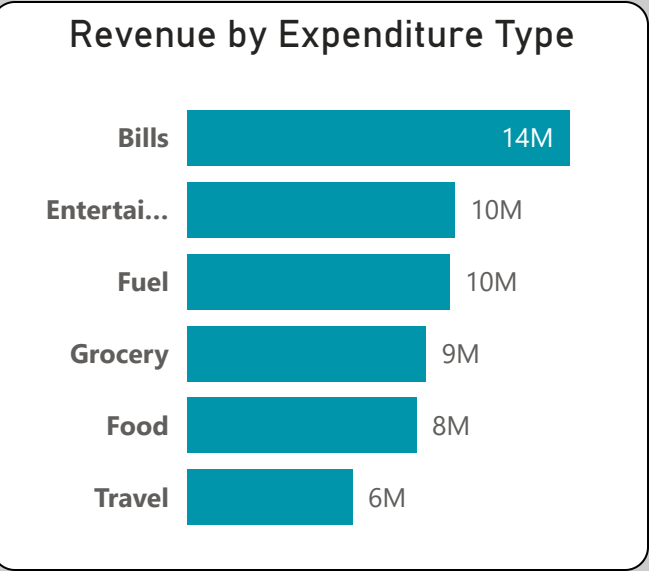
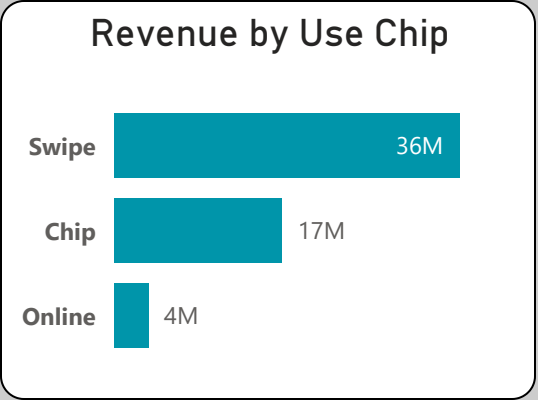
High

Gold

Silver

Blue

Platinum



Credit Card Customer Dashboard

Total Revenue

57M

28.77% | WoW

Total Interest

8M

1.01% | WoW

Total Income

588M

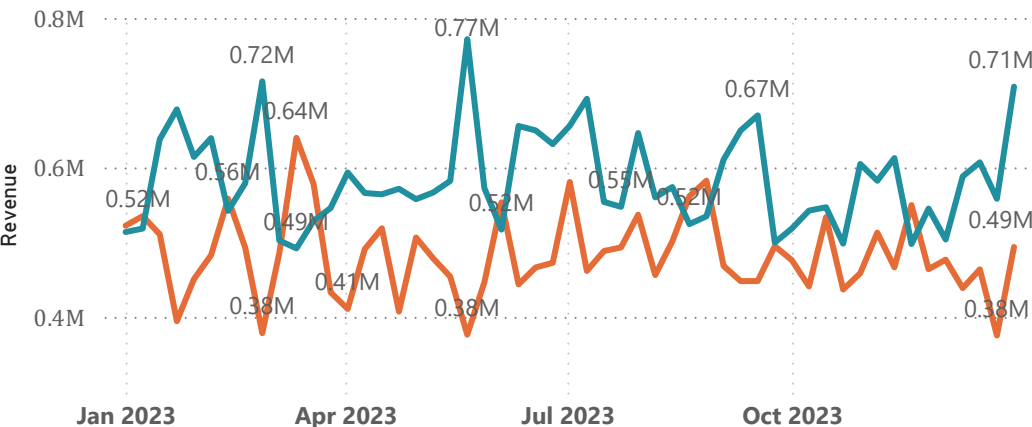
18.23% | WoW

Satisfaction

Score

3.2

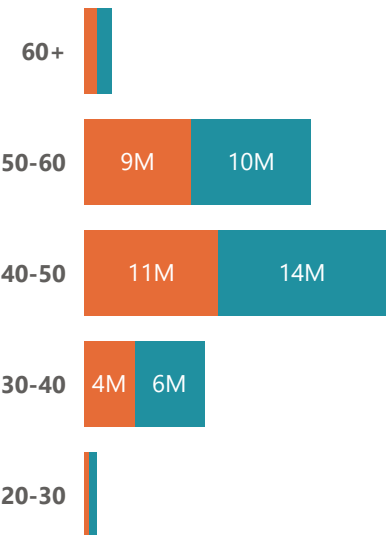
Revenue by Month Year



Week_Start_Date

All

Revenue by Age Group



M

31M

F

26M

Q4

Q3

Q2

Q1

Swipe

Online

Chip

Gold

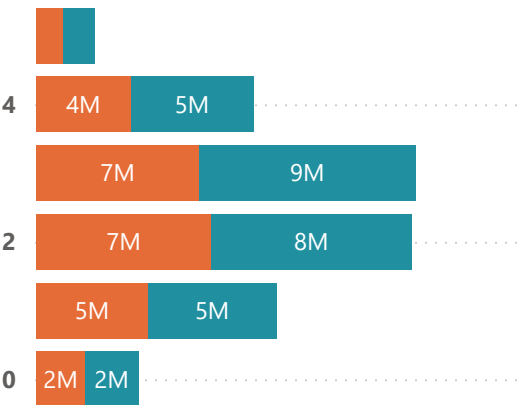
Silver

Blue

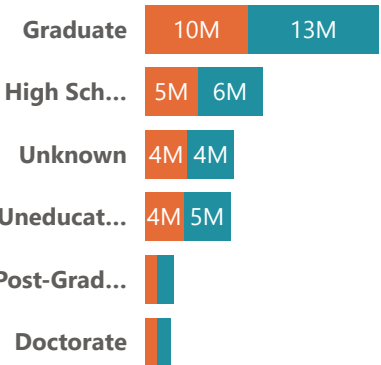
Platinum

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
Selfemployed	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

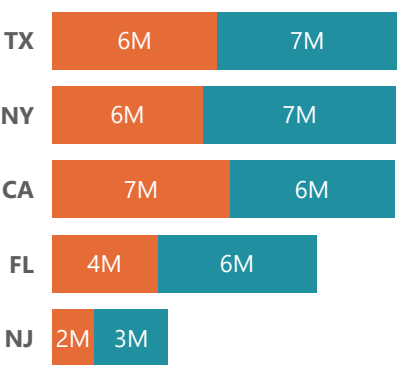
Revenue by Dependent Count



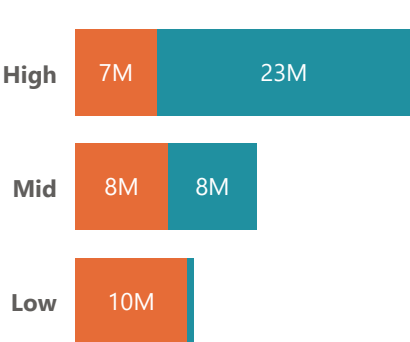
Revenue by Education



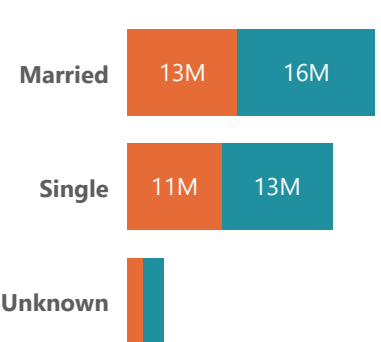
Revenue Top 5 State



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)