

# Project Insights

## Week on Week change:

- Revenue decreased by 12.8%
- Total transaction amount decreased by 13.5%
- Total transaction count decreased by 11%

## Overview Year to Date:

- Overall revenue is 55M
- Total interest is 7.8M
- Total transaction amount is 44.5M
- Male customers are contributing more in revenue 30M, female 25M
- Blue & Silver credit card are contributing to 93.51% of overall transactions
- Overall activation rate is 57.47%
- Overall delinquent rate is 6.07%

