

Project Insights- Week 52 (24th Dec)

WoW change:

- Revenue decreased by -3.09%,

Overview YTD:

- Overall revenue is 55M
- Total interest is 8M
- Total transaction amount is 45M
- Male customers are contributing more in revenue 30.22 M, female 25.09 M
- Blue & Silver credit card are contributing to 93% of overall

transactions

- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%