

Credit Card Transaction Report

Total Revenue

56.5M

Total Interest

8.0M

Total Amount

45.5M

Trans. Count

667K

Card_Category	Sum of Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Blue	47188612	6614173	2733690
Gold	2533682	384755	57565
Platinum	1135608	161629	20665
Silver	5659109	821923	189590
Total	56517011	7982480	3001510

Q4

Q3

Q2

Q1

Week_Start_Date

All

F

M

Gold

Silver

Blue

Platinum

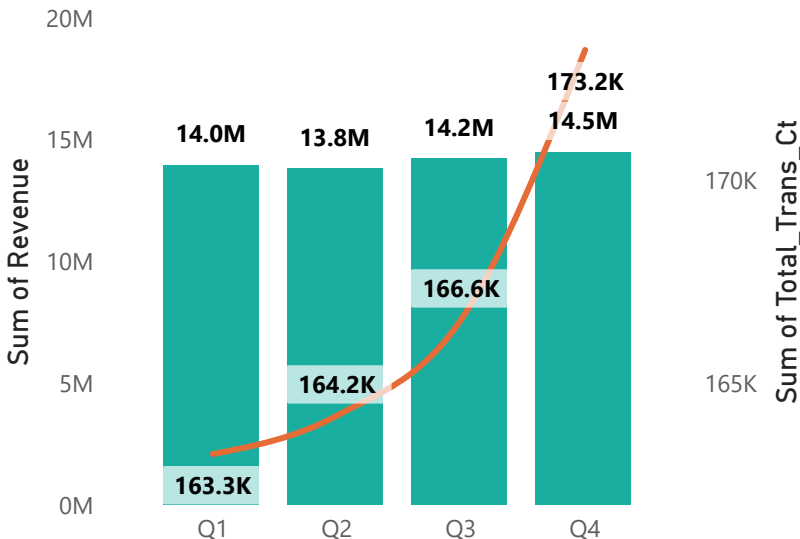
Low

Mid

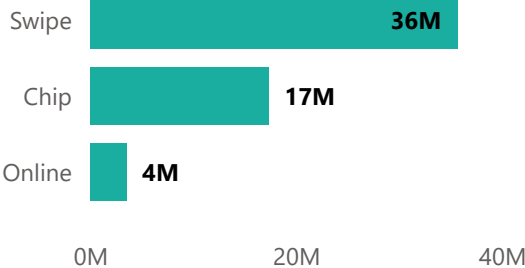
High

Qtr Revenue & Transaction Count

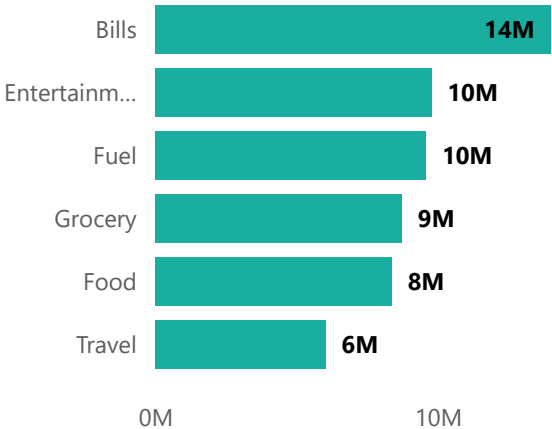
Sum of Revenue Sum of Total_Trans_Ct



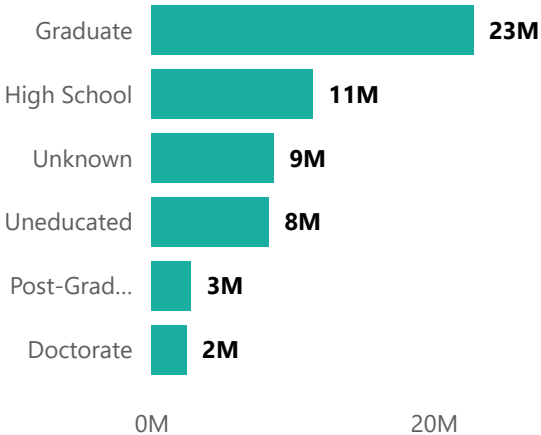
Revenue by Use Chip



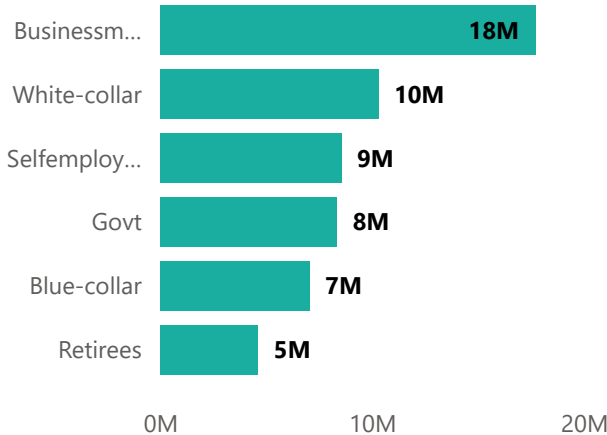
Revenue by Expenditure Type



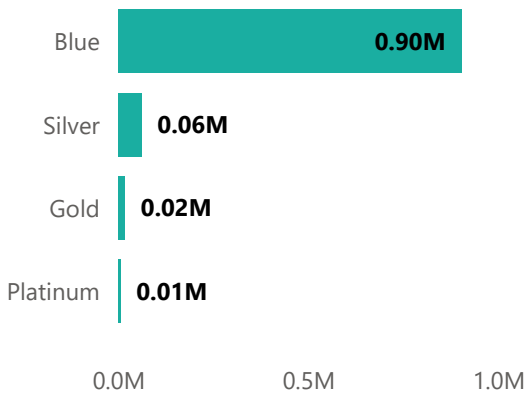
Revenue by Education Level



Revenue by Customer Job



Customer Acq Cost by Card Category





Credit Card Customer Report

Q4

Q3

Q2

Q1

Week_Start_Date

All

Total Revenue

56.5M

Total Interest

8.0M

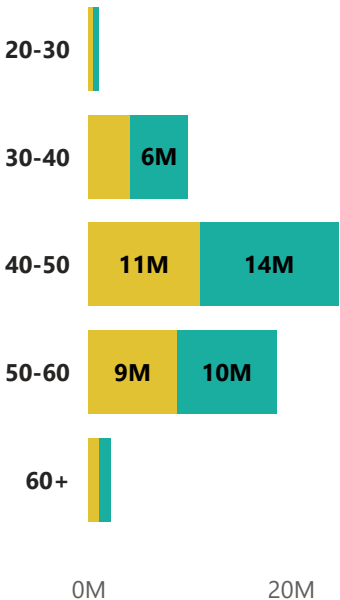
Income

588M

CSS

3.19

Revenue by Age Group



Gold

Silver

Blue

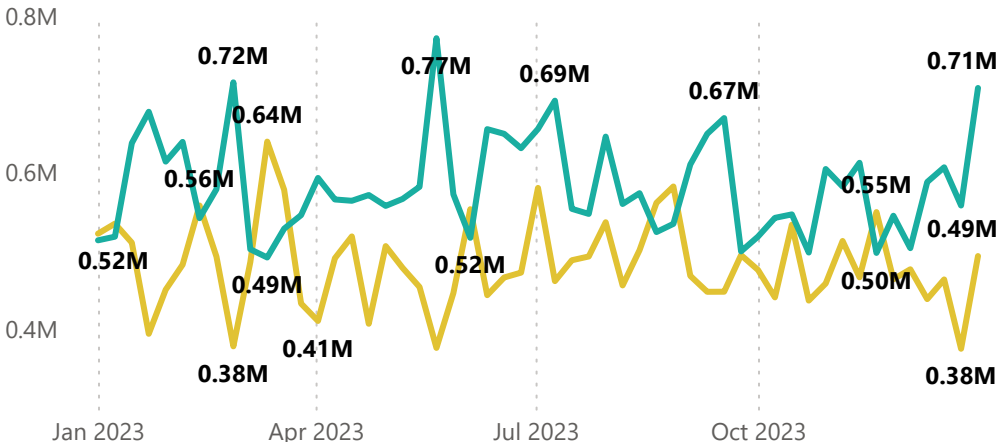
Platinum

Swipe

Online

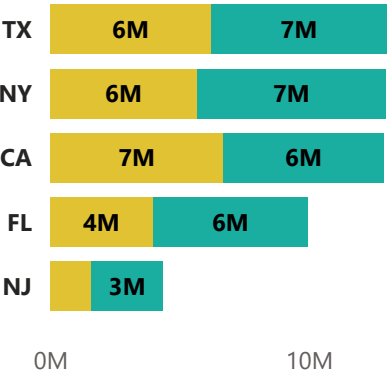
Chip

Revenue by Week

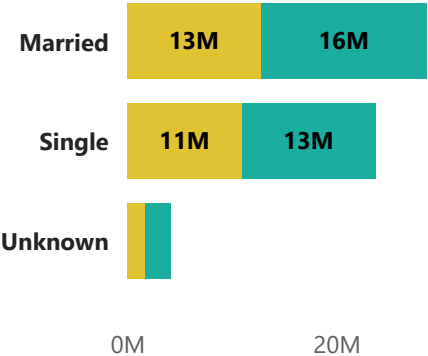


Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Blue-collar	7040606	967751	73516911
Businessman	17697472	2584604	190350431
Govt	8335534	1182231	90834727
Retirees	4617448	641692	49619308
Selfemployed	8542826	1141510	77659931
White-collar	10283124	1464691	105618475
Total	56517011	7982480	587599783

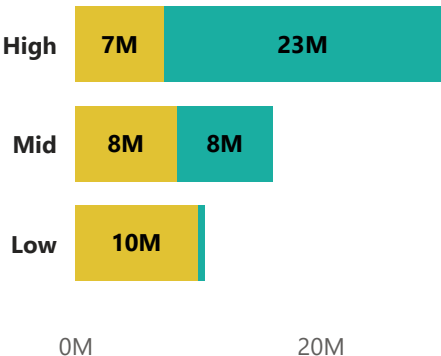
Top 5 State by Revenue



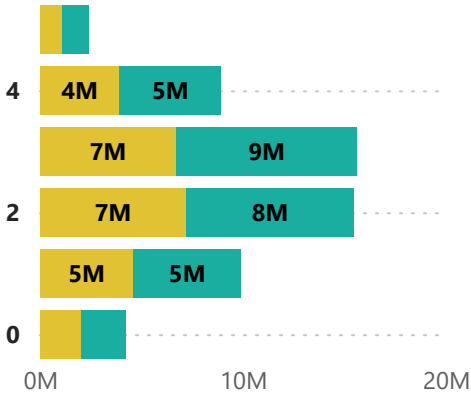
Revenue by Marital status



Revenue by Income Group



Revenue by Dependent



Revenue by Education Level

