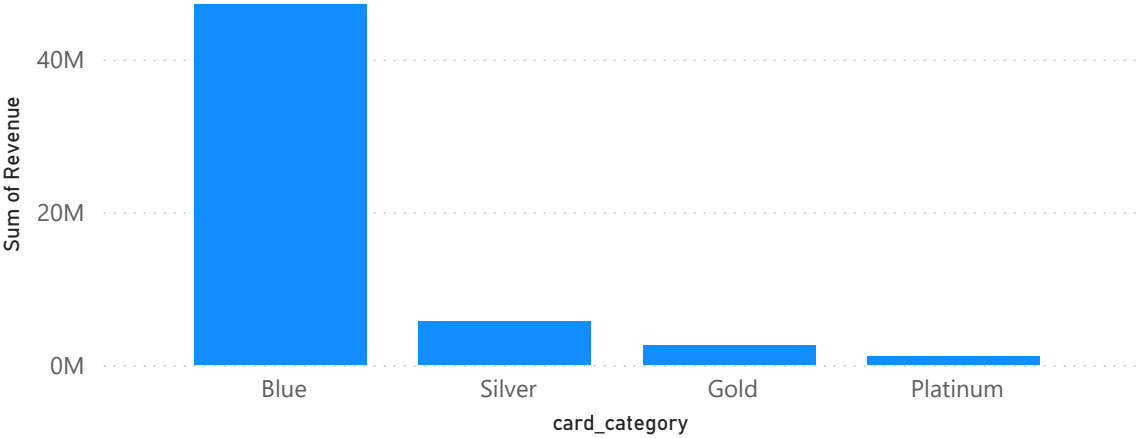


Sum of Revenue by card_category



week_num2	Previous_week_Reveneue	Current_week_Reveneue	wow_revent
53	933134	1201601	28.8
52	1070439	933134	-12.8
51	1026549	1070439	4.3
50	980152	1026549	4.7
49	1008777	980152	-2.8
48	1047120	1008777	-3.7
47	1078815	1047120	-2.9
Total	933134	1201601	28.8

Sum of total_trans_amt by week_num2



activation_30_days	%GT Count of activation_30_days
0	42.54%
1	57.46%
Total	100.00%

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Credit Card Transaction Report

Revenue

56.5M

Total Interest

8.0M

Transaction
Amount

45.5M

Transaction
Count

667K

card_category	Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Platinum	1135608	953314	1,61,629.05
Gold	2533682	2091362	3,84,755.16
Silver	5659109	4647596	8,21,922.98
Blue	47188612	37840749	66,14,172.62
Total	56517011	45533021	79,82,479.81

Q4

Q3

Q2

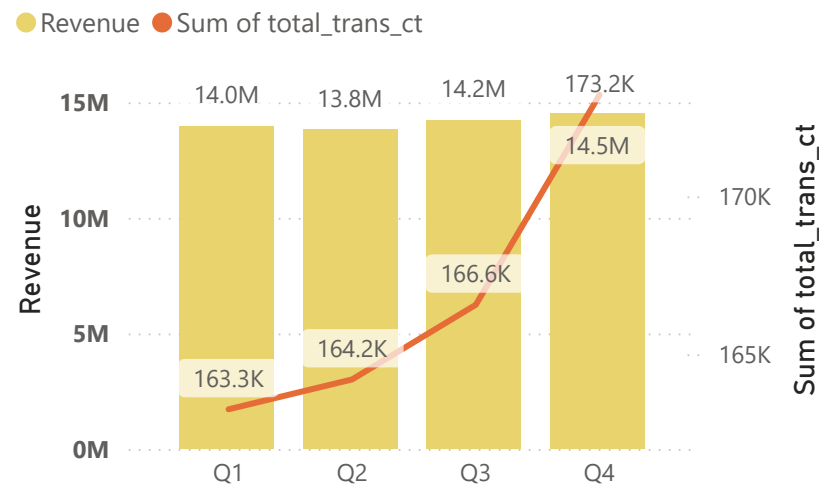
Q1

Week_Start_Date

01-01-2023

31-12-2023

QTR Revenue and Total trans count



F

M

Gold

Silver

Blue

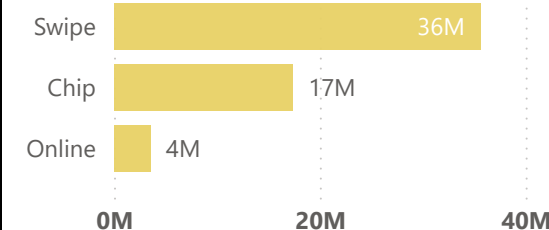
Platinum

Low

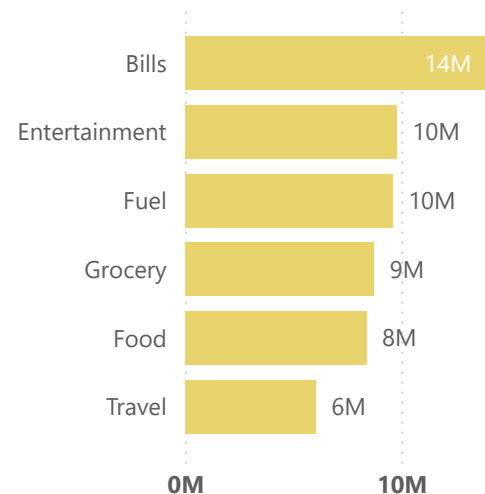
Med

High

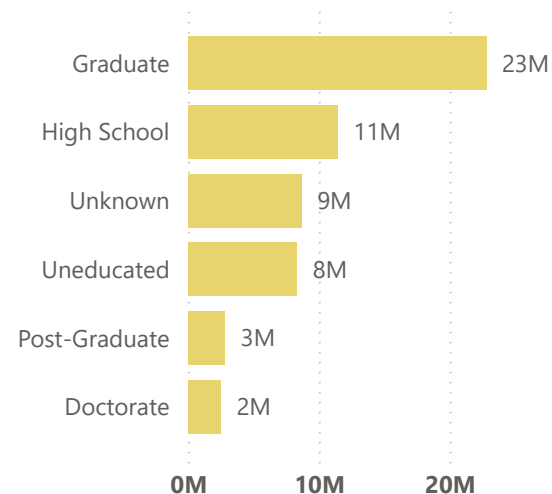
Revenue by Use Chip



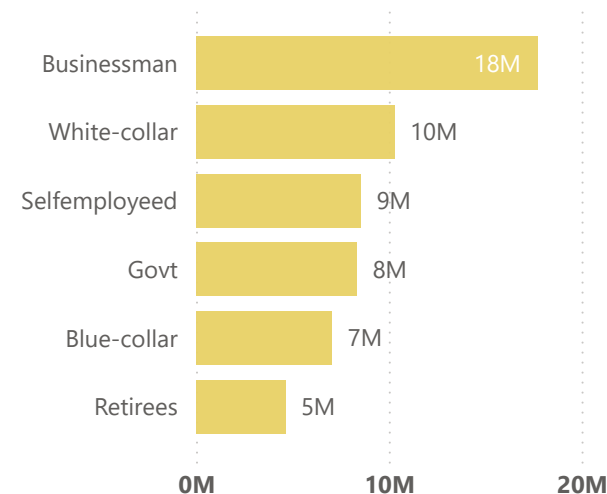
Revenue By Expenditure Type



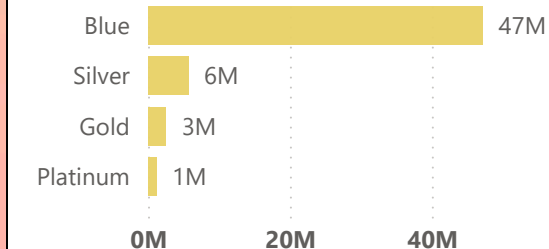
Revenue by Education



Revenue by Customer Job



Customer Acq Cost



Credit Card Customer Report

Revenue

56.5M

Total Interest

8.0M

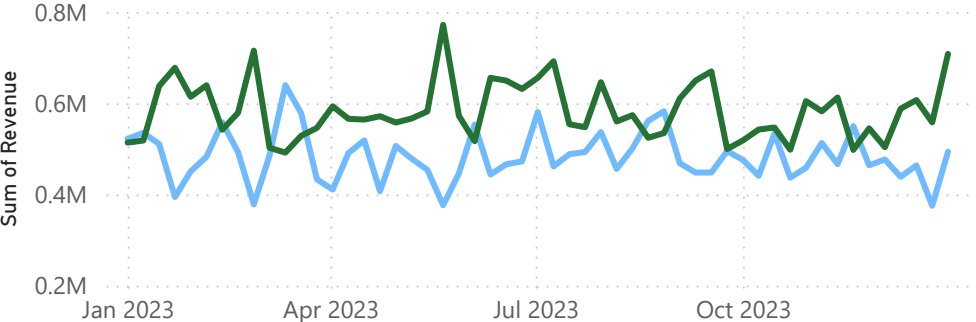
Total Income

587.6M

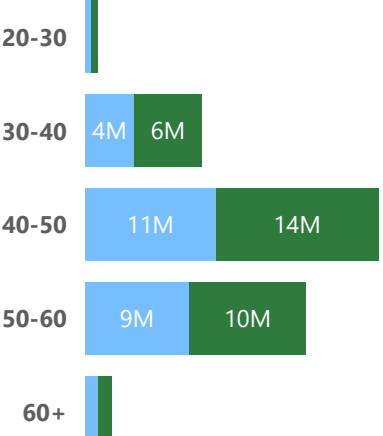
CSS

3.19

Revenue by Weak



Revenue By Age Group



M

31M

F

26M

Week_Start_Date

01-01-2023

31-12-2023

Gold

Silver

Blue

Platinum

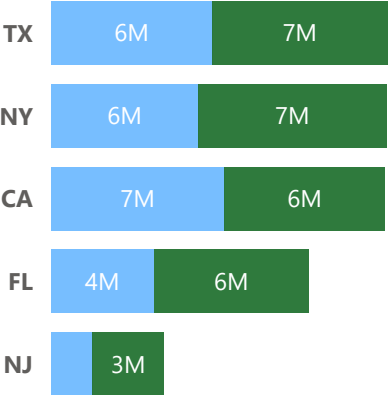
Swipe

Online

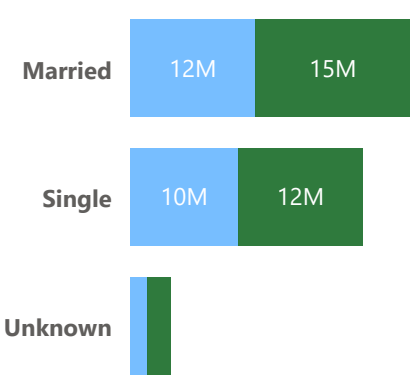
Chip

customer_job	Revenue	Sum of interest_earned	Sum of income
Blue-collar	7040606	9,67,751.42	73516911
Businessman	17697472	25,84,604.01	190350431
Govt	8335534	11,82,230.84	90834727
Retirees	4617448	6,41,692.22	49619308
Selfemployed	8542826	11,41,510.40	77659931
White-collar	10283124	14,64,690.92	105618475
Total	56517011	79,82,479.81	587599783

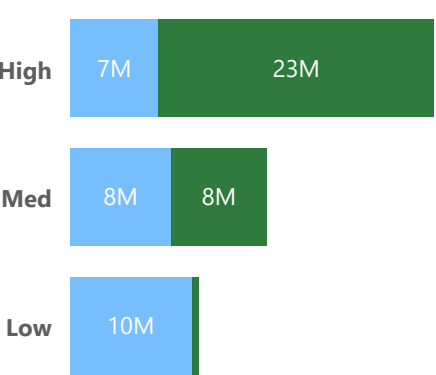
Top 5 States



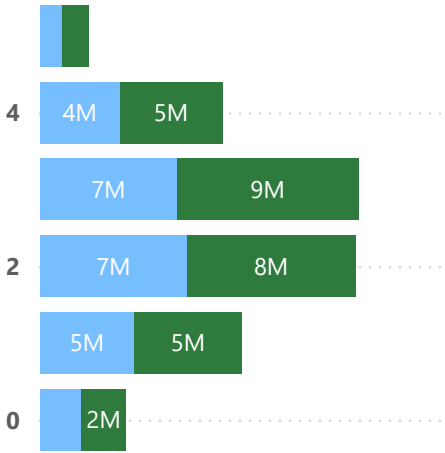
Revenue by Marital Status



Revenue By Income Group



Revenue by Dependent



Revenue by Education

