CREDIT CARD TRANSACTION REPORT

| Q4 | Q3 | Q2 | Q1 |

week_start_date

All

| Gold | Blue |
| Silver | Platinum |

| Low | Med | High |

| F | M |

Revenue
57M

Total Inte...
8M

Transaction Amount
46M

Transaction Count
667K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6614173
Silver	5659109	4647596	821923
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Total	**56517011**	**45533021**	**7982480**

QTR Revenue and Total Trans Count

● Sum of Revenue ● Sum of total_trans_ct

14.0M (Q1) 14.2M (Q3)
163.3K 164.2K 166.6K

Revenue by Use Chip

Swipe	36M
Chip	17M
Online	4M

Revenue by Education

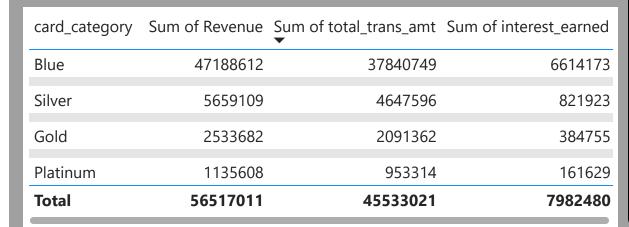| Graduate | 23M |
High School	11M
Unknown	9M
Uneducated	8M
Post-Graduate	3M
Doctorate	2M

0M 10M 20M

Revenue by Expenditure type

Bills	14M
Entertain...	10M
Fuel	10M
Grocery	9M
Food	8M
Travel	6M

Revenue by Customer Job

Business...	18M
White-col...	10M
Selfempl...	9M
Govt	8M
Blue-collar	7M
Retirees	5M

Customer Acq Cost

Blue	47M
Silver	6M
Gold	3M
Plati...	1M