



CREDIT CARD

WEEKLY

STATUS REPORT

PROJECT OBJECTIVE

To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

PROJECT INSIGHTS - WEEK 53 (31ST DEC)

WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by 35.04% & 12.80%
- Customer count increased by 12.80%

Overview YTD:

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, female 26M
- 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%