

# PROJECT INSIGHTS - WEEK 53(31<sup>st</sup> MARCH).

## **Week Over Week(WOW) Revenue Change :**

- Revenue increased by 28.8%
- Total Transaction Amount increased by 35.04%
- Customer count increased by 11.35%

## **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%