

# Credit Card Transaction Report

Revenue  
**55M**

Total Interest  
**7.8M**

Amount  
**44.5M**

Count  
**655.7...**

card_category	Revenue	Sum of interest_earned	Sum of annual_fees
Blue	46139398	6495888	2685635
Gold	2454072	373784	56210
Platinum	1135608	161629	20665
Silver	5586332	812081	187505
Total	55315410	7843382	2950015

Q4 Q3 Q2 Q1

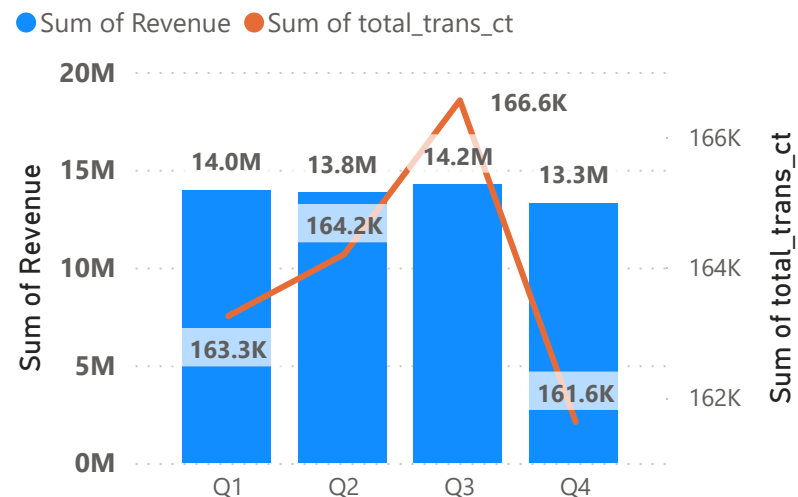
M F

week\_start\_date  
All

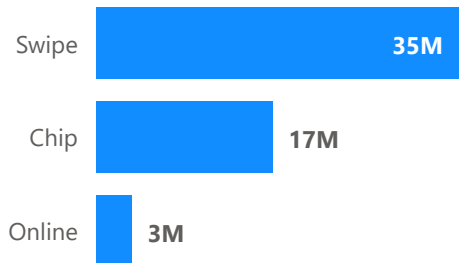
Silver Blue Gold Platinum

Low Medium High

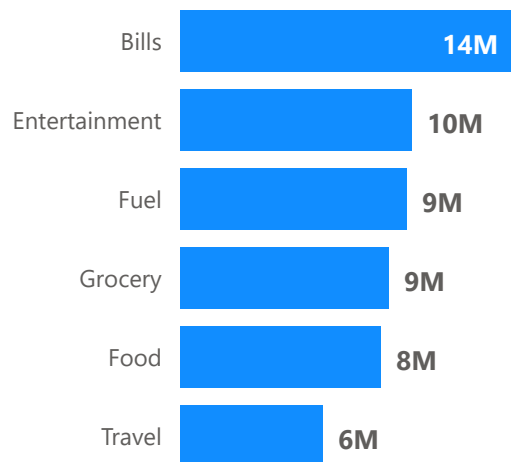
## QTR, Revenue and Total transaction count



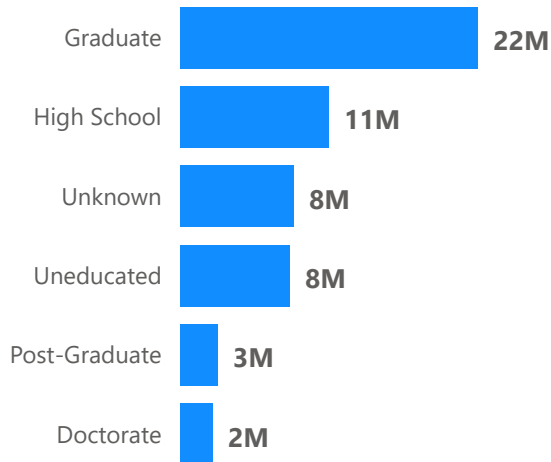
## Revenue by Use Chip



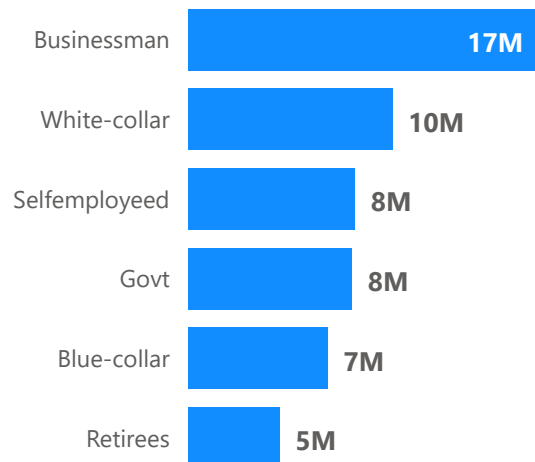
## Revenue by Expenditure type



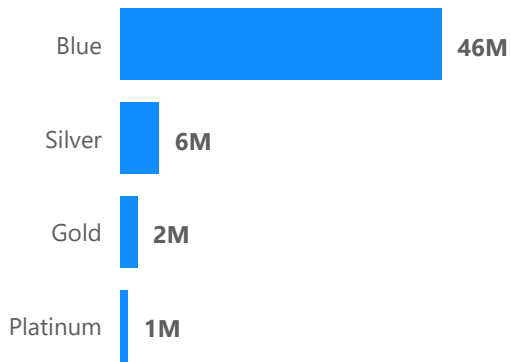
## Revenue by Education



## Revenue by Customer Job



## Customer Acq Cost



# Credit Card Customer Report

Revenue  
55M

Total Interest  
7.8M

Income  
576M

Cust Satisfy  
3.2

Q4

Q3

Q2

Q1

M

F

week\_start\_date

All

Low

Medium

High

Silver

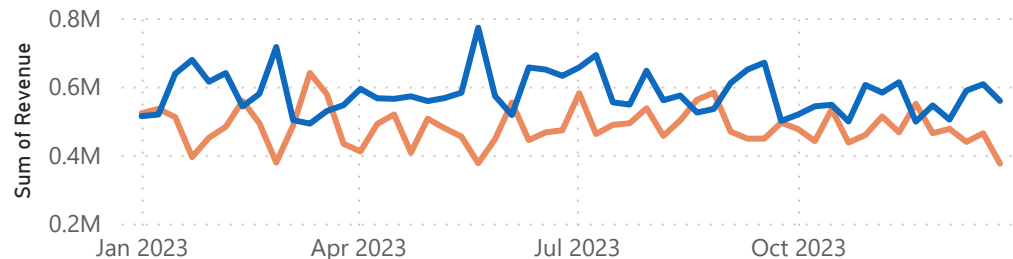
Blue

Gold

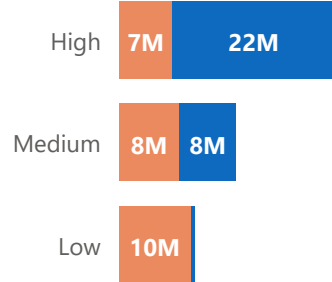
Platinum

Revenue by Week

gender F M



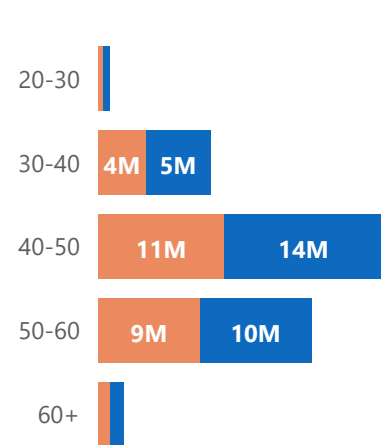
Revenue by Income Group



customer_job	Revenue	Sum of interest_earned	Sum of income
Blue-collar	6904279	952801	72262158
Businessman	17387832	2539390	186959919
Govt	8111701	1160016	88773989
Retirees	4535184	630359	48675030
Selfemployeed	8261758	1119742	75313288
White-collar	10114656	1441074	103930055
Total	55315410	7843382	575914439

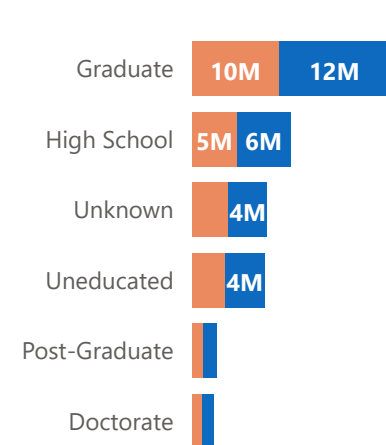
Revenue by Age Group

gender F M



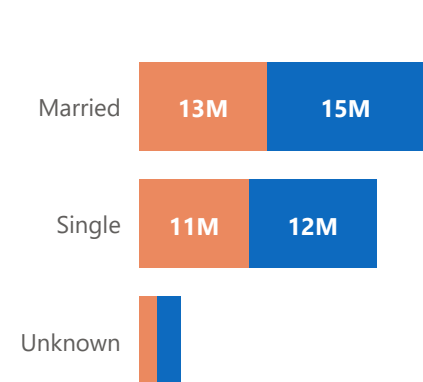
Revenue by Education

gender F M



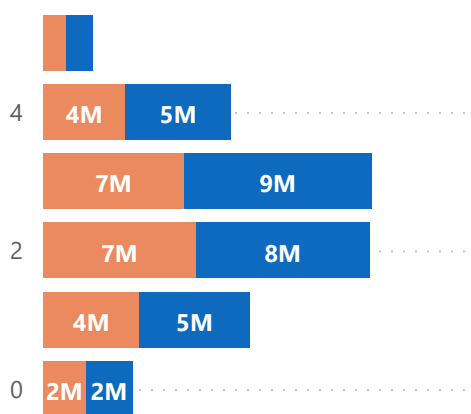
Revenue by Marital Status

gender F M



Revenue by Dependent

gender F M



Top 5 States

gender F M

