Credit Card Analysis

Week No.

All ▾

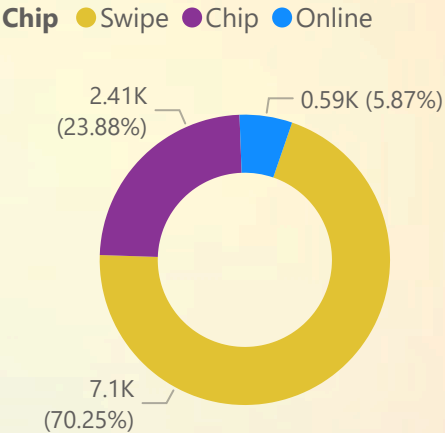| 11M Revenue	10M Profit	10K Total_Customers	5809 Active_Customers

Blue	Gold	Platinum	Silver

Weekly Profit

Week ...	Profit	Current_we...	Previous_We...
1	1,81,987.32	1,81,987.32	
2	1,89,700.81	1,89,700.81	181987
3	2,05,776.80	2,05,776.80	189701
4	1,83,868.27	1,83,868.27	205777
5	1,96,927.97	1,96,927.97	183868
6	2,04,592.13	2,04,592.13	196928
Total	**98,20,461.23**	**1,68,790.43**	**186313**

Chip Use

Chip ● Swipe ● Chip ● Online

- 2.41K (23.88%)
- 0.59K (5.87%)
- 7.1K (70.25%)

Revenue and Trans_Vol by Quarter

● Revenue ● Sum of Total_Trans_Vol

Revenue axis: 0M, 1M, 2M, 3M
Transaction Vol axis: 162K, 164K, 166K
Quarter: Qtr 1, Qtr 2, Qtr 3, Qtr 4

Avg_Utilization_Raio

Credit_S... ● Excellent ● Very Good ● Good ▶

- 111.14K (15.16%)
- 69.86K (9.53%)
- 41.2... (5.6...)
- 504.54K (68.83%)

Revenue by Job

Businessman	3.1M
White-collar	1.9M
Selfemploy...	1.9M
Govt	1.6M
Blue-collar	1.4M
Retirees	0.9M

0M — 2M

Revenue by Age

41 - 50	4.9M
51 - 60	3.1M
31 - 40	2.2M
61 - 73	0.3M
21 - 30	0.3M

0M — 5M
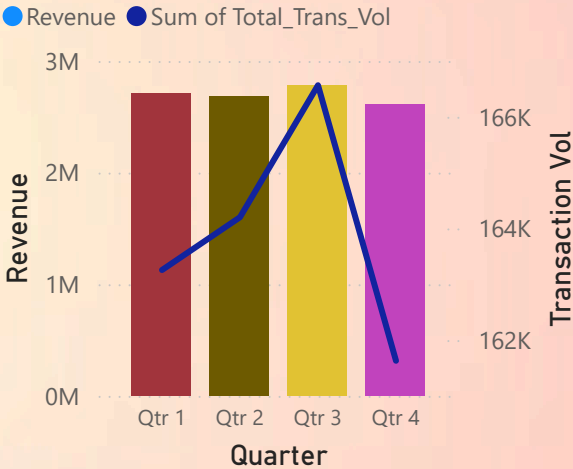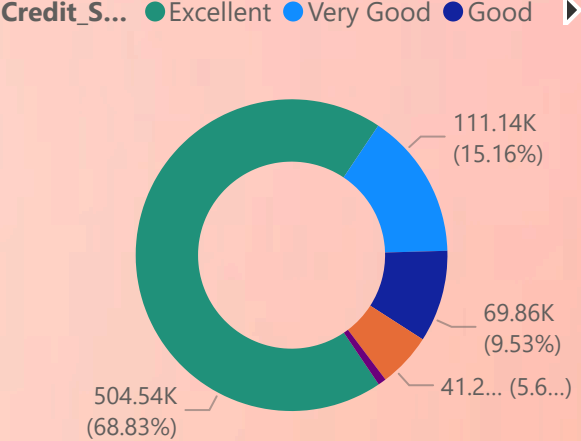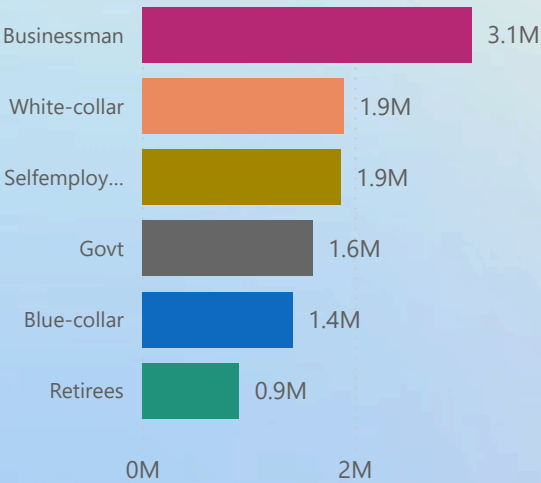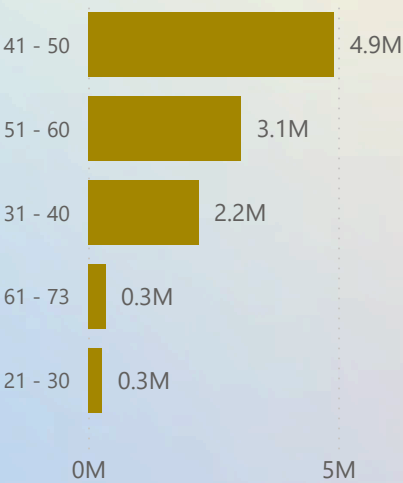
Revenue by Customer Expenditure
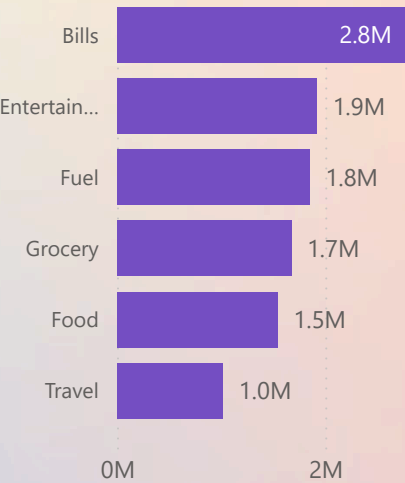
Bills	2.8M
Entertain...	1.9M
Fuel	1.8M
Grocery	1.7M
Food	1.5M
Travel	1.0M

0M — 2M

Revenue by States

TX	2.5M
CA	2.5M
NY	2.5M
FL	1.9M
NJ	0.8M

0M — 2M

Customer Acquasition Cost

Blue	888K
Silver	61K
Gold	18K
Platinum	7K

0.0M — 0.5M — 1.0M

Credit Card Analysis

Week No.

All ▾

11M Revenue	**10M** Profit
10K Total_Customers	**5809** Active_Customers
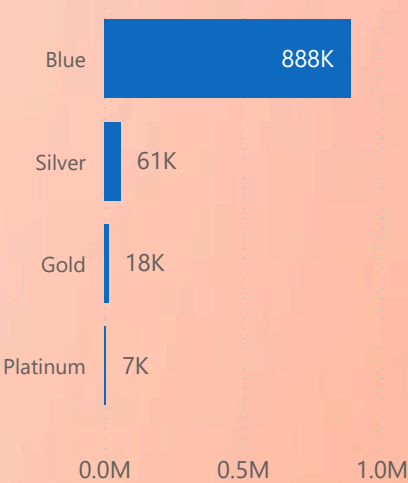
Blue | Gold | Platinum | Silver

Gender

F

M

Client_Num	Sum of Total_Trans_Amt
717642633	17995
718140783	18484
801036033	17744
Total	**54223**

Active Customers By Age Group

Customer_Age (groups)	Active_Customers
21 – 30	169
31 – 40	1254
41 – 50	2667
51 – 60	1482
61 – 73	237
Total	**5809**

Transactions Amt by Month

Line chart showing: January 4.32M, February 3.54M, March 3.39M, April 4.17M, May 3.43M, June 3.53M, July 4.55M, August 3.45M, September 3.45M, October 4.05M, November 3.41M, December 3.23M

Month
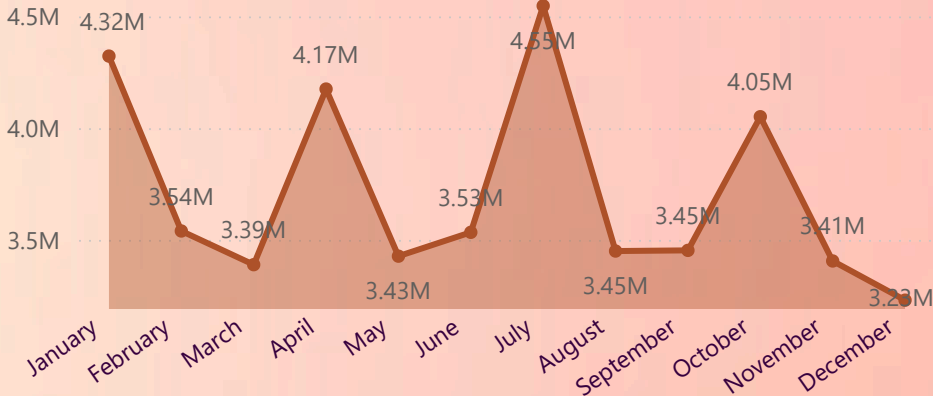
Transactions On Expense Type

Pie chart:
- 11M (24.66%)
- 5M (10.89%)
- 7M (15.07...)
- 7M (1...)
- 7M (16.8%)
- 8M (17.08%)

Exp Type
- ● Bills
- ● Entertainme...
- ● Fuel
- ● Grocery
- ● Food
- ● Travel
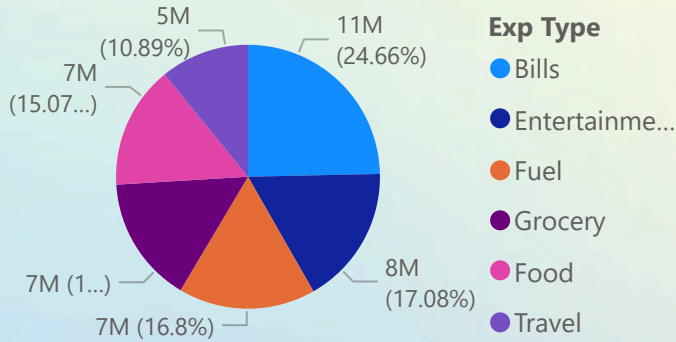
Education Level

Doctorate	High School	Uneducated
Graduate	**Post-Graduate**	**Unknown**

Total Amount Of Transaction By Education Level

Bar chart (Sum of Total_Trans_Amt):
- Graduate 18.0M
- High School 8.9M
- Unknown 6.8M
- Uneducated 6.6M
- Post-Graduate 2.2M
- Doctorate 2.0M

Education_Level

Revenue by Job

Donut chart:
- 3.1M (28.74%)
- 0.91M (8.45%)
- 1.42M (13.11%)
- 1.6M (14.8...)
- 1.87M (17.3%)
- 1.89M (17.54%)

Customer_Job
- ● Businessman
- ● White-collar
- ● Selfemploy...
- ● Govt
- ● Blue-collar
- ● Retirees
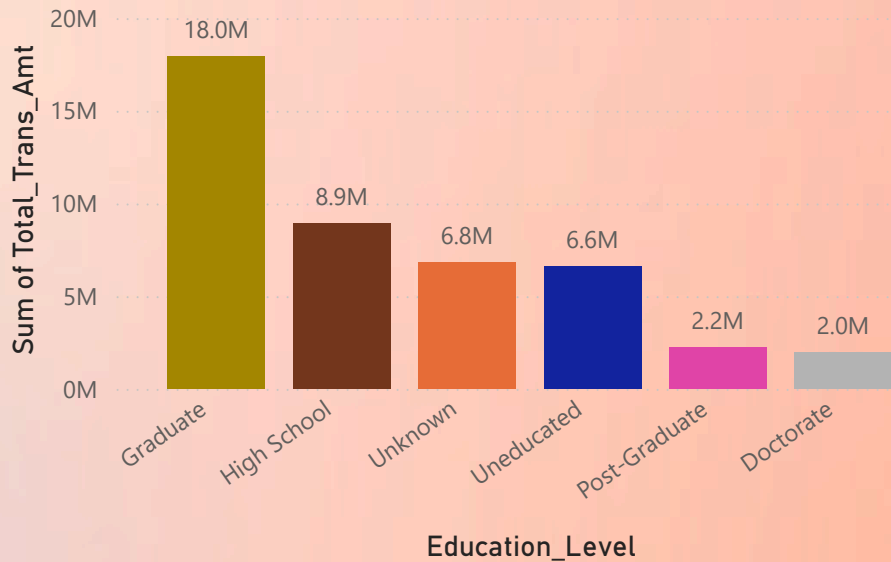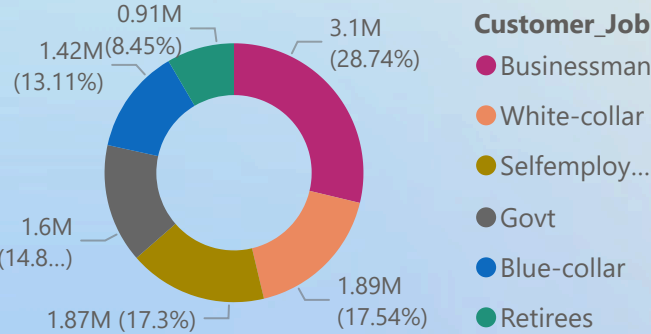
Customer Satisfaction Score By Card Category

Cust_Satisfaction_Score ▲	Blue	Gold	Platinum	Silver	Total
1	1053	35	16	69	**1173**
2	1632	30	6	124	**1792**
3	2816	48	32	172	**3068**
4	1903	42	7	147	**2099**
5	1810	33	6	127	**1976**
Total	**9214**	**188**	**67**	**639**	**10108**