

Overview

- . *Revenue* surged by **28%**, reaching a total of **\$55M**.
- . *Interest Income* contributed **\$8M**, while total **transaction volume** hit **\$45M**.
- . *Male customers* generated **\$31M** in revenue, compared to **\$26M** from *female customers*.
- . *Blue and Silver credit cards* drive **93%** of all transactions.
- . *Card activation rate* within the first 30 days stands at **57%**.
- . *Delinquency rate* is currently **6.06%**.
- . *Texas, New York, and California* collectively account for **68%** of overall performance.



CREDIT CARD TRANSACTION REPORT

Total Revenue

55M

Total Transactions Amount

4.5M

Total Earned Interest

8M

Total Transctions count

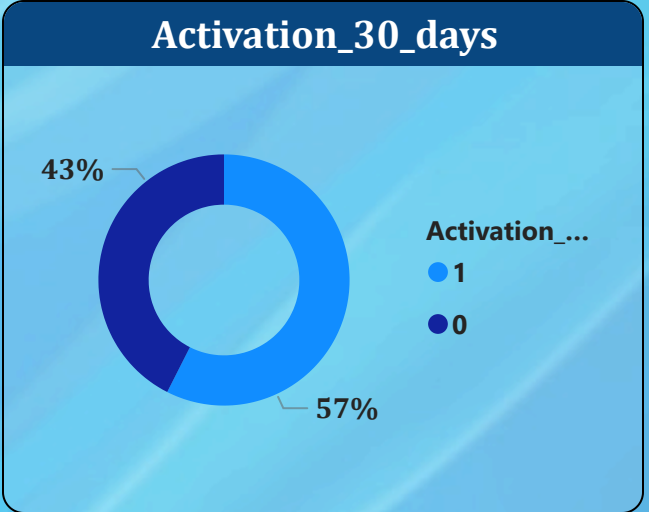
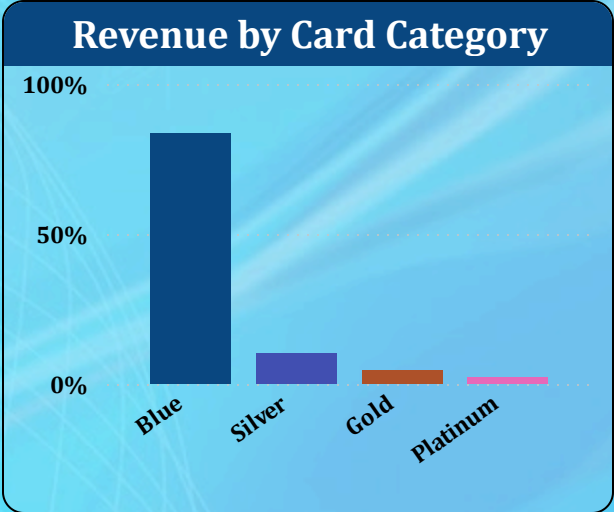
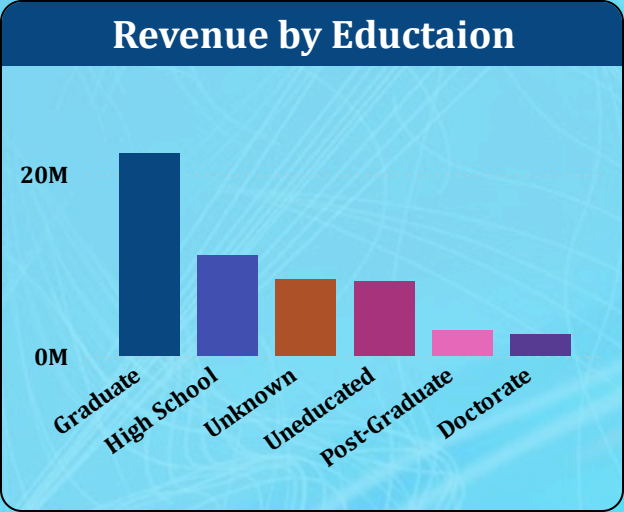
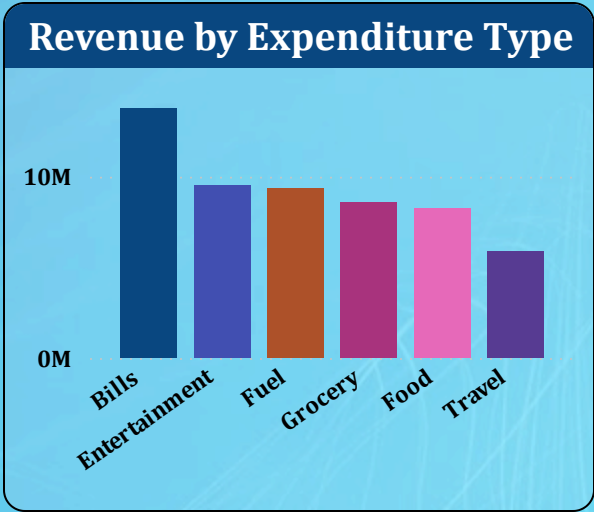
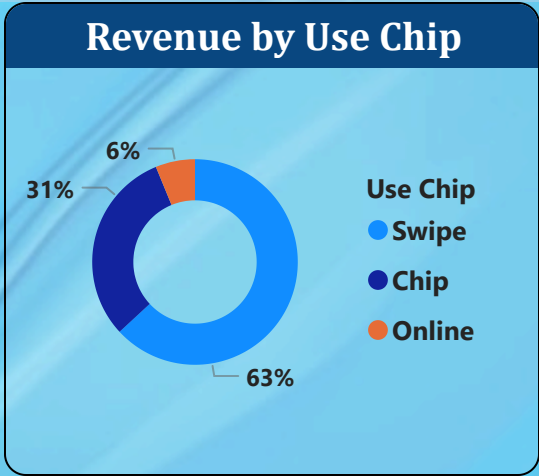
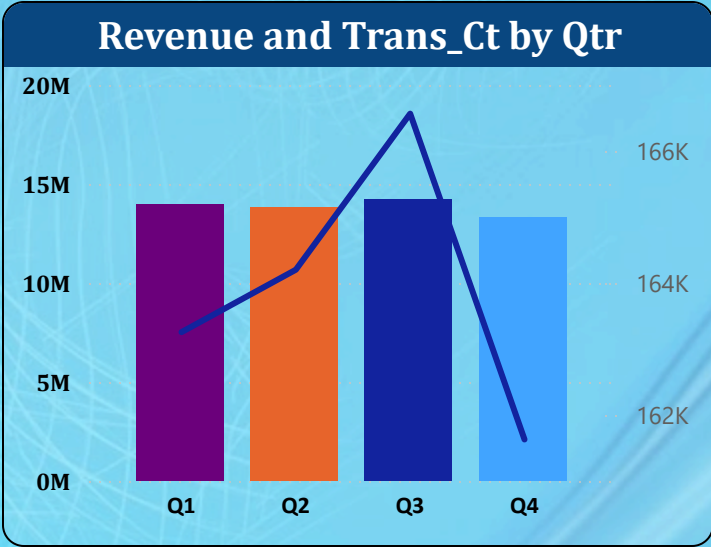
656K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	46139521	36957875	6495888
Gold	2454073	2024078	373784
Platinum	1135608	953314	161629
Silver	5586343	4586746	812081
Total	55315545	44522013	7843382



Week_Start_Date

All



CREDIT CARD CUSTOMER REPORT

Q4

Q3

Q2

Q1

Week_Start_Date

All

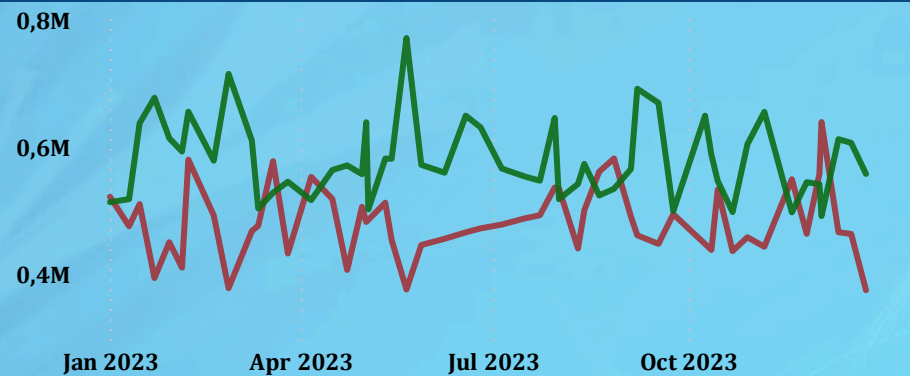
Total
Revenue
55M

Total
Interest
8M

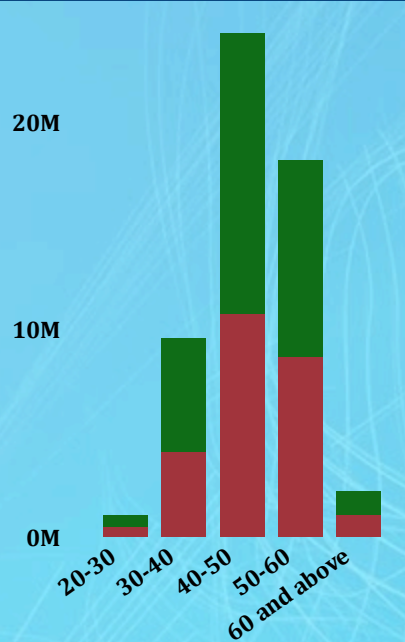
Total
Income
576M

C-SAT
3,2

Revenue by Week and Gender



Revenue by Age



M

30M

F

25M

Silver

Blue

Gold

Platinum

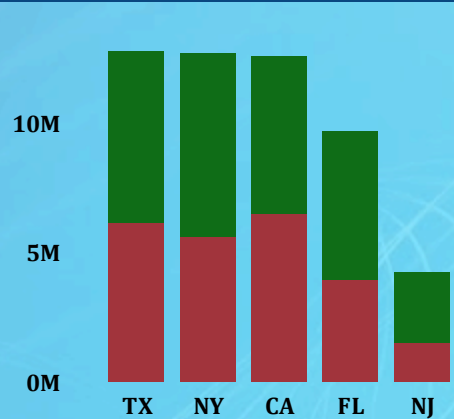
Swipe

Online

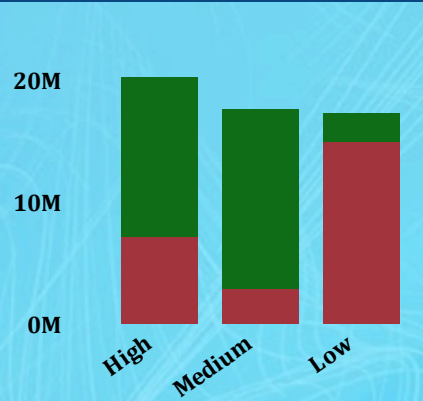
Chip

Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
White-collar	10114685	1441074	103930055
Selfemployeed	8261781	1119742	75313288
Retirees	4535195	630359	48675030
Govt	8111727	1160016	88773989
Businessman	17387850	2539390	186959919
Blue-collar	6904307	952801	72262158
Total	55315545	7843382	575914439

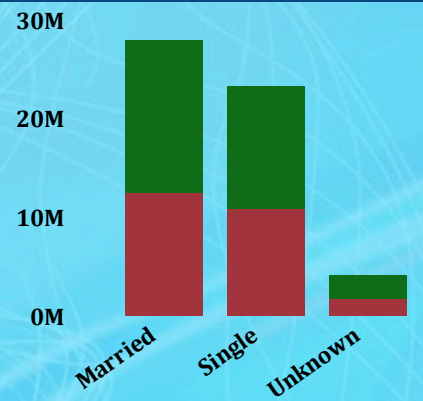
Revenue by TOP 5 States



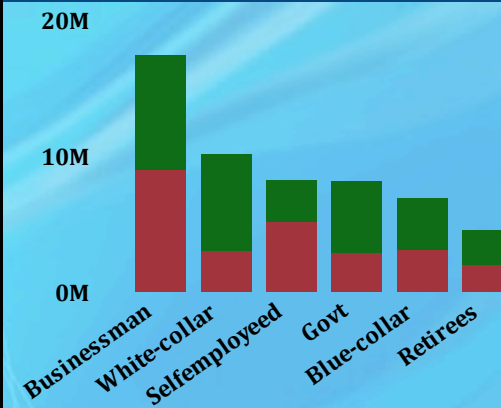
Revenue by Income



Marital Status



Revenue by Job



Revenue by Education

