

# CREDIT CARD TRANSACTION REPORT

Revenue

55.3M

Total Interest

7.8M

Transc Amount

44.5M

Transc Count

0.66M

card Category	Revenue	total Trans amt	Interest Earned
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Silver	5586332	4586746	812081
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Platinum	1135608	953314	161629
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Gold	2454072	2024078	373784
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Blue	46139398	36957875	6495888
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Total	55315410	44522013	7843382
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Q4

Q3

Q2

Q1

Week Start Date

All

F

M

Low

Med

High

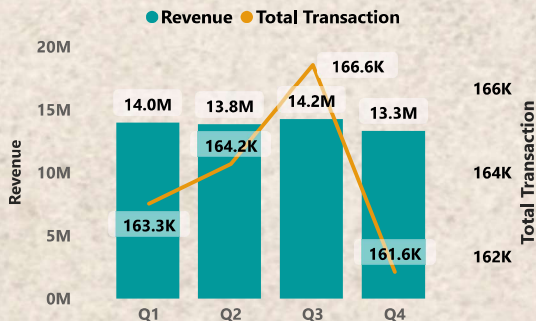
Blue

Gold

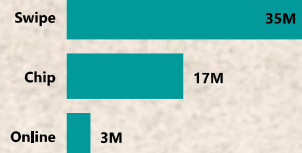
Silver

Platinum

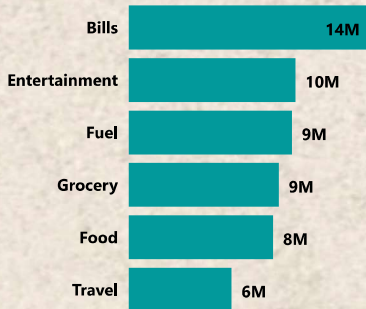
Qtr Revenue & Transaction Count



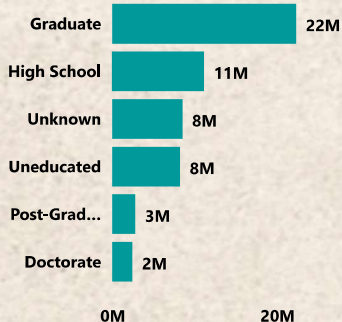
Revenue by Use of Chip



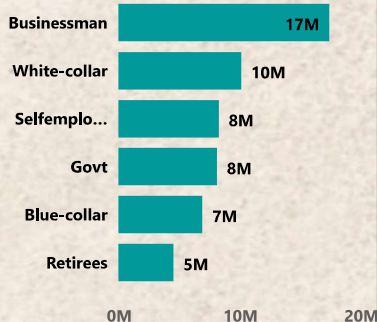
Revenue by Expenditure Type



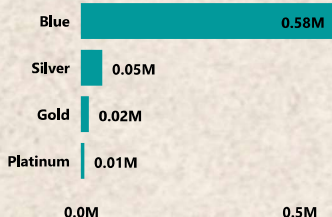
Revenue by Education Level



Revenue by Customer Job

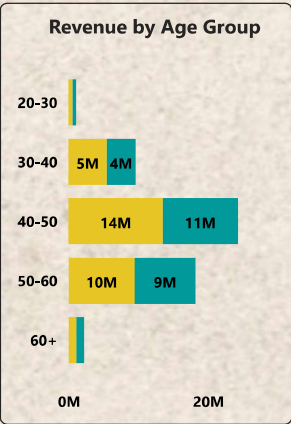
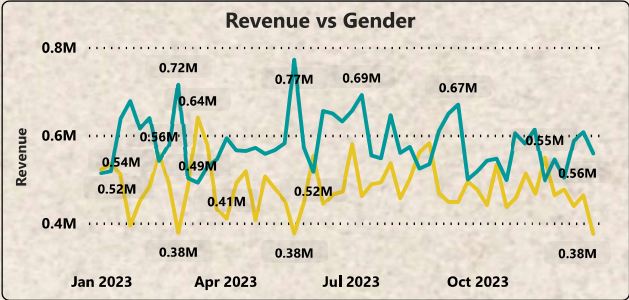


Customer Acq Cost



# CREDIT CARD CUSTOMER REPORT

Revenue	Total Interest	Income	Cust Satisfaction
55.3M	7.8M	575.9M	3.19



F	M
739.1M	738.9M

Week Start Date

All

Low Med High

Blue Gold Silver Platinum

Customer Job	Revenue	Interest Earned	Income
Blue-collar	6904279	952801	72262158
Businessman	17387832	2539390	186959919
Govt	8111701	1160016	88773989
Retirees	4535184	630359	48675030
Selfemployed	8261758	1119742	75313288
Total	55315410	7843382	575914439

