

Project Insights:

❖ Week on week changes:

- Revenue Increased by 28.8%
- Total Transaction amount increased by 35% and transaction count increased by 28%
- Customer percentage increase by 12%.

❖ Overview Year to Date:

- Overall revenue: 57 million
- Total interest is 8 million
- Total transaction amount is 46 million
- Male customers are contributing more in revenue 31 million and female 26 million
- Percentage of male is 58% and female 42%
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is most contributing states with 68% overall
- Overall Activation rate is 57.5%
- Overall delinquent rate is 6.06%
- Most number of delinquents are self-employed.