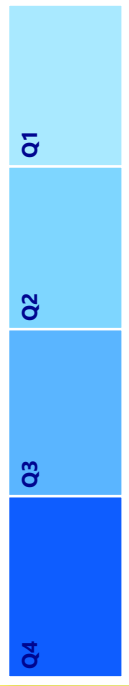


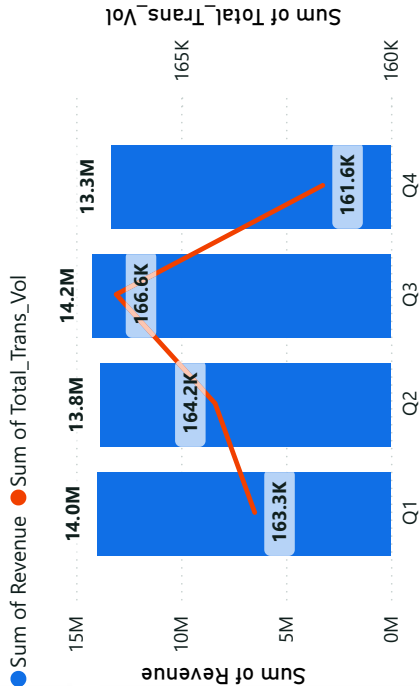
# CREDIT CARD TRANSACTION REPORT

Revenue	Total Interest	Amount	Count
55M	7.8M	45M	656K

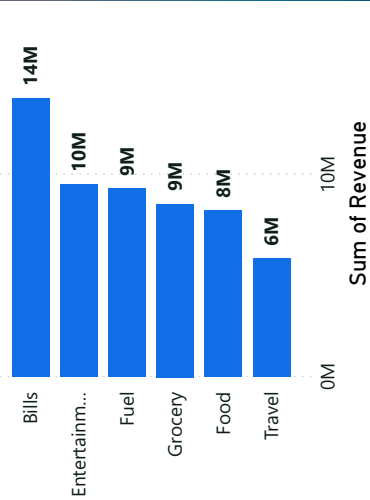
Card_Category	Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Platinum	11,35,608.05	953314	1,61,629.05
Gold	24,54,072.16	2024078	3,73,784.16
Silver	55,86,332.28	4586746	8,12,081.28
Blue	4,61,39,397.74	36957875	64,95,887.74
Total	5,53,15,410.23	44522013	78,43,382.23



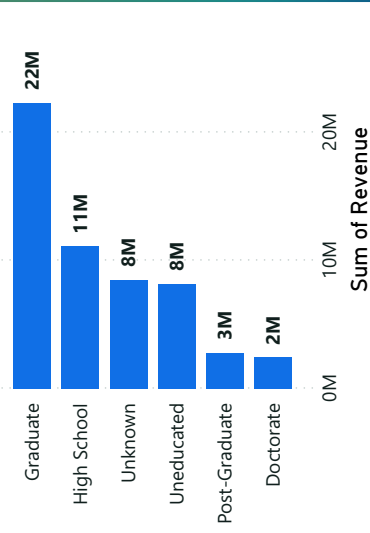
Qtr Revenue and Total Transaction Count



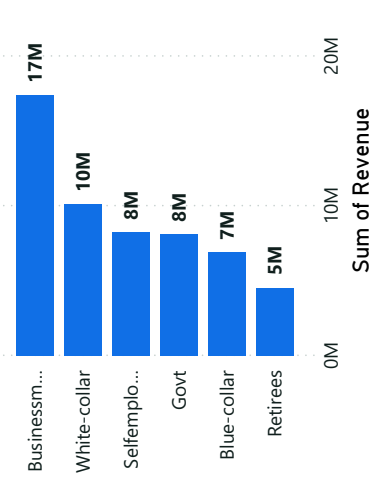
Sum of Revenue by Exp Type



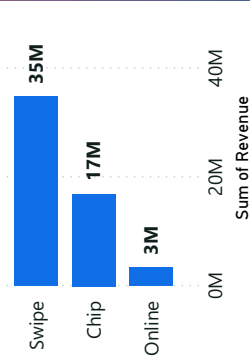
Sum of Revenue by Education\_Level



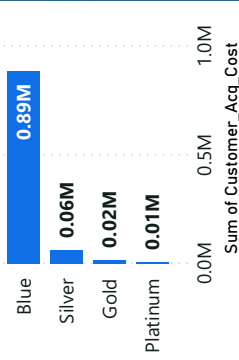
Sum of Revenue by Customer\_Job



Sum of Revenue by Use Chip



Sum of Customer\_Acq\_Cost by Card\_Category



Week\_Start\_Date

All

F M

Silver Blue Gold Plati...

Medium Low High

CREDIT CARD CUSTOMER REPORT

Revenue

55M

Total Interest

8M

Income

576M

CSS

3.19

Week\_Start\_Date

All

Q1

Q2

Q3

Q4

Silver

Blue

Gold

Plat...

Medium

Low

High

M

F

30.22M

25.09M

Customer\_Job

Revenue

Sum of Total\_Trans\_Amt

Sum of Income

Retirees	45,35,184.24	3623120	48675030
Blue-collar	69,04,278.57	548838	72262158
Govt	81,11,701.37	6507875	88773989
Selfemployeed	82,61,757.81	6395026	75313288
White-collar	1,01,14,655.93	8221742	103930055
Businessman	1,73,87,832.31	14285412	186959919
Total	5,53,15,410.23	44522013	575914439

Top 5 States

TX

13M

NY

13M

CA

13M

FL

10M

NJ

4M

Sum of Revenue

0M

10M

Sum of Revenue by AgeGroup

20-30

1M

30-40

10M

40-50

24M

50-60

18M

60+

2M

Sum of Revenue

0M

20M

Education Level

Graduate

22M

High S...

11M

Unkno...

8M

Unedu...

8M

Post-Gr...

3M

Doctor...

2M

Sum of Revenue

0M

20M

Salary Group

High

29M

Medium

16M

Low

10M

Sum of Revenue

0M

20M

Dependent Count

4

2M

2

15M

0

4M

Sum of Revenue

0M

20M

Marital Status

Married

28M

Single

23M

Unknown

4M

Sum of Revenue

0M

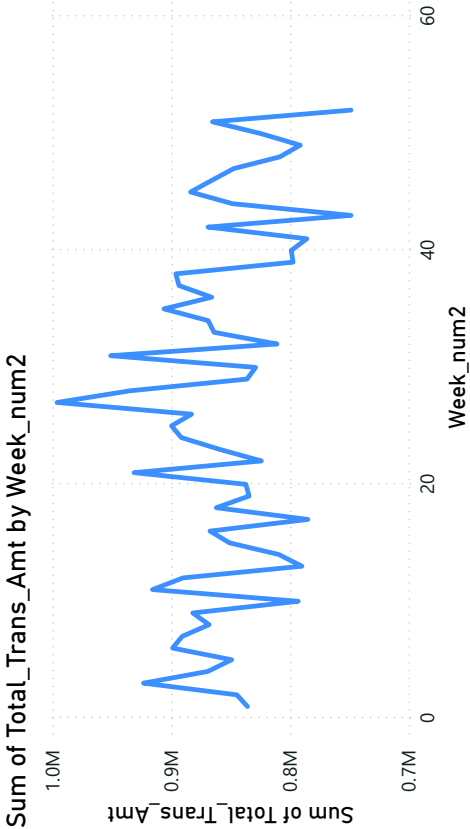
20M

# SOME INSIGHTS

Week_num2	Previous_week_revenue	Current_week_revenue	week_over_week_revenue
1		10,35,629.32	
2	10,35,629.32	10,53,088.81	0.02
3	10,53,088.81	11,48,249.80	0.09
4	11,48,249.80	10,71,919.27	-0.07
5	10,71,919.27	10,64,577.97	-0.01
6	10,64,577.97	11,21,745.13	0.05
7	11,21,745.13	10,99,909.39	-0.02
8	10,99,909.39	10,71,542.29	-0.03
9	10,71,542.29	10,93,501.86	0.02
10	10,93,501.86	9,87,820.46	-0.10
Total	10,70,439.10	9,33,134.43	-0.13

Delinquent_Acc	%GT Count of Delinquent_Acc
0	93.93%
1	6.07%
Total	100.00%

Activation_30_Days	%GT Count of Activation_30_Days
0	42.53%
1	57.47%
Total	100.00%



Percent of Delinquent Accounts from each Job:

Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.76%	17.81%	13.97%	9.15%	23.82%	14.41%	93.93%
1	0.86%	1.00%	1.12%	0.60%	1.65%	0.84%	6.07%
Total	15.62%	18.81%	15.09%	9.75%	25.47%	15.26%	100.00%