

Credit Card Transistion Report

Total
Revenue
55.3M

Total
Interest
7.8M

Transaction
Amount
45M

Transaction
Count
656K

card_category	Sum of Revenue	Sum of interest_earned	Sum of annual_fees
Blue	4,61,39,397.74	64,95,887.74	2685635
Silver	55,86,332.28	8,12,081.28	187505
Gold	24,54,072.16	3,73,784.16	56210
Platinum	11,35,608.05	1,61,629.05	20665
Total	5,53,15,410.23	78,43,382.23	2950015

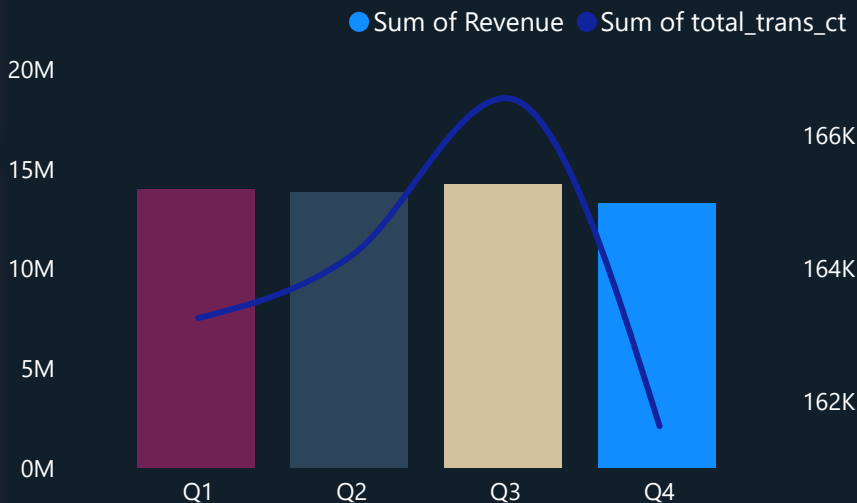
Q1

Q2

Q3

Q4

Qtr Revenue and Transaction Count



Week Start Date

All

F

M

High

Low

Med

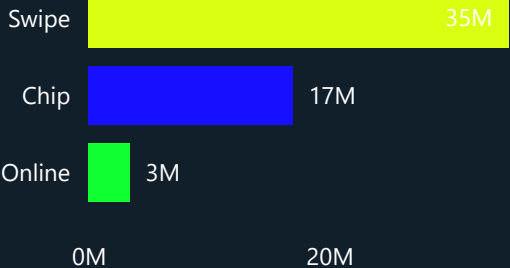
Blue

Gold

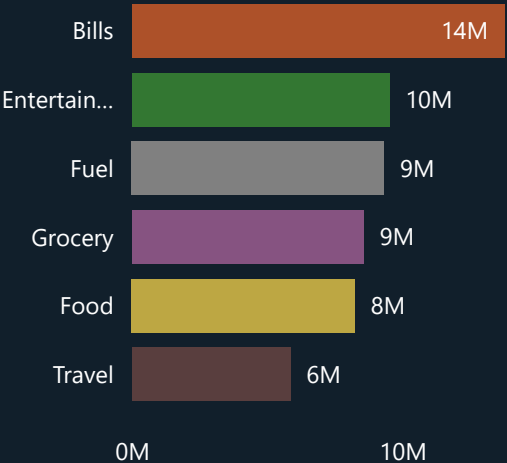
Platinum

Silver

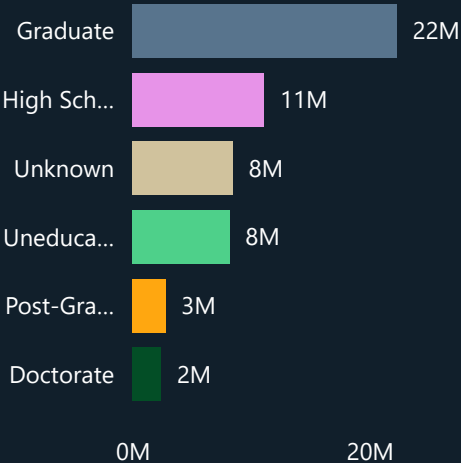
Revenue by Use Chip



Revenue by Expenditure Type



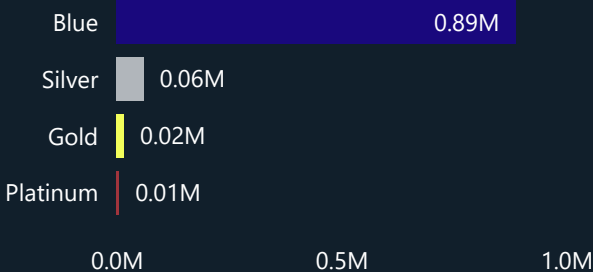
Revenue by Education



Revenue by Customer Job



Customer Acquisition Cost



Credit Card Customer Report

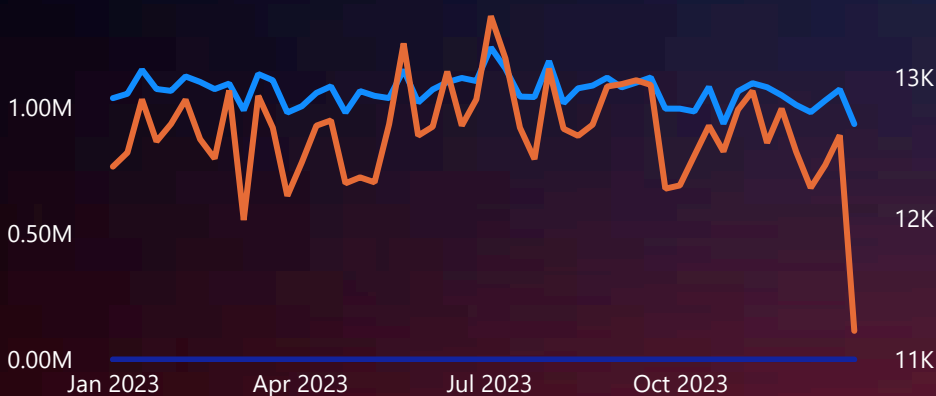
Total Revenue
55.3M

Total Interest
7.8M

Total Income
576M

Avg CSS
3.2

Revenue vs Gender



Revenue by Age Group



Week Start Date

All

High

Low

Med

Blue

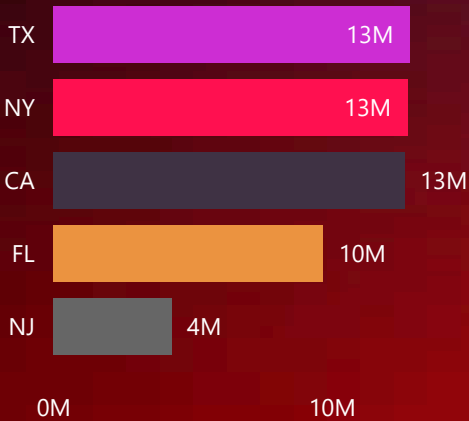
Gold

Platinum

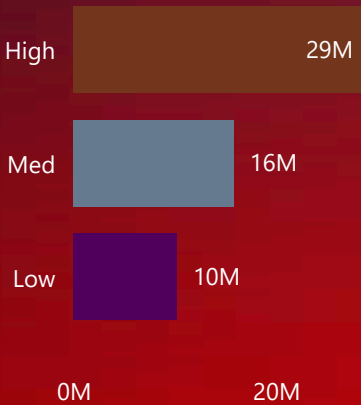
Silver

customer_job	Sum of income	Sum of total_trans_amt	Sum of Revenue
Blue-collar	72262158	5488838	69,04,278.57
Businessman	186959919	14285412	1,73,87,832.31
Govt	88773989	6507875	81,11,701.37
Retirees	48675030	3623120	45,35,184.24
Selfemployeed	75313288	6395026	82,61,757.81
White-collar	103930055	8221742	1,01,14,655.93
Total	575914439	44522013	5,53,15,410.23

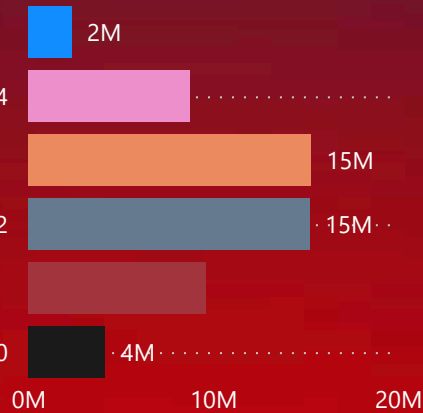
Revenue by Top 5 States



Revenue by Salary Group



Revenue by Dependant Group



Revenue by Martial Status



Revenue by Education level

