



Data Drillers Financial Report

Analyzed by:

Rama Hammad

rama.hammad64@gmail.com

Zaid Ramadan

zaidramadan3@gmail.com

\$571.84M

Total Revenue

709.73

Avg Credit Score

1219

Active Clients

Time

All

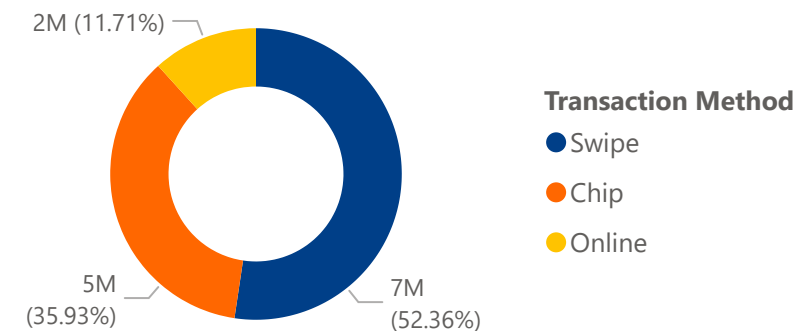
Revenue Trend Over Time



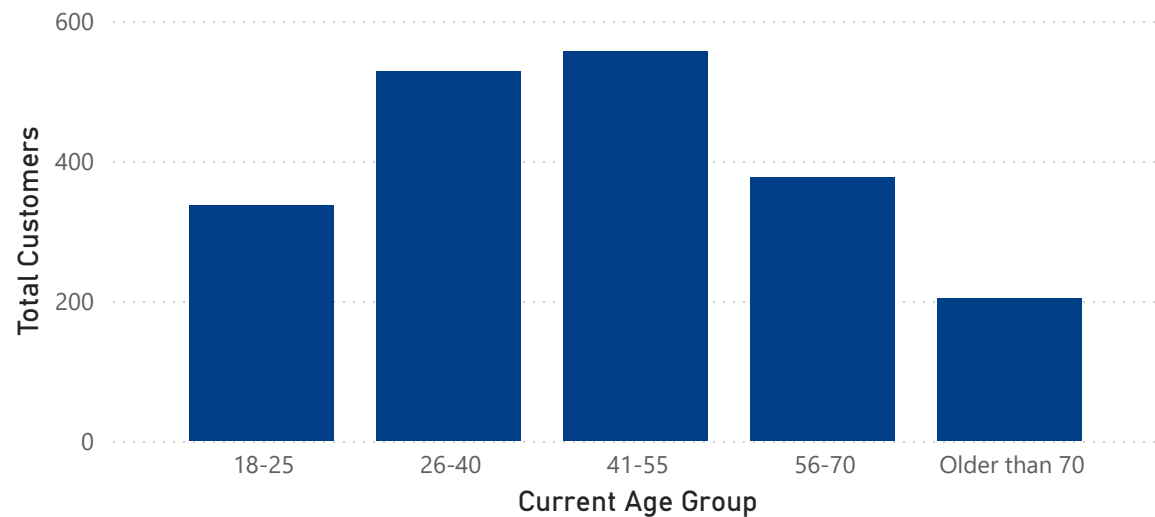
Merchant State ● AA ● AK ● AL ● Albania ● Algeria ● Andorra ● Antigua an... ● AR ● Argentina ● Aruba ● Australia ▶



% of Transaction Method



Age Distribution



2000

Total Customers

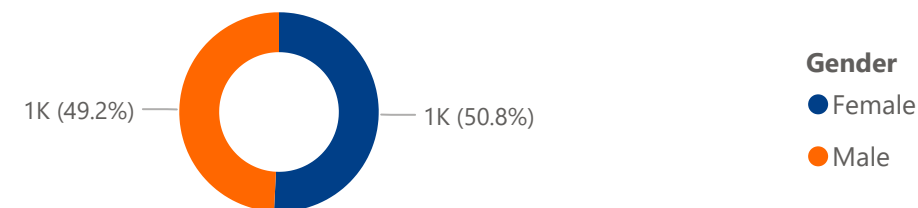
\$45.72K

Avg Annual Income

1.42

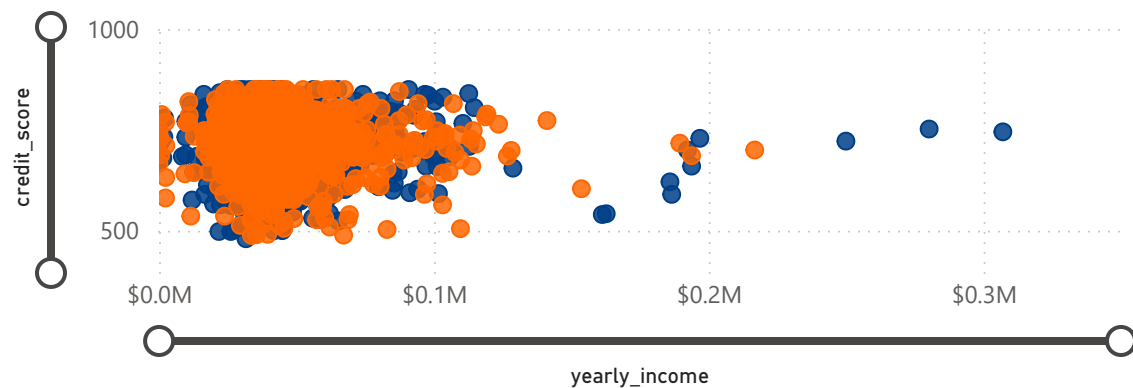
Median DTI

Total Customers by gender

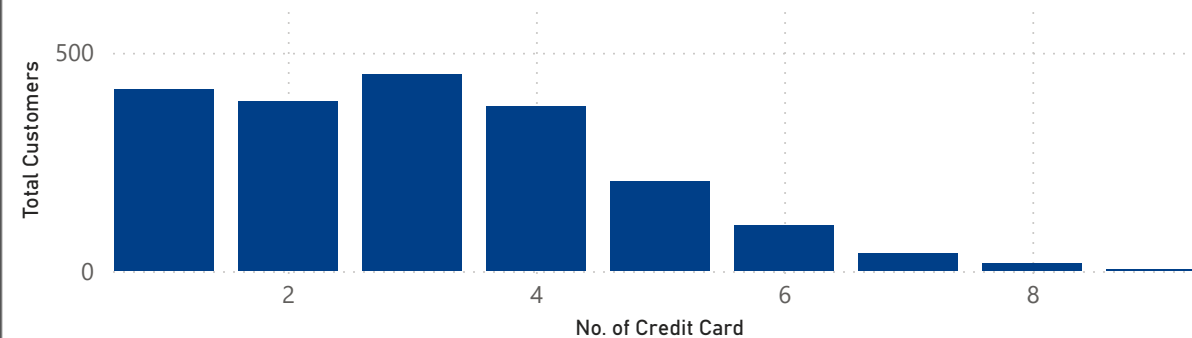


Yearly Income vs. Credit Score

Gender ● Female ● Male

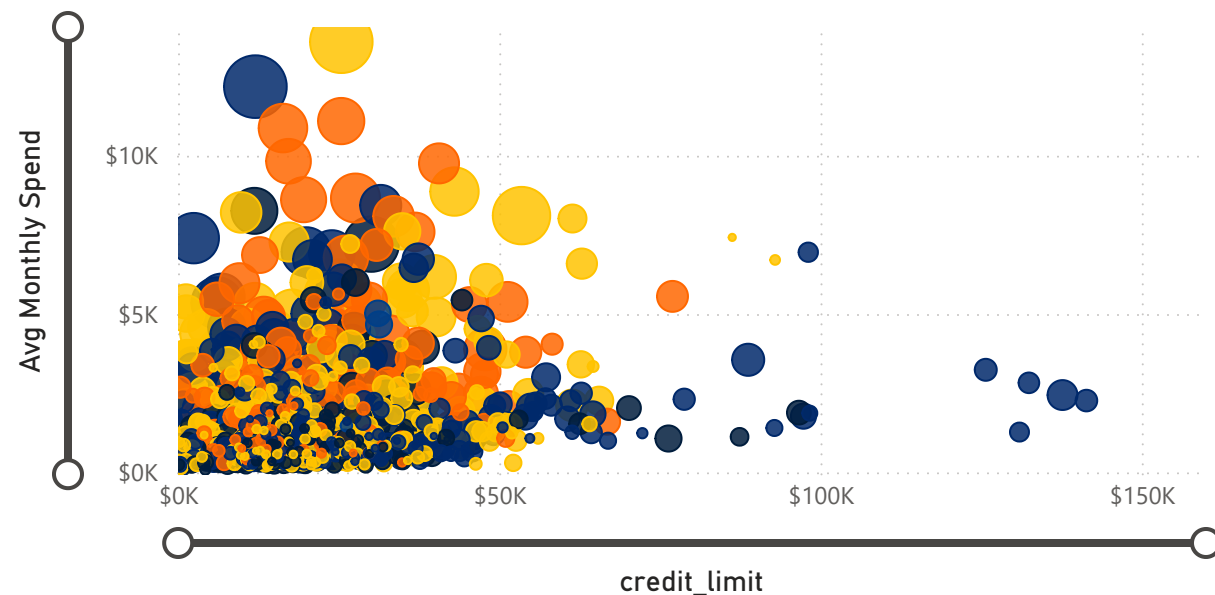


Number of Credit Cards per Client



Credit Limit vs Avg Monthly Spend per Card

Current Age Group ● 18-25 ● 26-40 ● 41-55 ● 56-70 ● Older than 70



6146

Total Cards

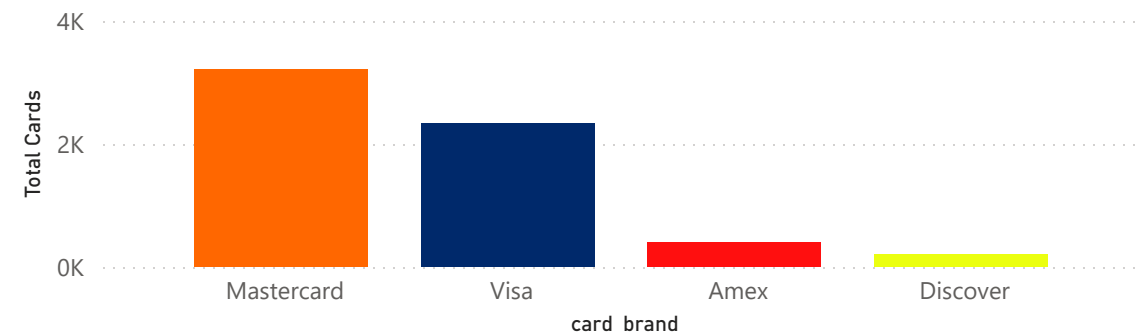
0%

% Dark Web Cards

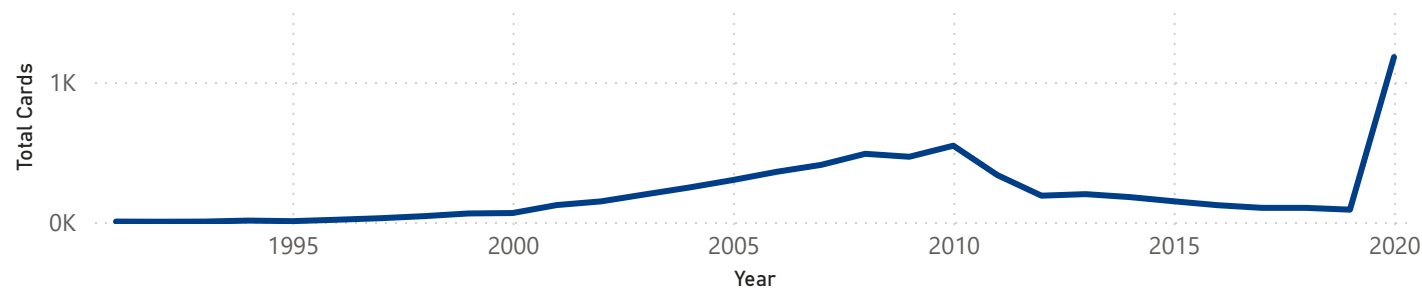
\$14.35K

Avg Credit Limit

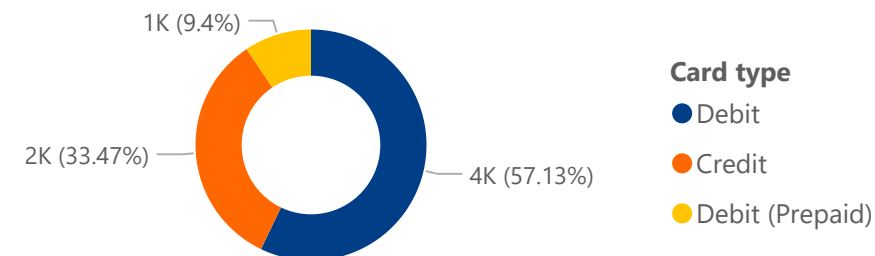
Card Brand Popularity



Card Issuance Trend Over Time



Card Type Distribution



13M

Total Monthly Transactions

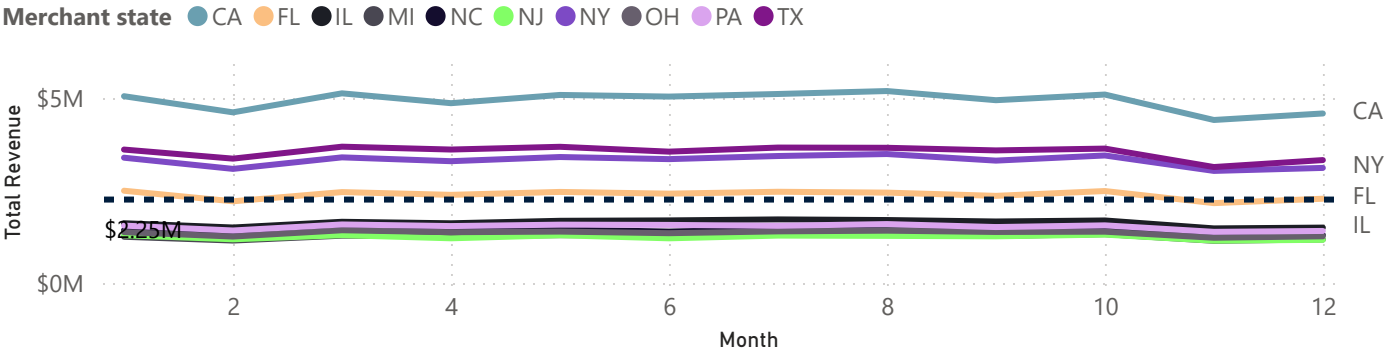
\$42.98

Avg Transaction Value

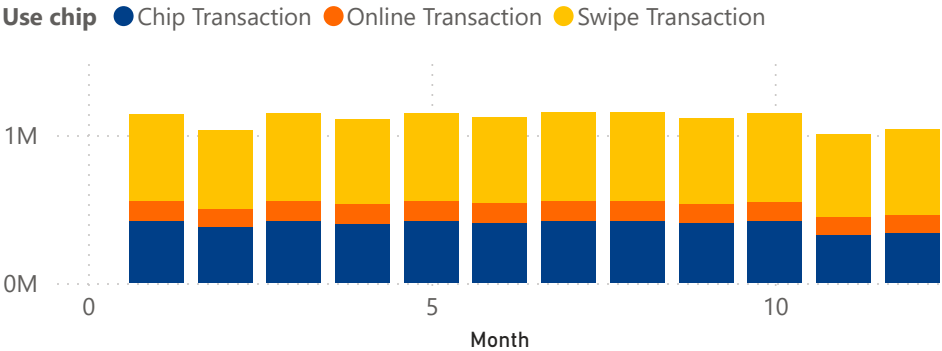
Top MCC: 4829 (\$53,158,516)

Top Merchant Category Spend

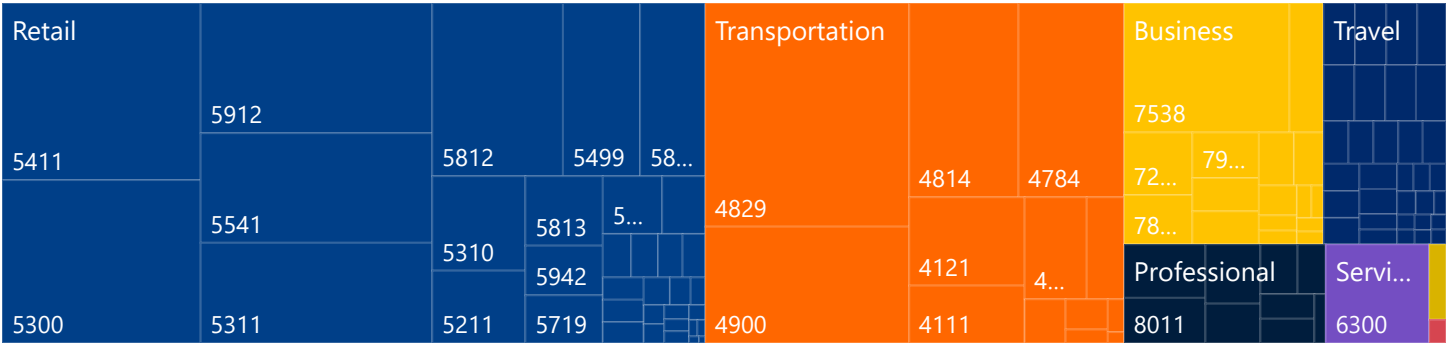
Transaction Trends by Month



Transaction Method By Month



Total Revenue by MCC Group and mcc



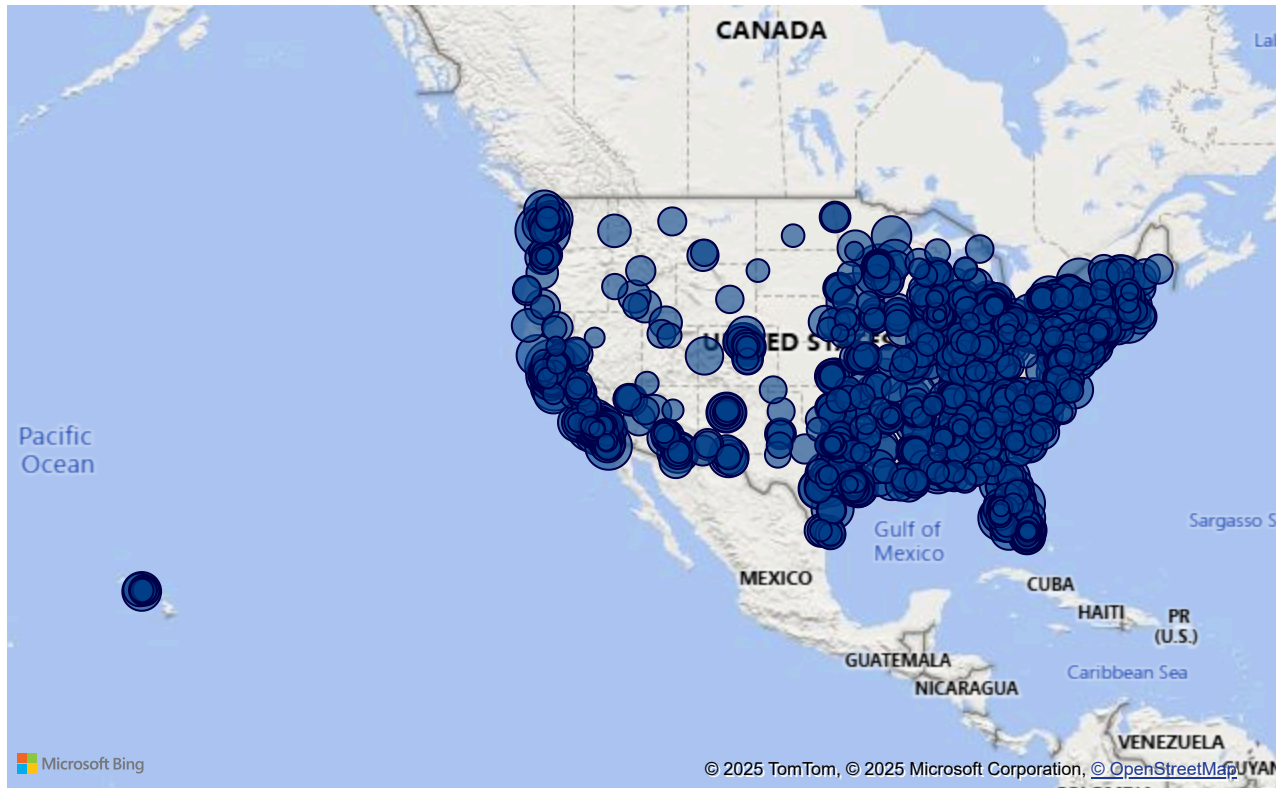
client_id	Sum of amount	merchant_city	Year	Quarter	Month
96	\$21,166.06	Yorba Linda	2011	Qtr 2	6
96	\$19,615.66	Yorba Linda	2015	Qtr 4	10
96	\$19,334.96	Yorba Linda	2011	Qtr 4	10
96	\$19,274.24	Yorba Linda	2011	Qtr 3	9
96	\$18,402.95	Yorba Linda	2013	Qtr 3	8
96	\$18,369.26	Yorba Linda	2011	Qtr 3	8
96	\$18,257.57	Yorba Linda	2012	Qtr 4	10
Total		\$571,835,522.28			

1.59%

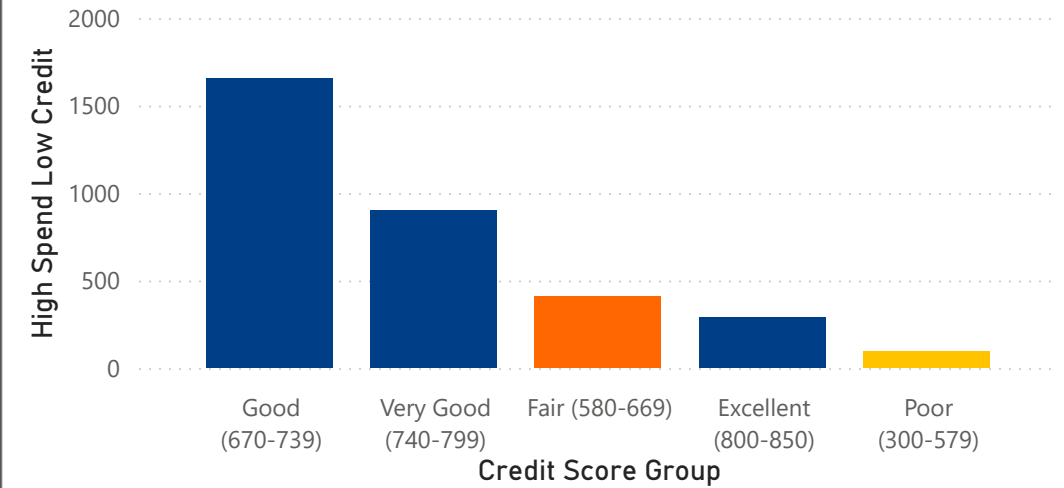
Error Rate %

0%

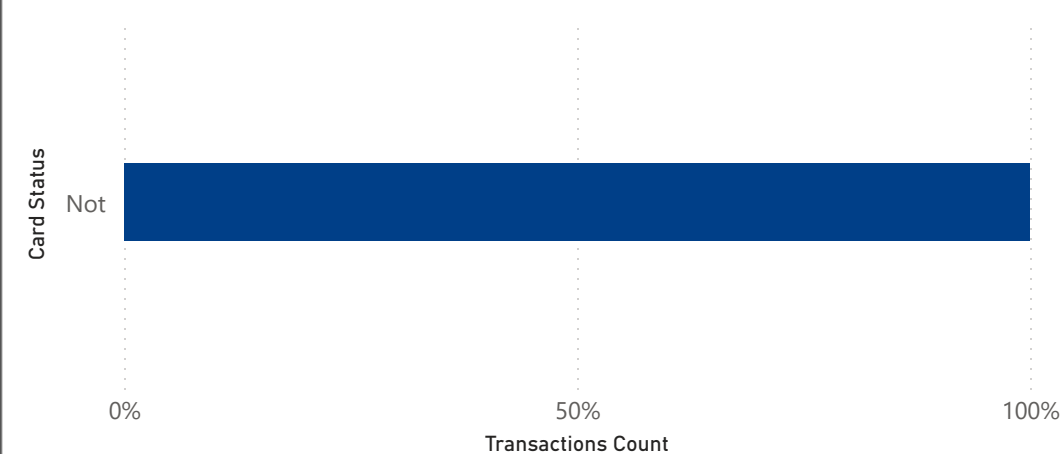
% Dark Web Cards



High Spend in Low Credit Score Group



Cards on Dark Web vs Transaction Count



1219

Active Clients

100.00%

Repeat Clients %

\$571.84M

Customer Lifetime Value

\$2.45M

Top Client Spend

\$469.1K

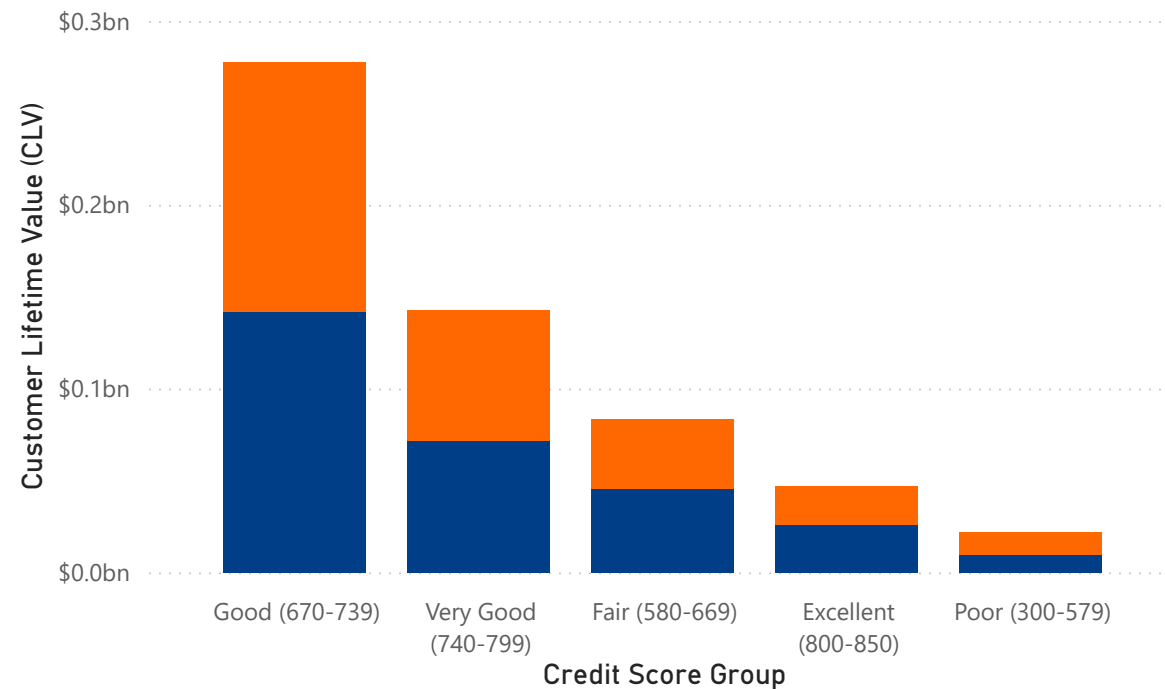
Avg CLV

1.12

Revenue Stability

Customer Lifetime Value (CLV) by Credit Score Group and gender

Gender ● Female ● Male



Total debt by Retirement age

