

# Credit Card

## WEEKLY STATUS REPORT



# Credit Card Transaction Report

Revenue

57M

TransactionCount

667.2K

Amount

45.5M

Interest

8.0M

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	47188612	37840749	6614173
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Silver	5659109	4647596	821923
<b>Total</b>	<b>56517011</b>	<b>45533021</b>	<b>7982480</b>

Q4

Q3

Q1

Q2

Gold

Silver

Blue

Platin...

## QTR revenue and total trans count



Week\_Start\_Da... ▼

All ▼

F

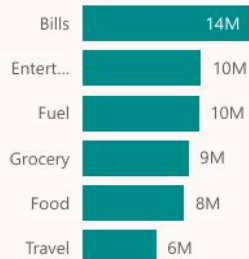
M

Low

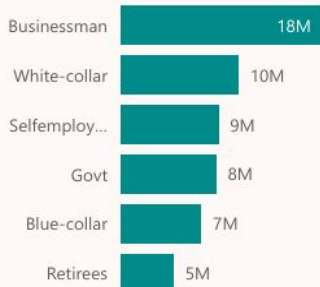
High

Med

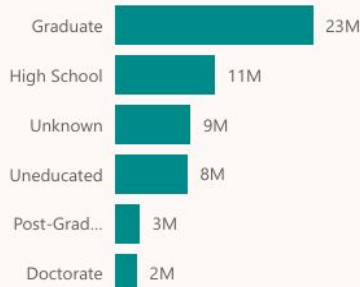
## Revenue by Expenditure Type



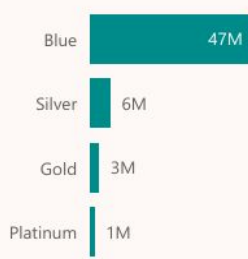
## Revenue by Customer Job



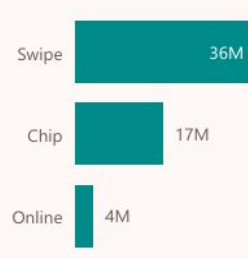
## Revenue by Education



## Revenue by Card Category



## Revenue by Transaction Mode



# Credit Card Customer Report

Revenue

57M

Interest

8.0M

Income

587.6M

Satisfaction Score

3.19

Revenue by Week



Q4

Q3

Q1

Q2

Week\_Start\_Da...

All

Swipe

Online

Chip

M

F

Gold

Silver

Blue

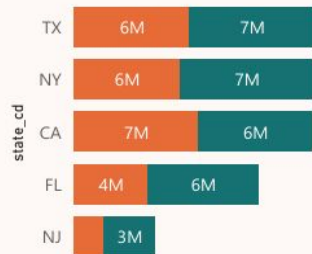
Platinum

Revenue by AgeGroup



Customer_Job	Sum of Revenue	Sum of Interest_Earned	Sum of Income
Blue-collar	7040606	967751	735
Businessman	17697472	2584604	1903
Govt	8335534	1182231	908
Retirees	4617448	641692	496
Selfemployed	8542826	1141510	776
Total	56517011	7982480	58759

Top 5 States



Revenue by Marital Status



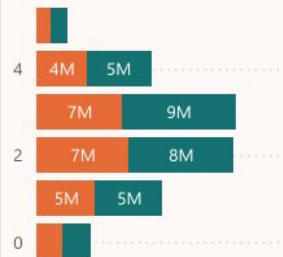
Revenue by Education



Revenue by IncomeGroup



Revenue by dependent



# Project Insights - Week 53

## WoW Change:

- Revenue increased by 28.8%,
- Total Transaction Amt increased by 35% & Count increased by 3.39%,
- Customer count increased by 12.8%

## Overview YTD:

- Overall revenue is 57M.
- Total interest is 8M.
- Total transaction amount is 46M.
- Male customers are contributing more in revenue 31M, female 26M.
- Blue & Silver credit card are contributing to 93% of overall transactions.
- TX, NY & CA is contributing to 68%.
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%

In week 53  
Revenue increased  
by 28.77%

week_num2	Previous_Week_Revenue	Current_Week_Revenue	wow_revenue
53	9,33,134.43	12,01,600.58	28.77%

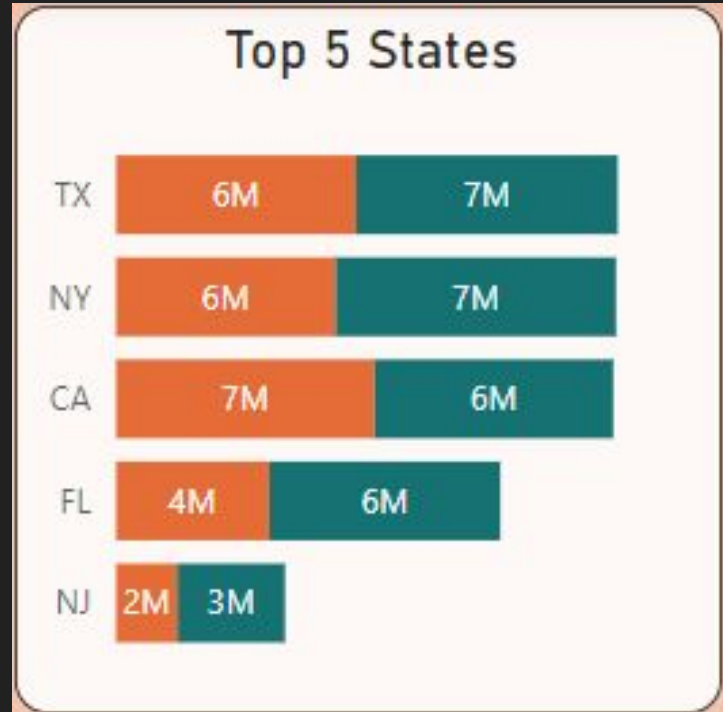
In week 53 customer count is  
increased by 12.8%

week_num2	Previous_Week_Customer_count	Current_Week_Customer_count	wow_customer_count
53	164	185	12.80%

57.46% of customers activate their credit cards within 30 days

Activation_30_Days	%GT Count of Activation_30_Days
0	42.54%
1	57.46%
<b>Total</b>	<b>100.00%</b>

# Top 5 States contributing to revenue





The analysis shows that self-employed individuals are more likely to have delinquent credit card payments compared to others.

Delinquent_Acc ▲	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	<b>93.94%</b>
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	<b>6.06%</b>
<b>Total</b>	<b>15.60%</b>	<b>18.80%</b>	<b>15.10%</b>	<b>9.77%</b>	<b>25.53%</b>	<b>15.19%</b>	<b>100.00%</b>

The analysis reveals that the Blue card category is the primary contributor to revenue generation.

