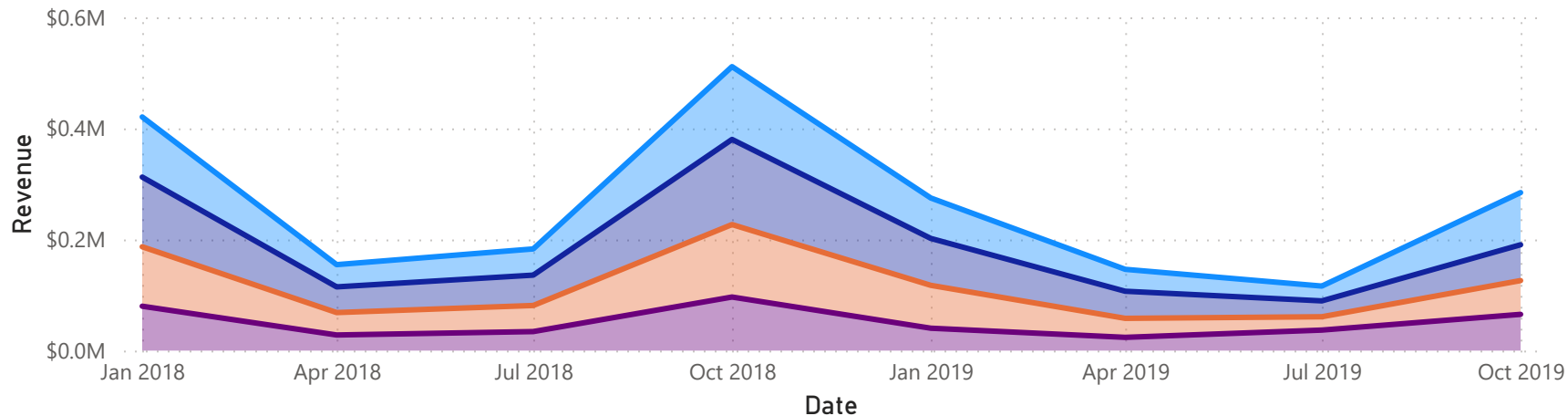




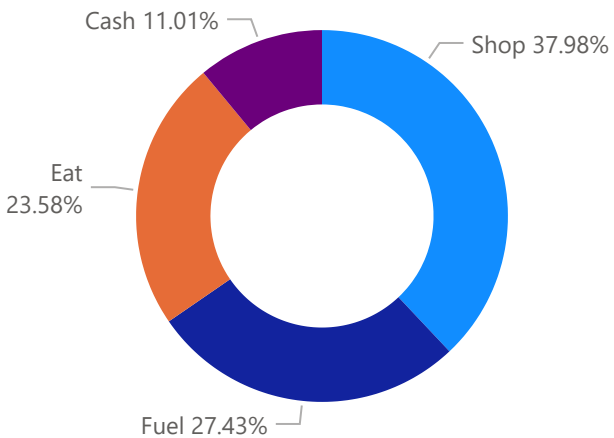
# Credit Card Company Revenue

Revenue by Quarter

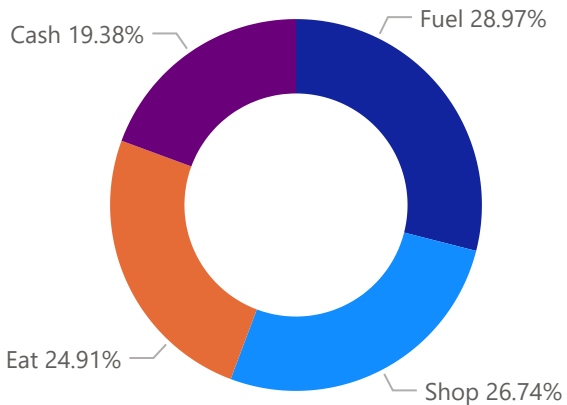
Type ● Cash ● Eat ● Fuel ● Shop



Transaction Amount by Type



Revenue by Type



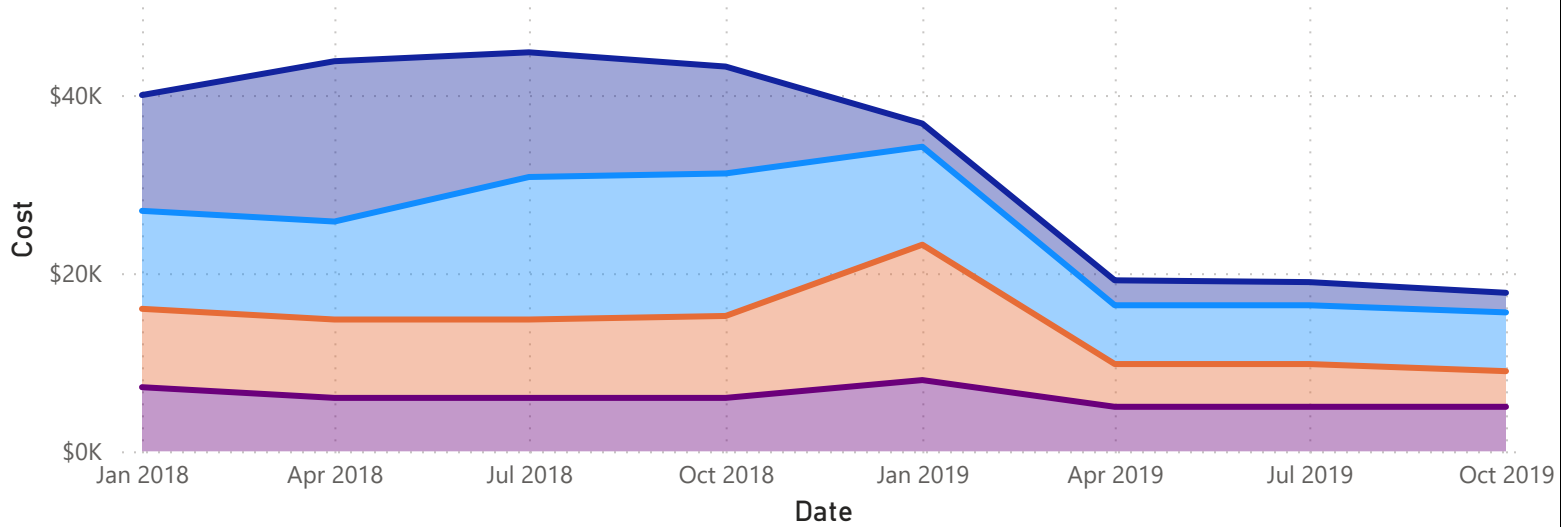
Year	2018			2019		
Type	Trans Amount	Revenue	Share of Trans Amount	Trans Amount	Revenue	Share of Trans Amount
Shop	\$16,323,558.16	\$326,471.16	2.00%	\$11,642,662.16	\$232,853.24	2.00%
Fuel	\$12,655,257.94	\$379,657.74	3.00%	\$7,543,214.44	\$226,296.43	3.00%
Eat	\$10,826,707.99	\$324,801.24	3.00%	\$6,538,995.91	\$196,169.88	3.00%
Cash	\$4,777,269.91	\$238,863.50	5.00%	\$3,330,506.96	\$166,525.35	5.00%
Total	\$44,582,794.00	\$1,269,793.64	2.85%	\$29,055,379.48	\$821,844.90	2.83%



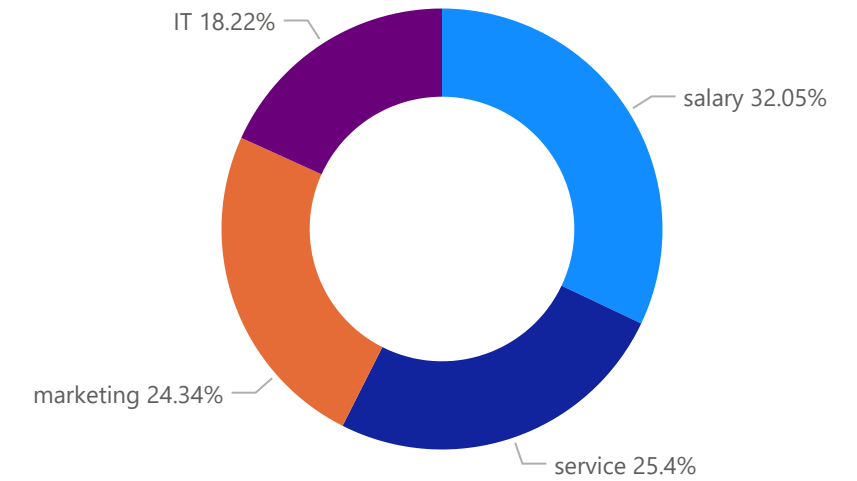
# Costs & Profit

Costs by Quarter

Type (cost) IT marketing salary service

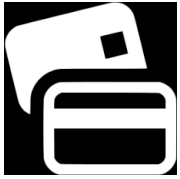


Costs by Type

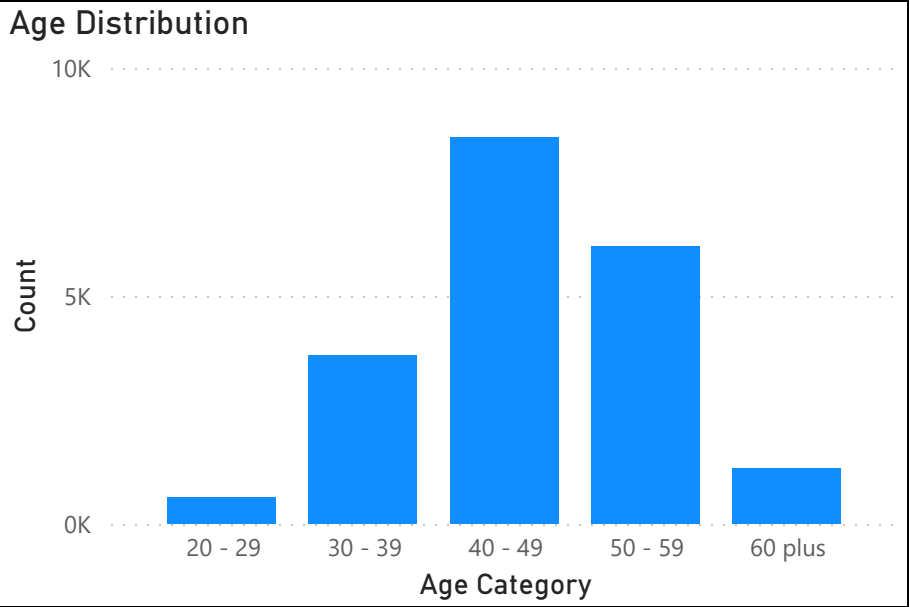
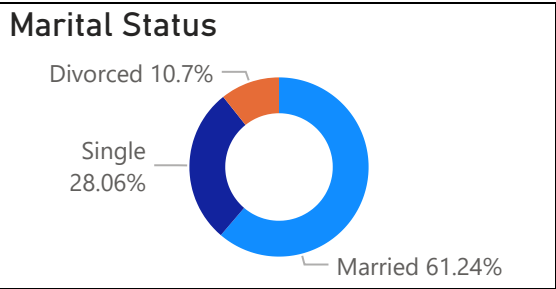
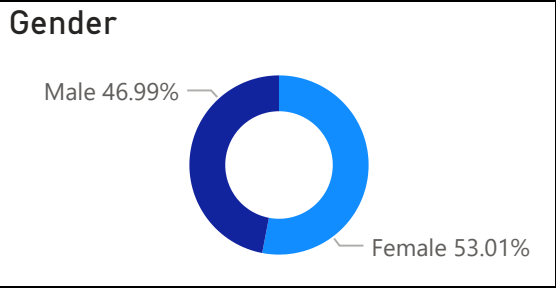
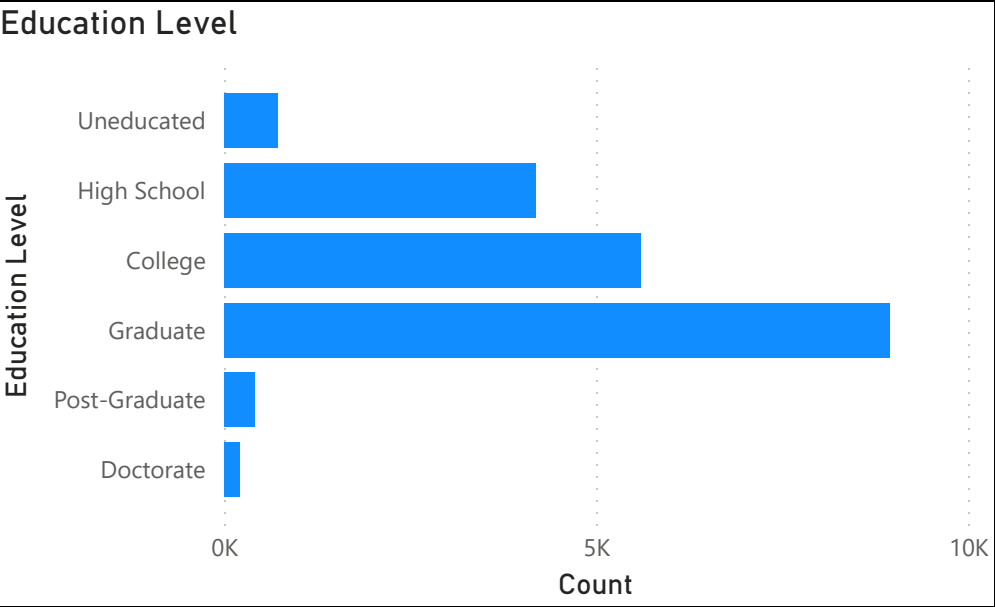
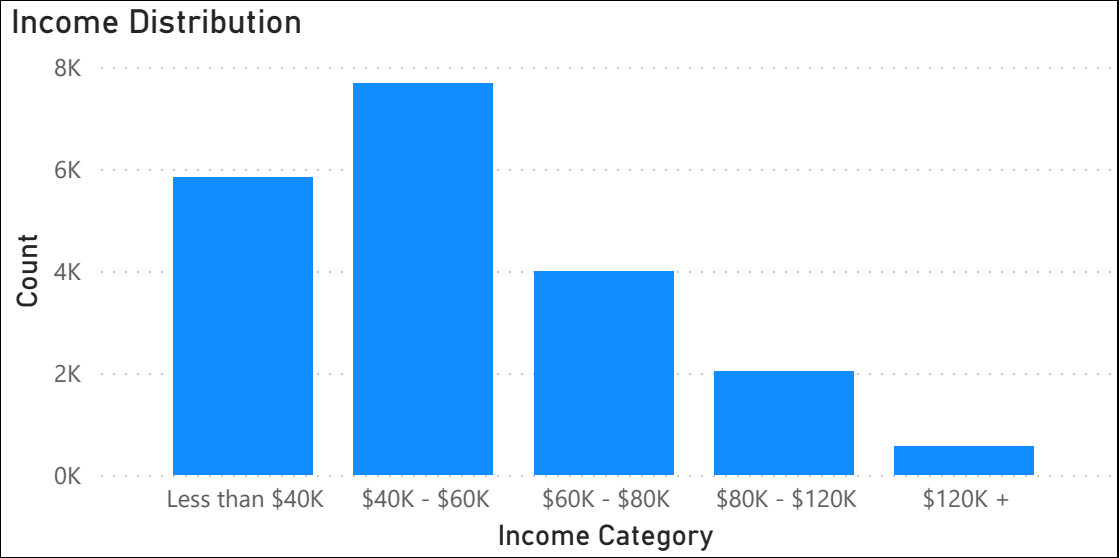
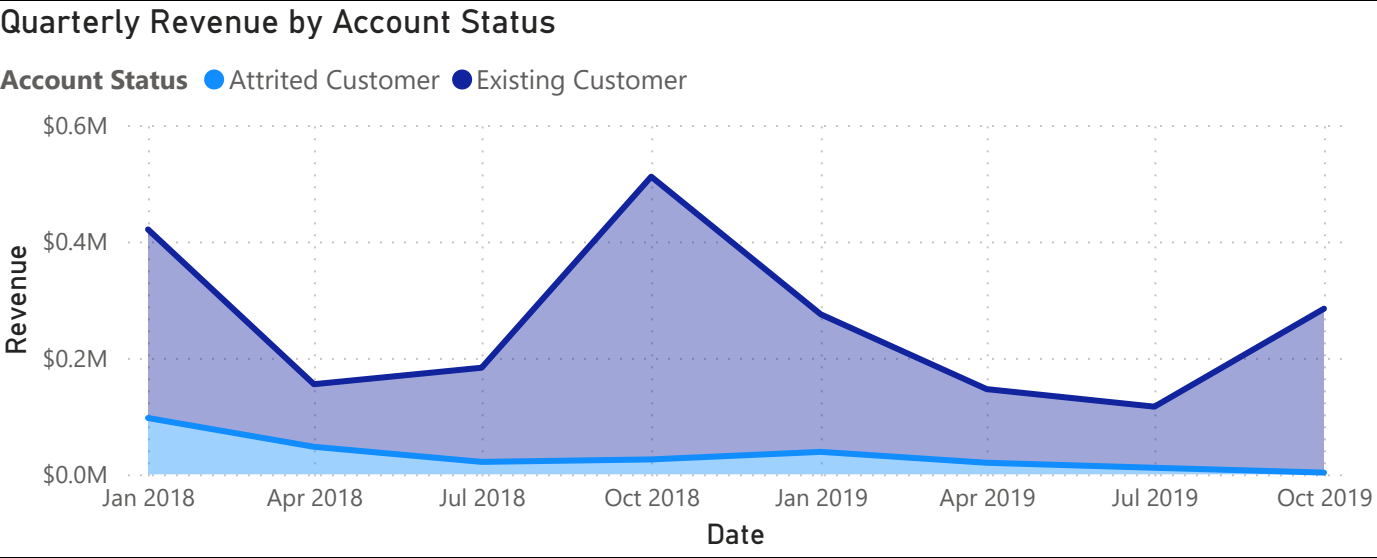


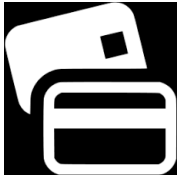
Year	2018		2019		Total	
Type (cost)	Cost	Proportion of All Costs	Cost	Proportion of All Costs	Cost	Proportion of All Costs
IT	\$25,200.00	14.67%	\$23,000.00	24.78%	\$48,200.00	18.22%
marketing	\$35,600.00	20.72%	\$28,800.00	31.03%	\$64,400.00	24.34%
salary	\$54,000.00	31.43%	\$30,800.00	33.19%	\$84,800.00	32.05%
service	\$57,000.00	33.18%	\$10,200.00	10.99%	\$67,200.00	25.40%
Total	\$171,800.00	100.00%	\$92,800.00	100.00%	\$264,600.00	100.00%

Year	Quarter	Revenue	Cost	Profit
2018	Qtr 1	\$420,670.08	\$40,000.00	\$380,670.08
2018	Qtr 2	\$154,779.64	\$43,800.00	\$110,979.64
2018	Qtr 3	\$183,083.23	\$44,800.00	\$138,283.23
2018	Qtr 4	\$511,260.68	\$43,200.00	\$468,060.68
2019	Qtr 1	\$274,778.74	\$36,800.00	\$237,978.74
2019	Qtr 2	\$146,354.71	\$19,200.00	\$127,154.71
2019	Qtr 3	\$116,202.35	\$19,000.00	\$97,202.35
2019	Qtr 4	\$284,509.11	\$17,800.00	\$266,709.11
Total		\$2,091,638.54	\$264,600.00	\$1,827,038.54



# Customer Demographics





# Client Info

Client\_Number

708095133

Year

2019

Card Category

Platinum

Gender

Male

Customer Age

44

Education Level

Graduate

Income Category

\$120K +

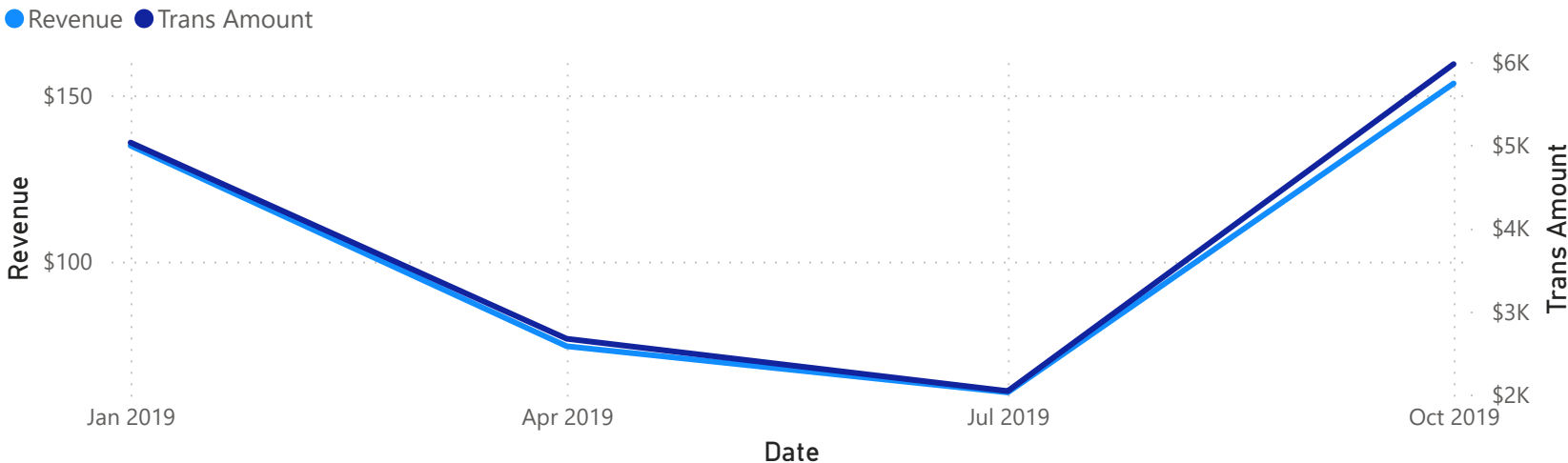
Client Number

708095133

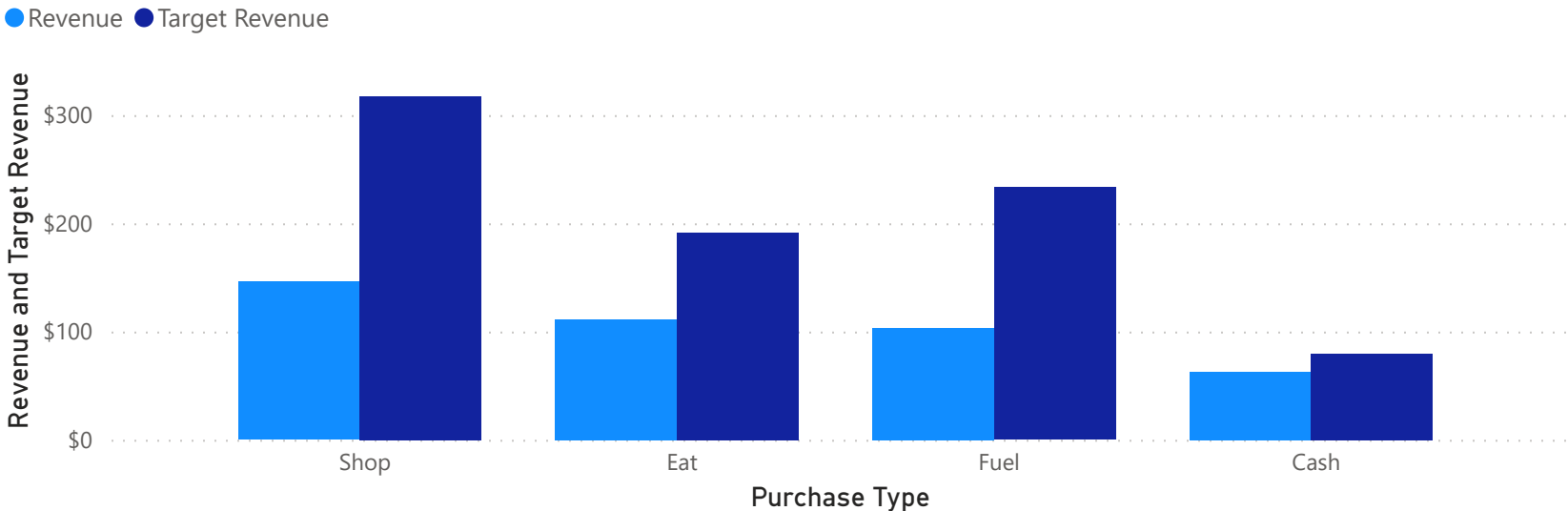
Account Status

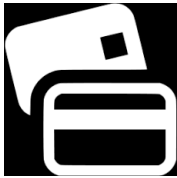
Existing Customer

Quarterly Revenue and Transactions Value



Revenue and Target Revenue by Purchase Type





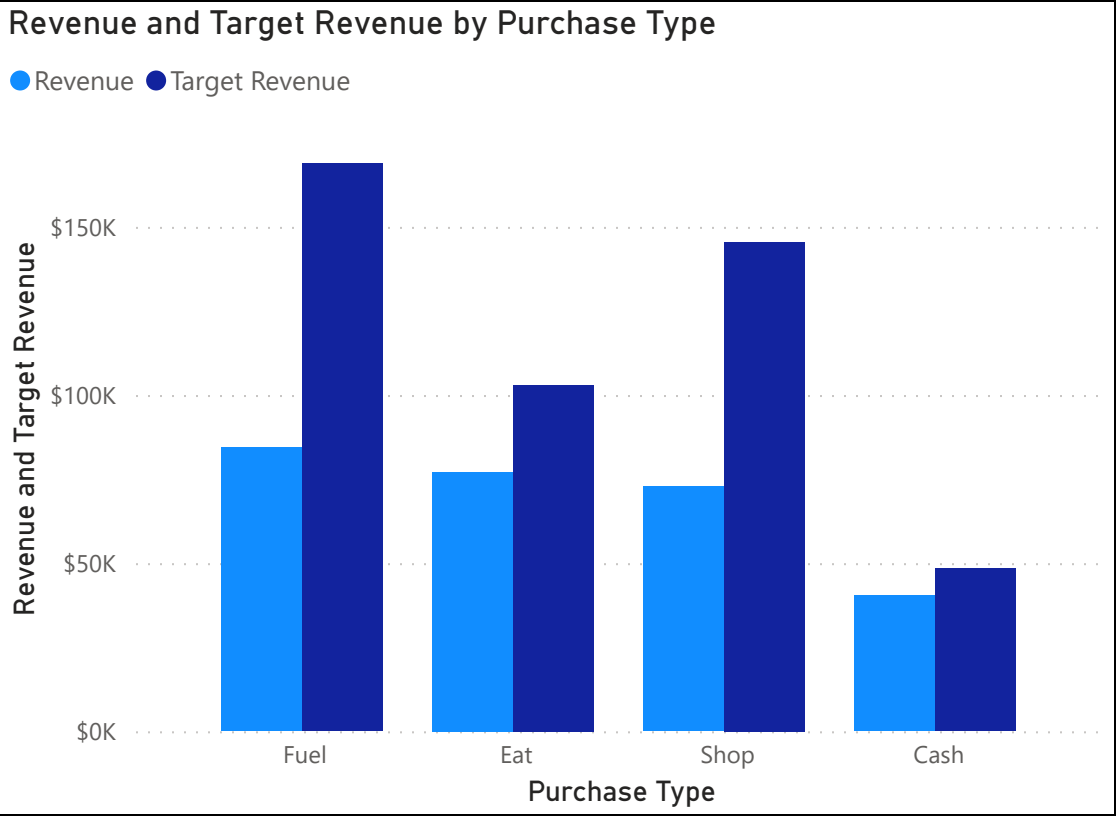
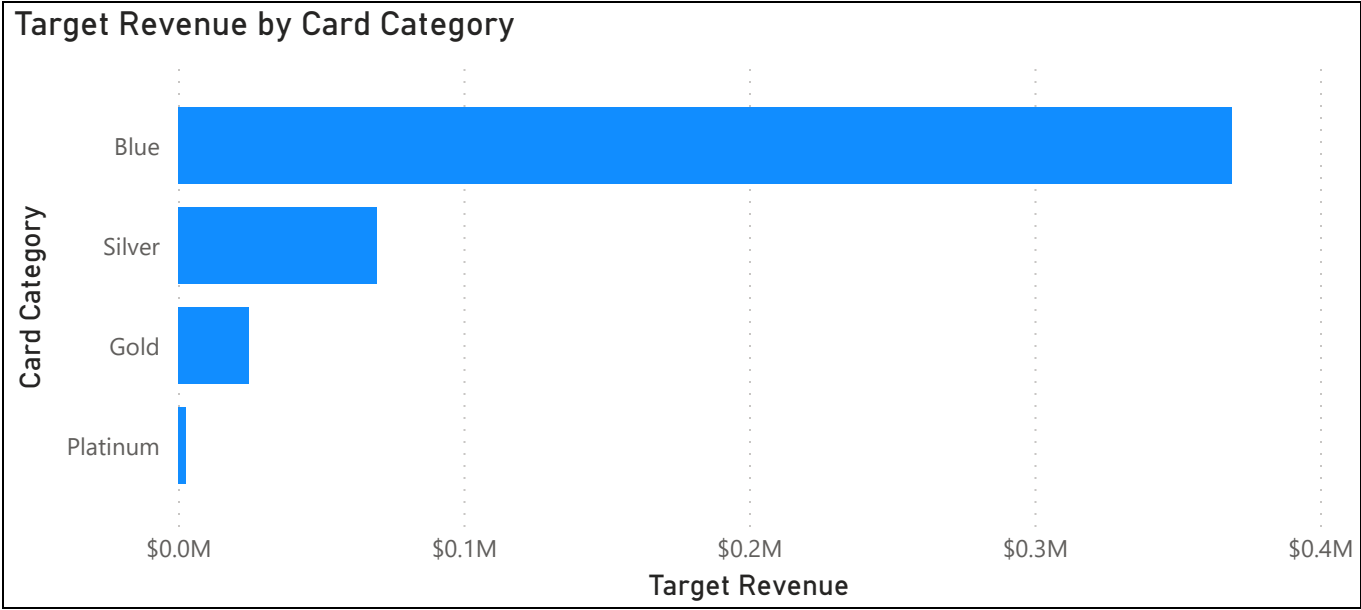
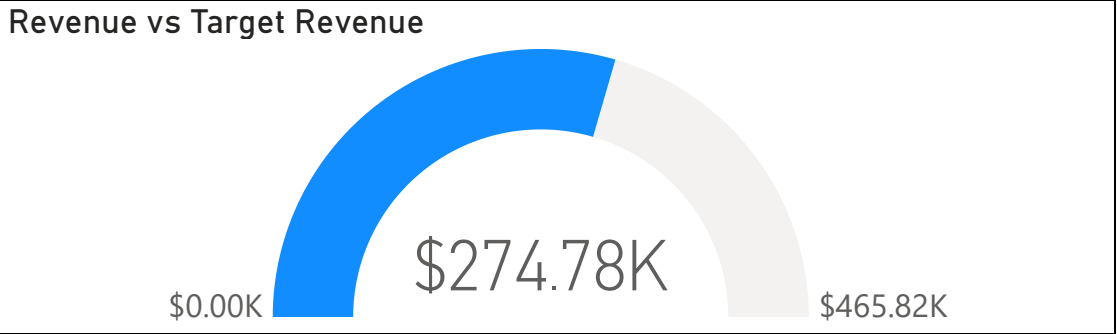
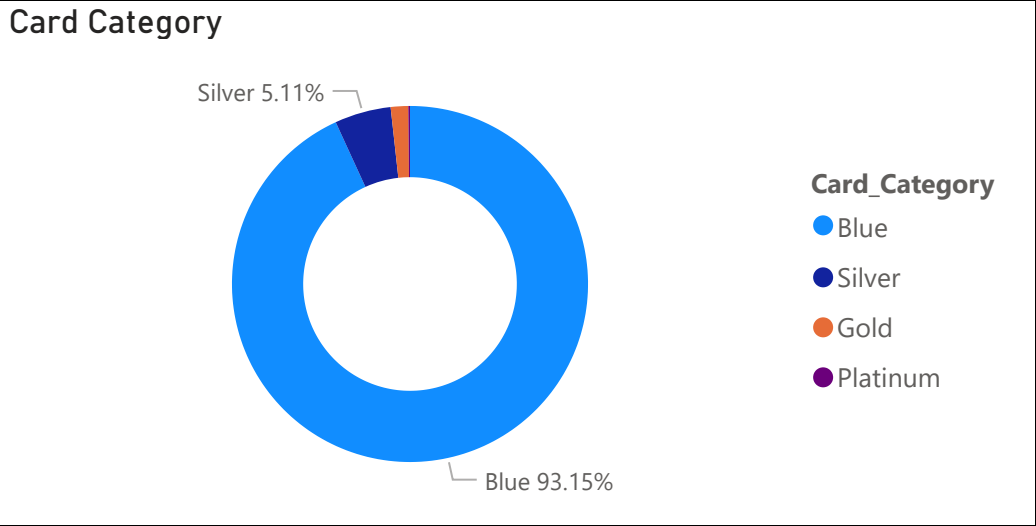
# Revenue Targets & Card Categories

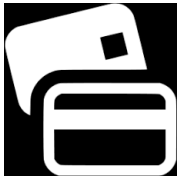
Year

2019

Quarter

Q1





# Key Influencers - Account Attrition

Key influencers Top segments



What influences Attrition\_Flag to be Attrited Customer ?

When...

...the likelihood of  
Attrition\_Flag being Attrited  
Customer increases by

Average of  
Total\_Revolving\_Bal is 123 -  
230

7.22x

Average of  
Total\_Revolving\_Bal is 123  
or less

3.85x

Average of Customer\_Age is  
54 - 55

3.73x

Average of  
Total\_Revolving\_Bal is more  
than 2512

2.34x

Average of Customer\_Age is  
more than 55

2.18x

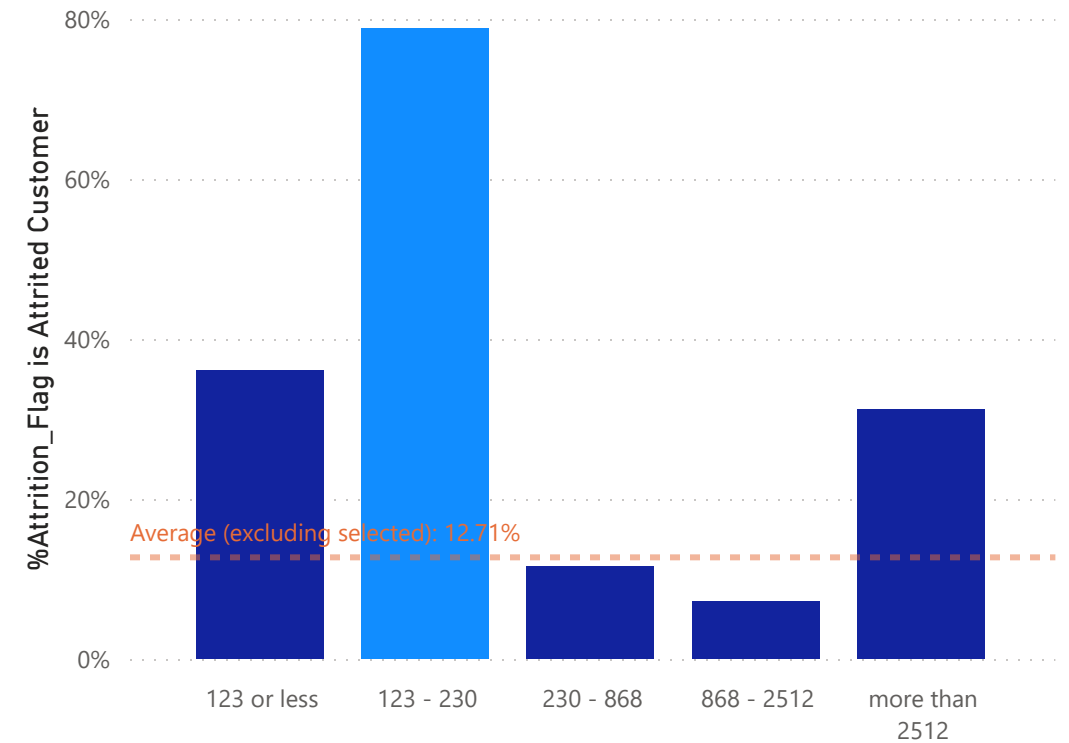
Average of  
Months\_on\_book is more  
than 60

1.89x

Average of Credit\_Limit is  
1001 or less

1.74x

← Attrition\_Flag is more likely to be Attrited Customer when Average of Total\_Revolving\_Bal is 123 - 230 than otherwise (on average).



☐ Only show values that are influencers