



Credit Card Report

State



Marital Status



Card Type



Activation 30 Days



Number of Customer (NOC)

5.054

Total Transaction Volume

326.544

Total Transaction Amount

\$22.314.344,00

Total Delinquent Acc

317

Interest Earned

\$3.194.409,04

Avg Cst Statistification

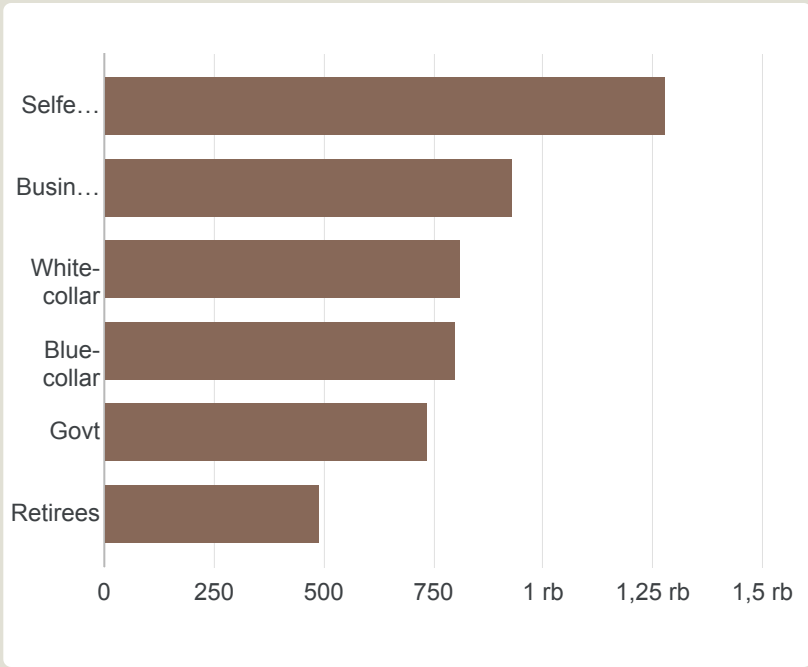
2,25

Customer Demographic

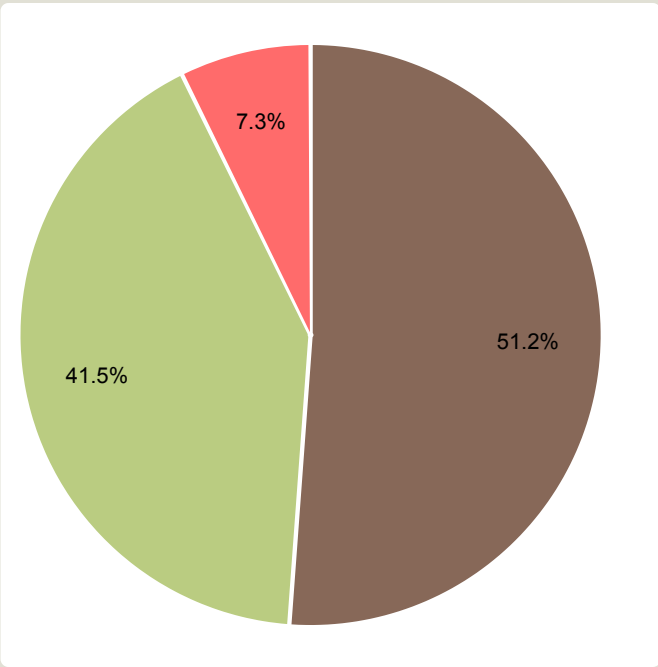
Customer by State



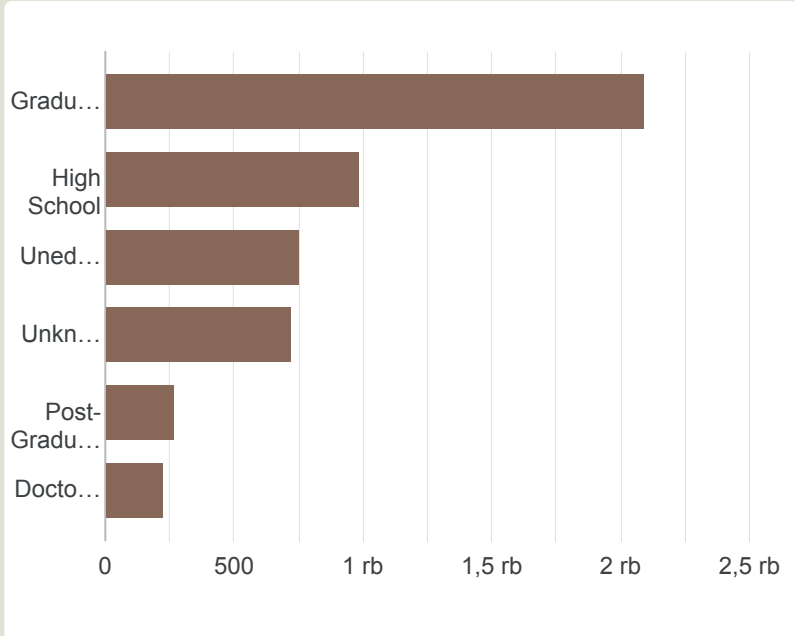
Customer by Occupation



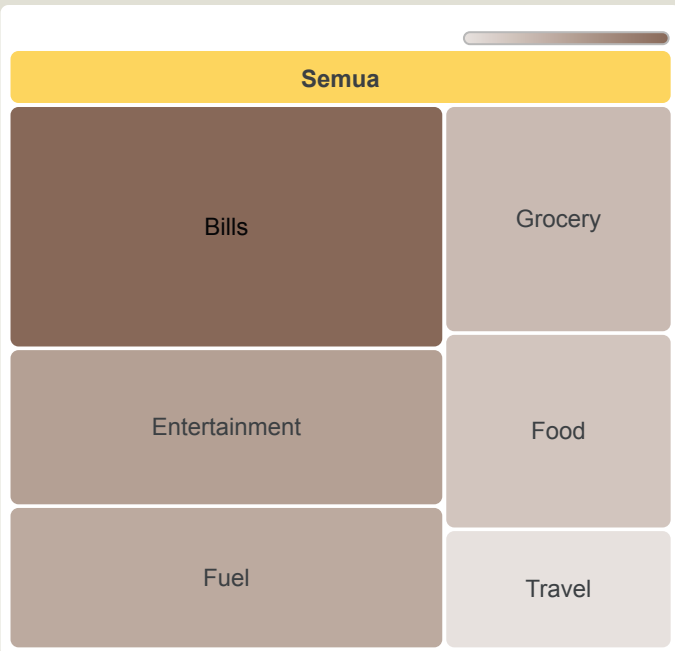
Customer by Marital Status



Customer by Education

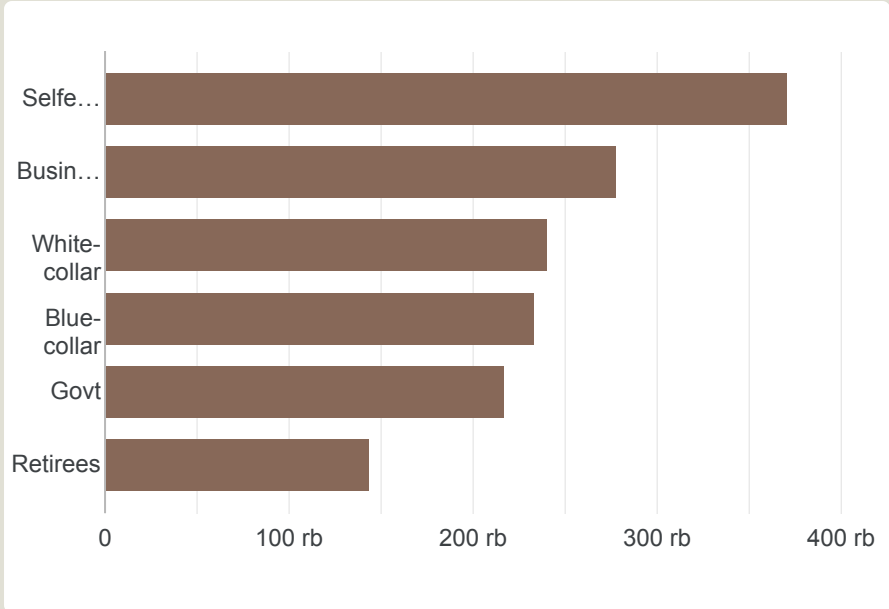


Customer by CC Experiences

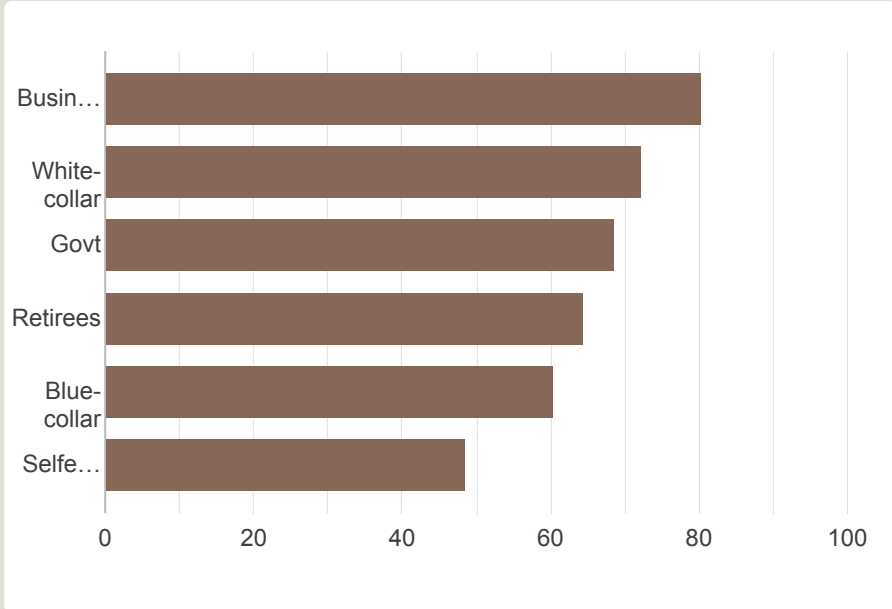


Customer Revenue Profile

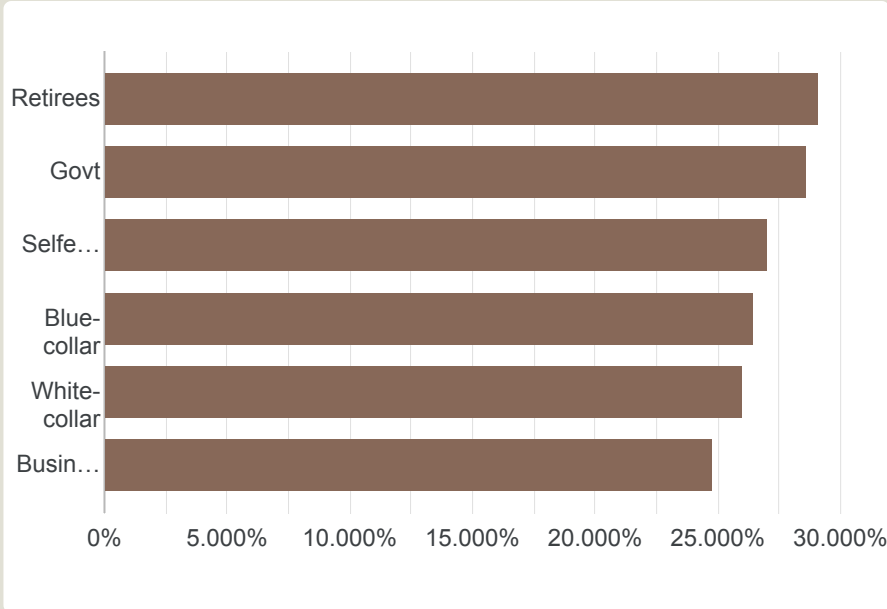
Annual Fees by Occupation



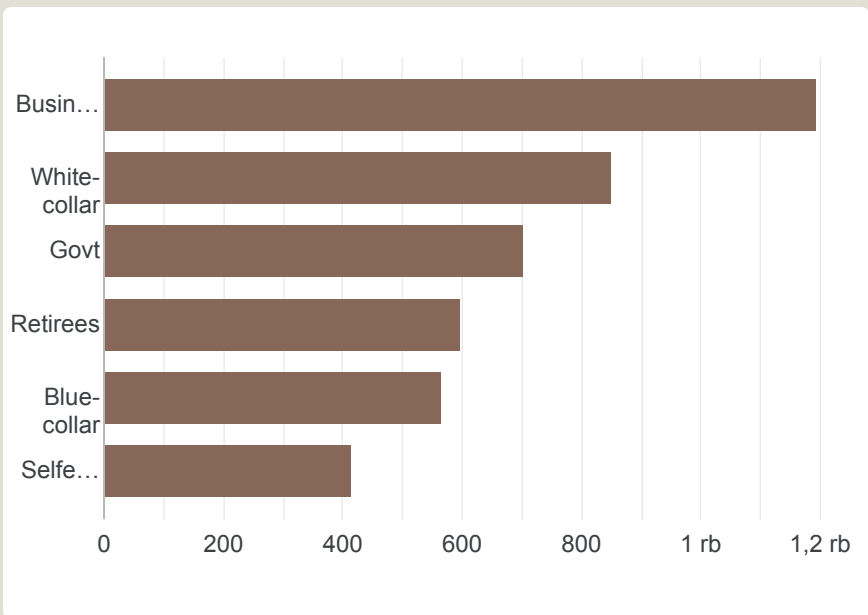
Total Transaction by Volume



Utilization by Occupation



Interest Earned By Occupation

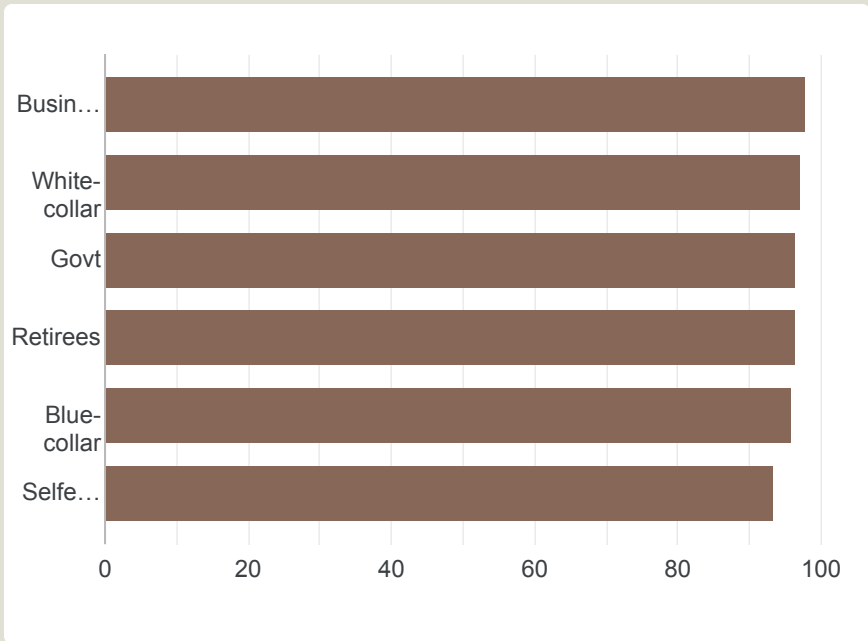


Revenue Generator by Segment

education_level / total_trans_vol						
customer_job	Graduate	High School	Uneducated	Unknown	Post-Graduate	Doctorate
Businessman	29.578	14.768	12.900	10.783	3.232	3.648
Selfemployeed	25.036	12.263	9.575	8.486	4.195	2.556
White-collar	25.770	11.543	7.878	8.114	2.969	2.411
Govt	20.625	9.976	6.665	7.929	2.839	2.599
Blue-collar	20.118	9.913	6.703	7.431	2.513	1.822
Retirees	13.639	6.101	4.564	4.486	1.593	1.323

Customer Risk Profile

Cost Acquisition By Occupation



Delinquent Acct by State

state_cd	delinquent_...
1. OR	33,33%
2. PA	20%
3. VA	15,79%
4. MA	15,38%
5. SC	12,5%
6. MN	12,5%
7. IA	11,54%
8. GA	11,11%
9. MO	9,09%

Delinquent Acctount by Segment

education_level / delinquent_acc						
customer_job	Uneducated	Unknown	Doctorate	Post-Grad...	Graduate	High
Govt	0,14	0,08	0,11	0,05	0,08	
Retirees	0,07	0,11	0,1	0	0,04	
Selfemployeed	0,09	0,06	0,09	0,09	0,06	
White-collar	0,08	0,05	0,03	0,02	0,07	
Blue-collar	0,04	0,07	0,03	0,07	0,05	
Businessman	0,04	0,05	0,04	0,1	0,06	