

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 Satisfaction

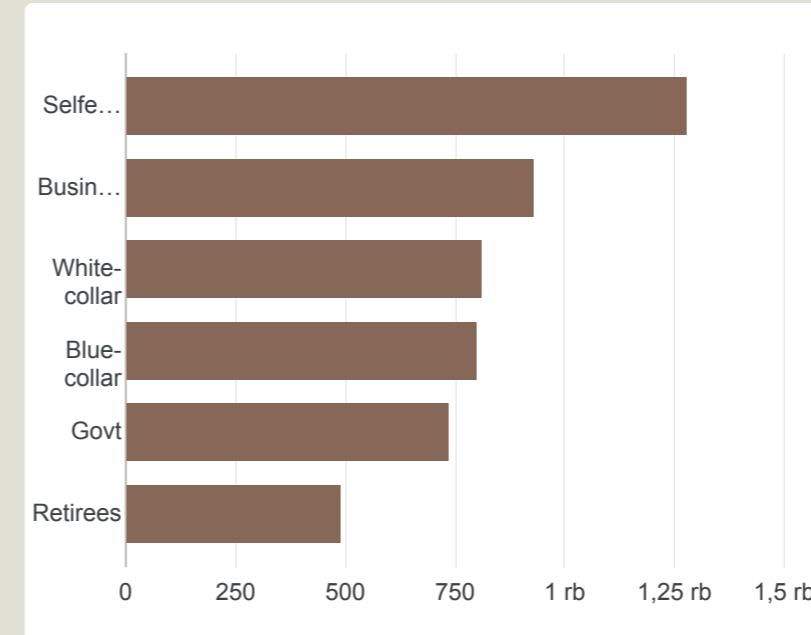
2,25

Customer Demographic

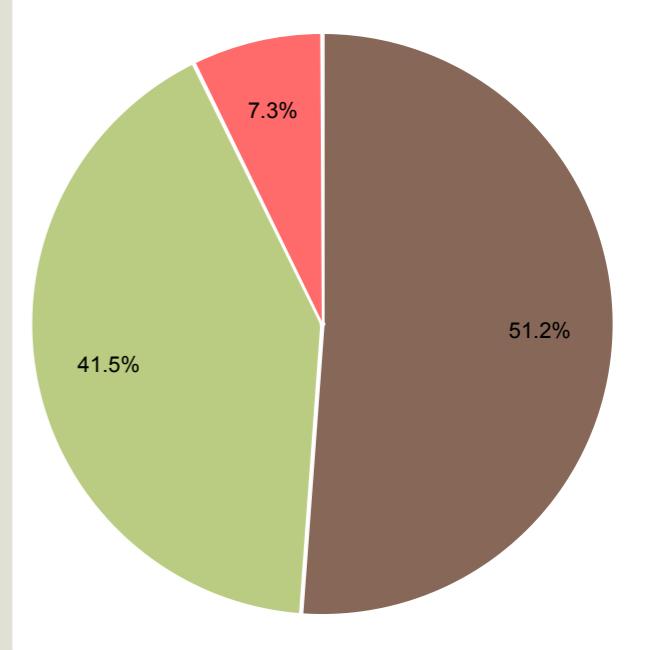
Customer by State



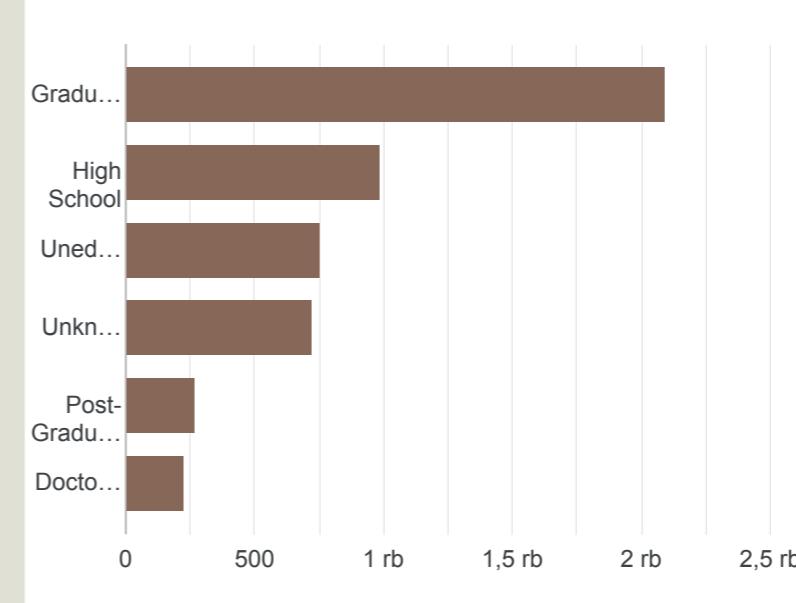
Customer by Occupation



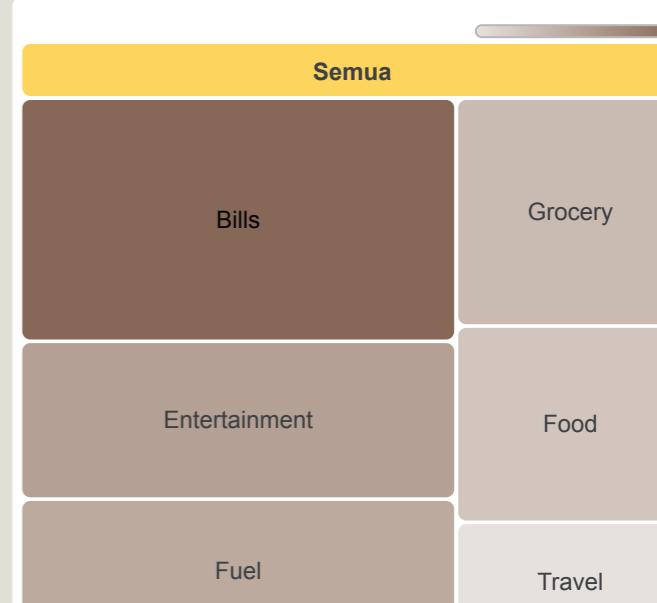
Customer by Marital Status



Customer by Education

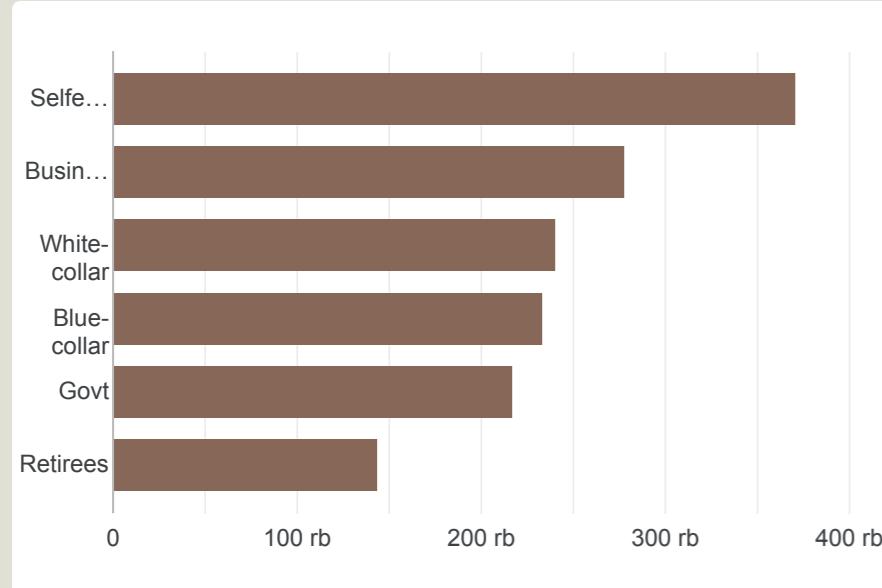


Customer by CC Experiences

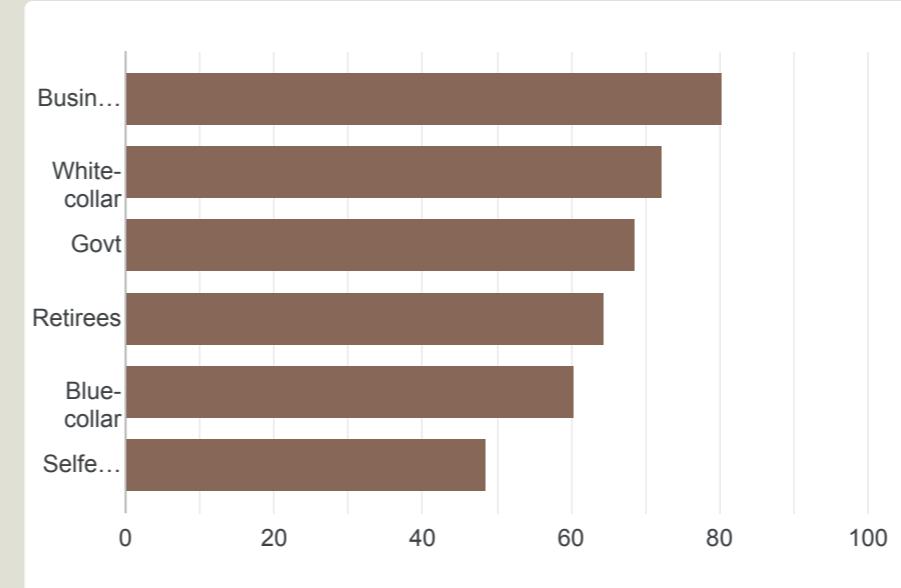


Customer Revenue Profile

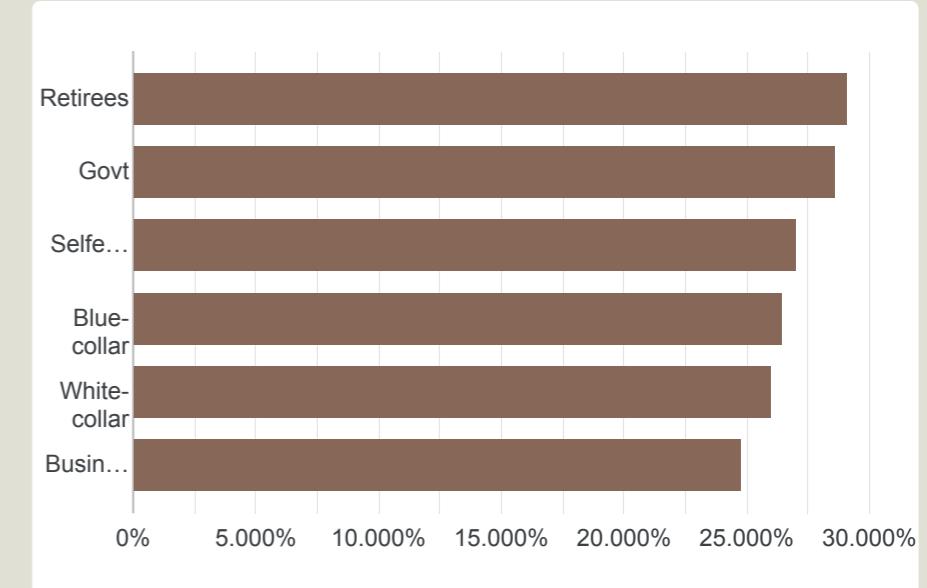
Annual Fees by Occupation



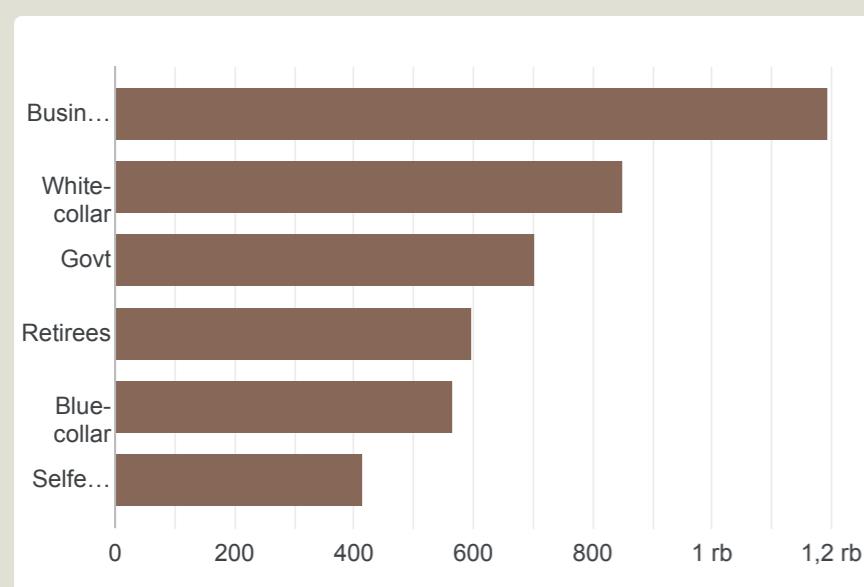
Total Transaction by Volume



Utilization by Occupation



Interest Earned By Occupation

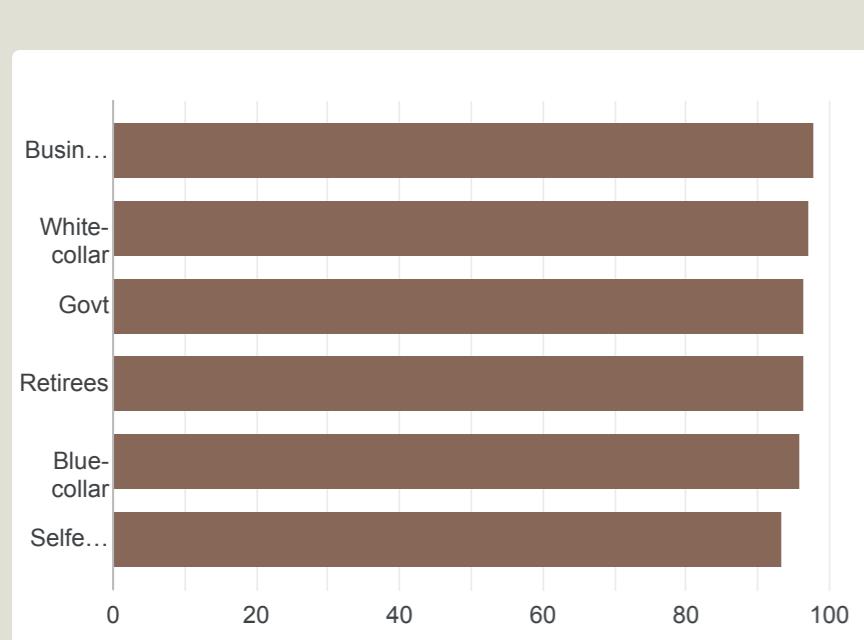


Revenue Generator by Segment

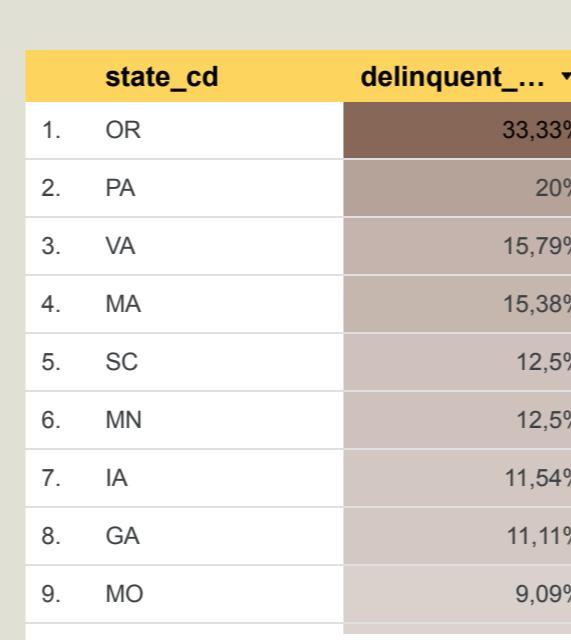
	education_level / total_trans_vol					
customer_job	Graduate	High School	Uneducated	Unknown	Post-Graduate	Doctorate
Businessman	29.578	14.768	12.900	10.783	3.232	3.648
Selfemployed	25.036	12.263	9.575	8.486	4.195	2.556
White-collar	25.770	11.543	7.878	8.114	2.969	2.411
Govt	20.625	9.976	6.665	7.929	2.839	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



Delinquent Account 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	0,04
Retirees	0,07	0,11	0,1	0	0,04	0,04
Selfemployed	0,09	0,06	0,09	0,09	0,06	0,06
White-collar	0,08	0,05	0,03	0,02	0,07	0,05
Blue-collar	0,04	0,07	0,03	0,07	0,05	0,05
Businessman	0,04	0,05	0,04	0,04	0,1	0,06