

# Credit Card Transaction Report

Week\_Start\_Date

All

Q2

2.54K

Q3

2.54K

Q1

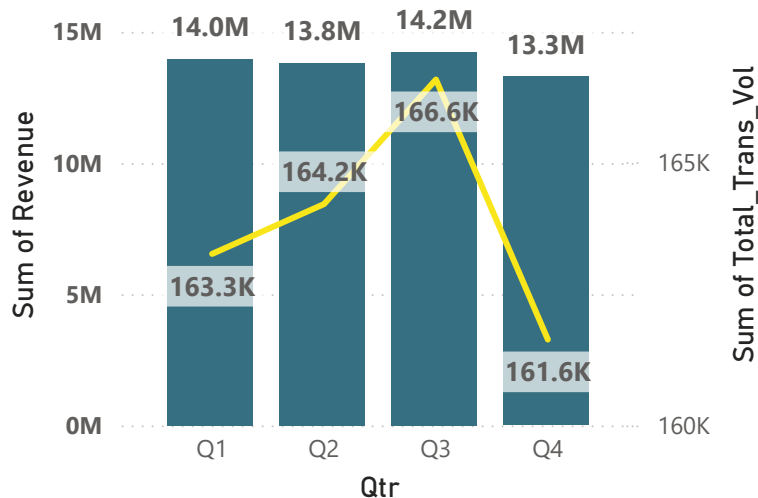
2.53K

Q4

2.50K

## QTR Revenue and total transaction count

Sum of Revenue Sum of Total\_Trans\_Vol



## Revenue

55M

## Total Interest

7.84M

## Amount

45M

## Count

656K

## Gender

F

M

## Income Group

low

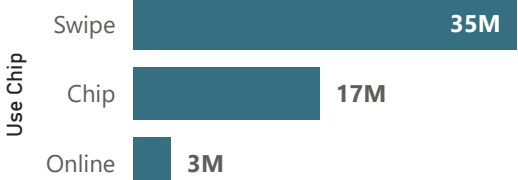
med

high

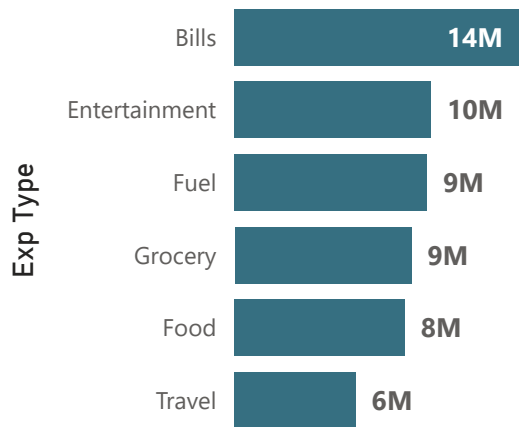
Card\_Category Sum of Interest\_Earned Sum of Revenue Sum of Total\_Trans\_Amt

Blue	64,95,887.74	46139398	36957875
Silver	8,12,081.28	5586332	4586746
Gold	3,73,784.16	2454072	2024078
Platinum	1,61,629.05	1135608	953314
Total	78,43,382.23	55315410	44522013

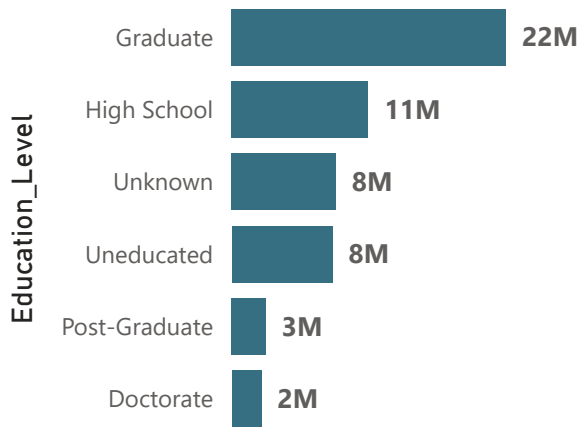
## Card Usage



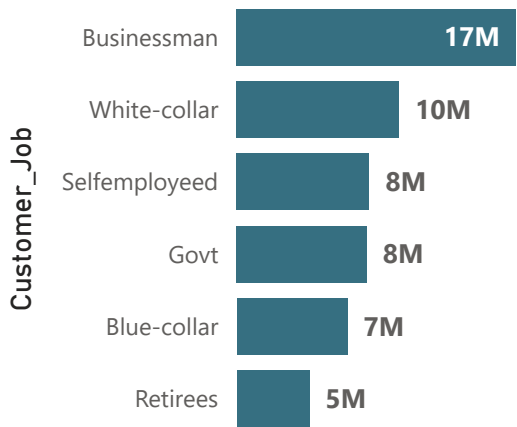
## Revenue by Exp Type



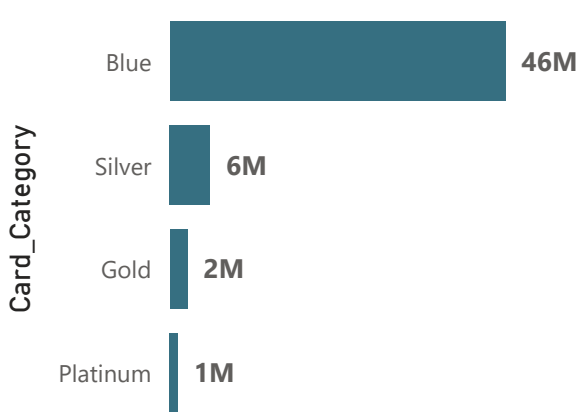
## Revenue by Edu level



## Revenue by Customer Job



## Customer Acquisition Cost

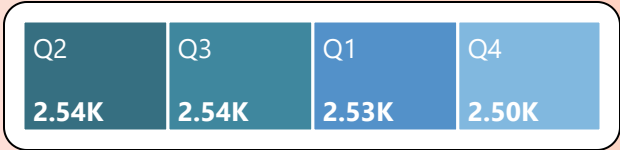


# Credit Card Customer Report



Week\_Start\_Date

All



Revenue

55M

Total Interest

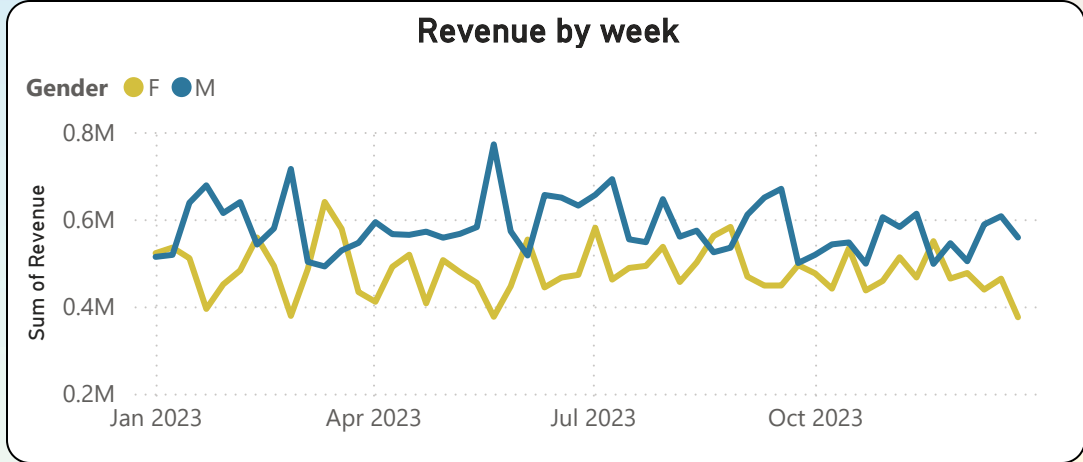
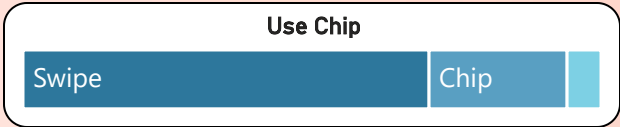
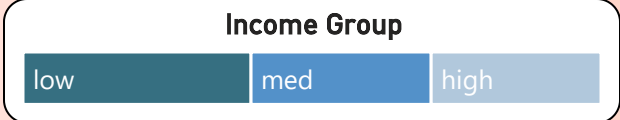
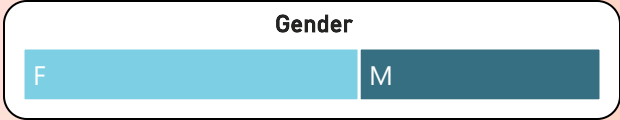
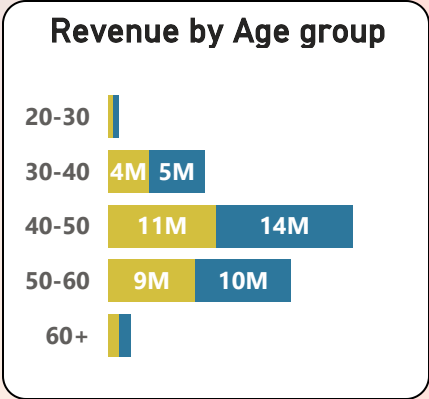
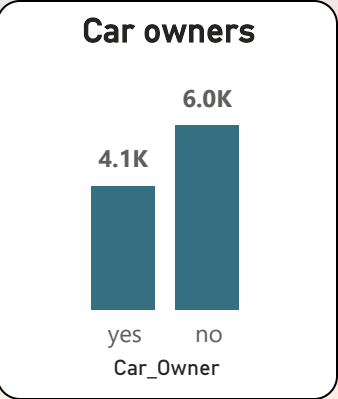
7.84M

Income

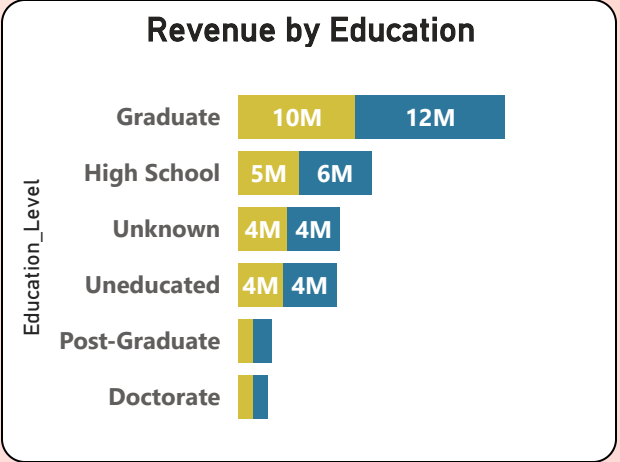
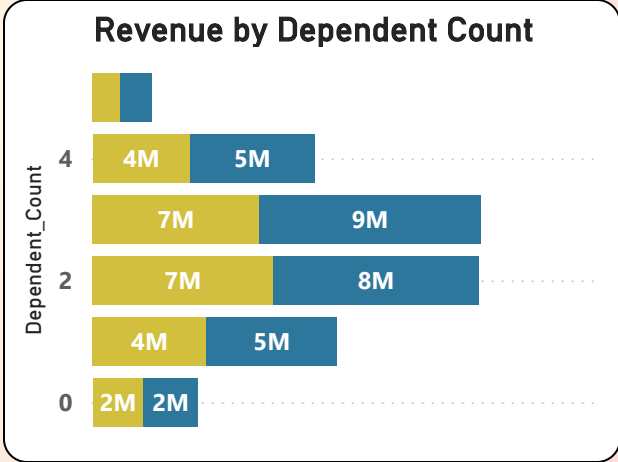
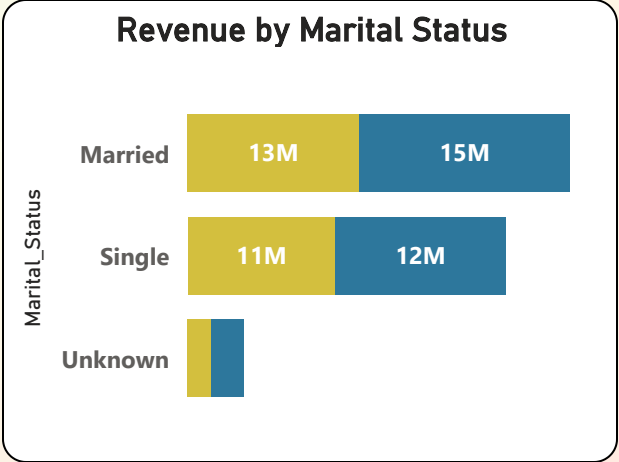
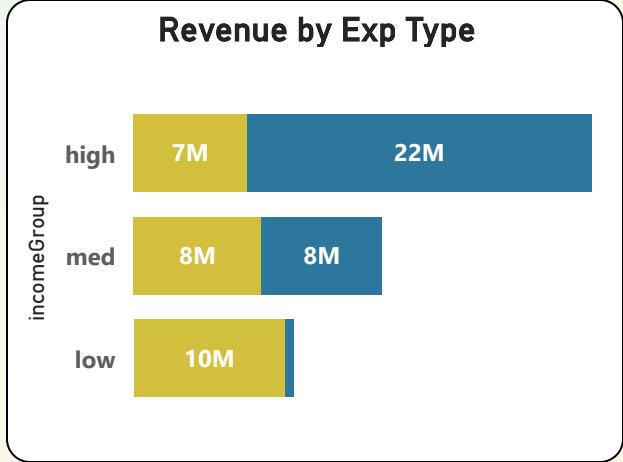
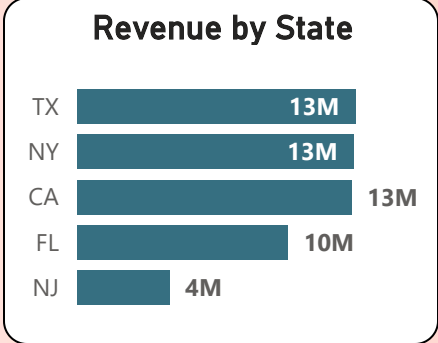
576M

CS Score

3.19

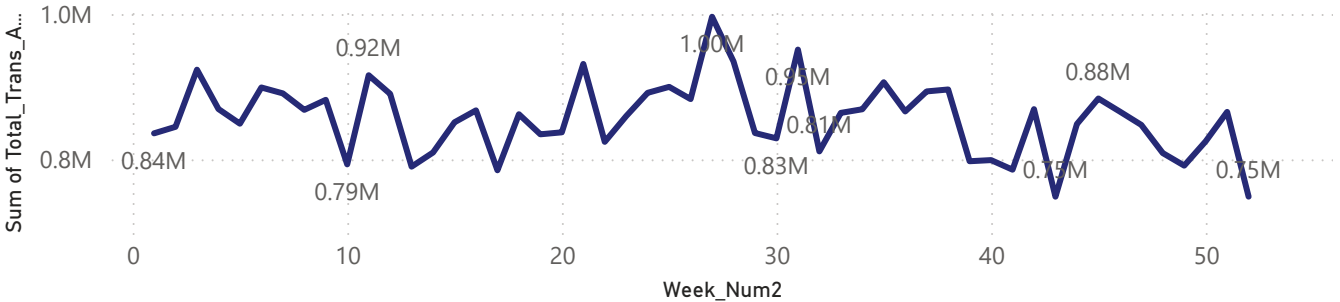


Customer_Job	Sum of Interest_Earned	Sum of Revenue	Sum of Income
Blue-collar	9,52,800.57	6904279	72262158
Businessman	25,39,390.31	17387832	186959919
Govt	11,60,016.37	8111701	88773989
Retirees	6,30,359.24	4535184	48675030
Total	78,43,382.23	55315410	575914439



Week_Num2	Previous_week_Revenue	Current_week_Revenue	WOW_measure
52	1070439	933134	-12.8%
51	1026549	1070439	4.3%
50	980152	1026549	4.7%
49	1008777	980152	-2.8%
48	1047120	1008777	-3.7%

Total Transaction vs Week



Delinquent_Acc	Count of Delinquent_Acc	%GT Count of Delinquent_Acc
0	9494	93.93%
1	614	6.07%
Total	10108	100.00%

Delinquent_Acc	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	Total
0	14.76%	17.81%	13.97%	9.15%	23.82%	14.41%	93.93%
1	0.86%	1.00%	1.12%	0.60%	1.65%	0.84%	6.07%
Total	15.62%	18.81%	15.09%	9.75%	25.47%	15.26%	100.00%

Activation_30_Days	Count of Activation_30_Days	%GT Count of Activation_30_Days
0	4299	42.53%
1	5809	57.47%
Total	10108	100.00%

state\_cd and Revenue

CAC vs Card Category

