

## DASHBOARD NAVIGATION PAGES

Credit card Transaction Report

Credit card Customer Report



# CREDIT CARD TRANSACTION REPORT

Total Revenue

57M

Transaction  
amount

46M

Transaction Count

667K

Total Interest

8.0M

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	66,14,172.62
Gold	2533682	2091362	3,84,755.16
Platinum	1135608	953314	1,61,629.05
Silver	5659109	4647596	8,21,922.98
Total	56517011	45533021	79,82,479.81

Q4

Q3

Q2

Q1

week\_start\_date

All

F

M

Gold

Silver

Blue

Plati...

Low

Med

High

## Card usage

Swipe

36M

Chip

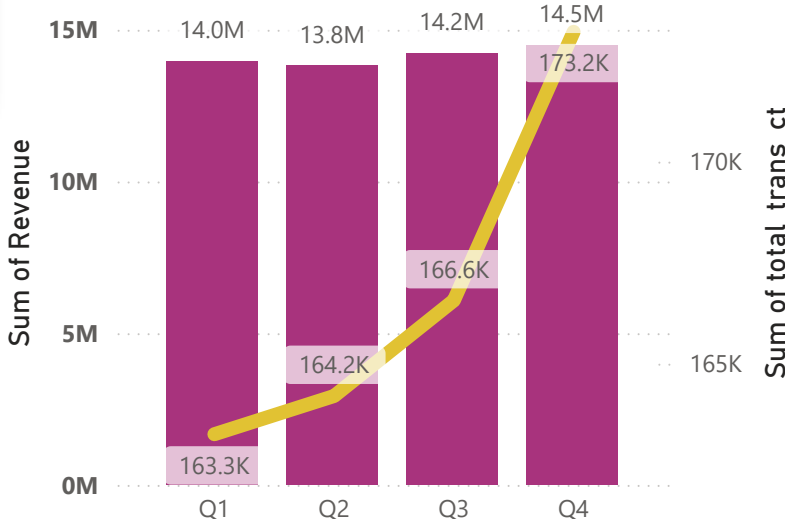
17M

Online

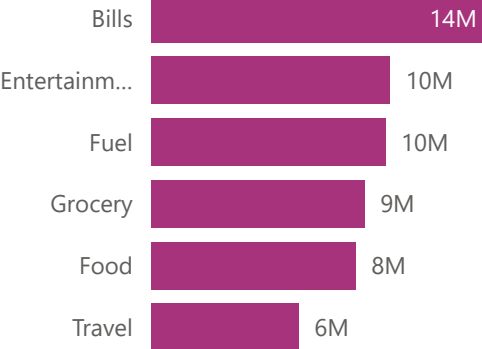
4M

## QTR Revenue and Total Trans Count

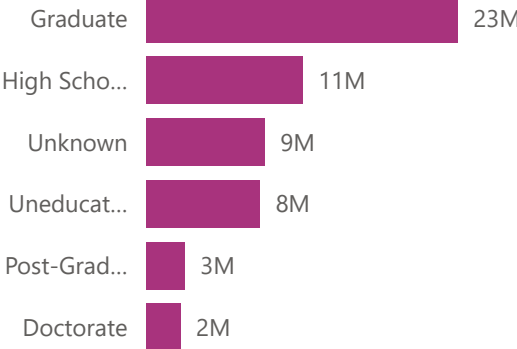
Sum of Revenue Sum of total\_trans\_ct



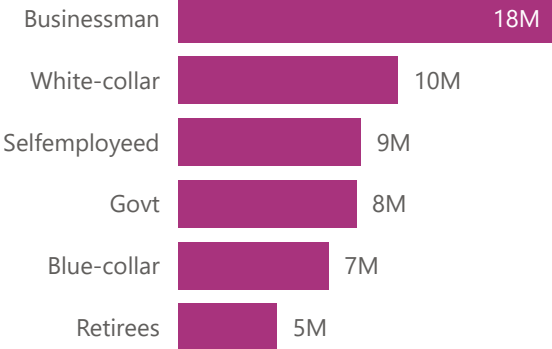
## Revenue by Expenditure type



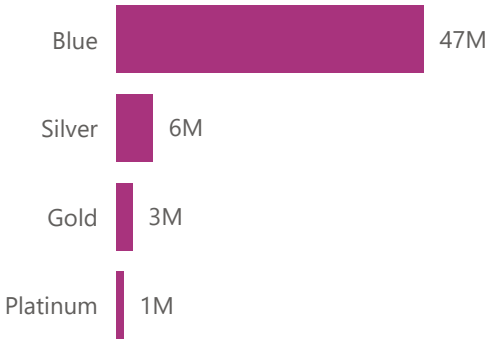
## Revenue by Education type



## Revenue by Customer type



## Customer Acquisition Cost





# CREDIT CARD CUSTOMER REPORT

Total Revenue

57M

Income

588M

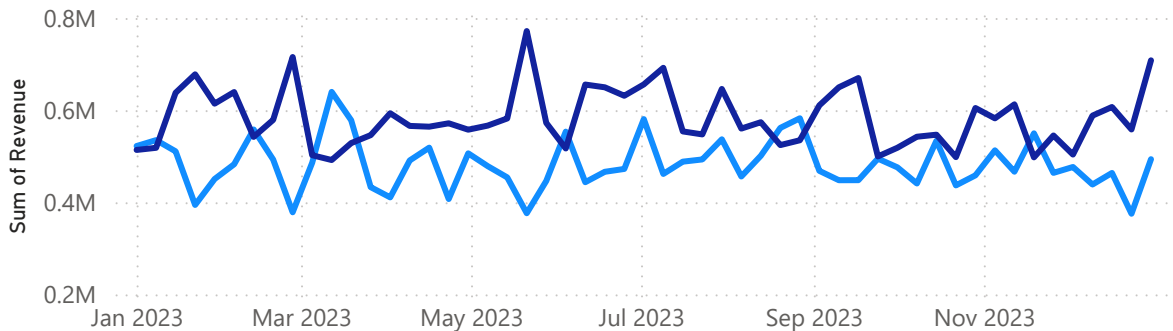
Customer  
Satisfaction

3.19

Total Interest

8M

Revenue by Week



Q4

Q3

Q2

Q1

week\_start\_date

All

M

31M

F

26M

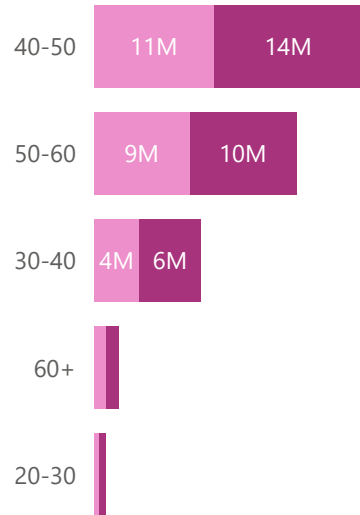
Gold

Silver

Blue

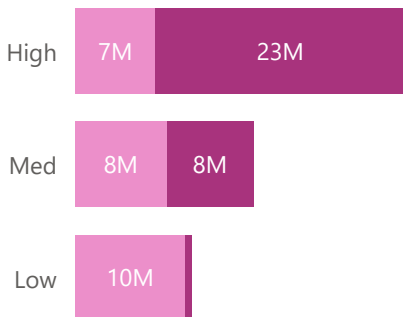
Plati...

Revenue by Marital Status

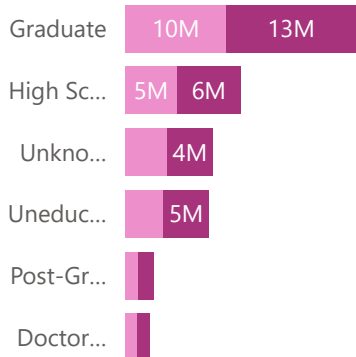


customer_job	Sum of Revenue	Sum of interest_earned
Blue-collar	7040606	9,67,751.42
Businessman	17697472	25,84,604.01
Govt	8335534	11,82,230.84
Retirees	4617448	6,41,692.22
Selfemployeed	8542826	11,41,510.40
Total	56517011	79,82,479.81

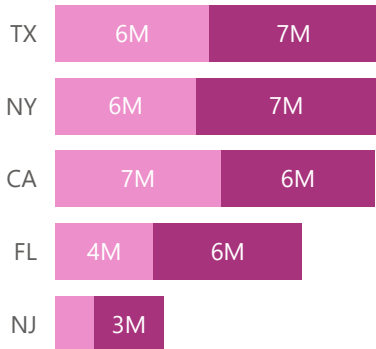
Revenue by Income Group



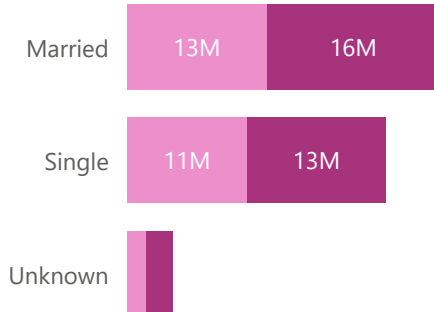
Revenue By Education



Top 5 States



Revenue by Marital Status



Revenue by Dependent Count

