

CREDIT CARD

WEEKLY

STATUS REPORT



Project Objective

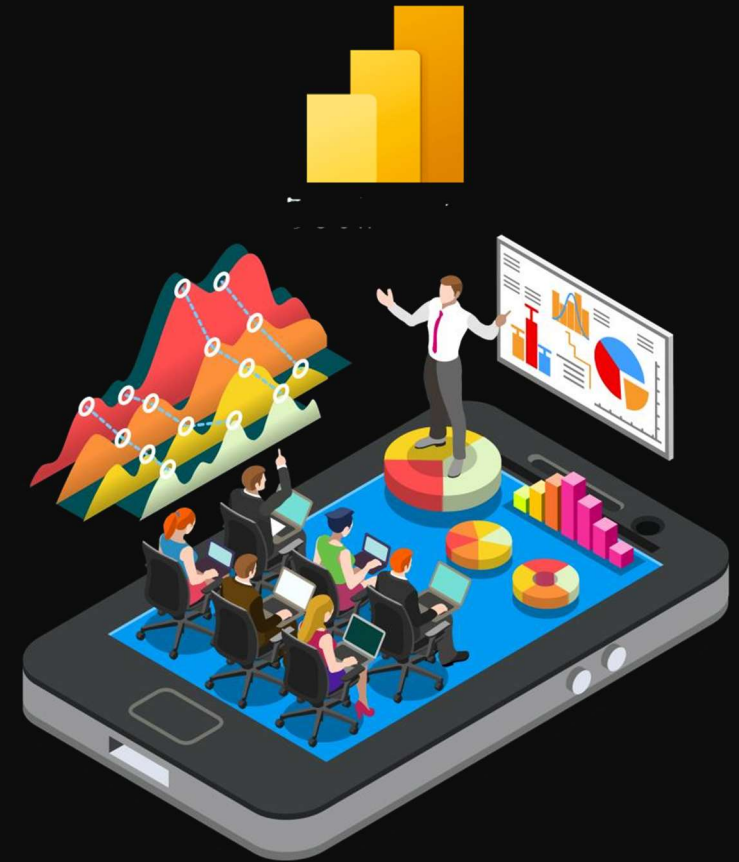
To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.



Project Insights- Week 52 (24st Dec)

WoW change:

- Revenue decreased by 12.8%,
- Total Transaction Amt & Count decreased by 13.47% & 10.99%
- Customer count decreased by 16%
- **Overview YTD:**
- Overall revenue is 55M
- Total interest is 7.8M
- Total transaction amount is 44.5M
- Male customers are contributing more in revenue 30M, female 25M
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5



- Overall Delinquent rate is 6.06%

