

# Credit Card Transaction Report

Revenue  
**55M**

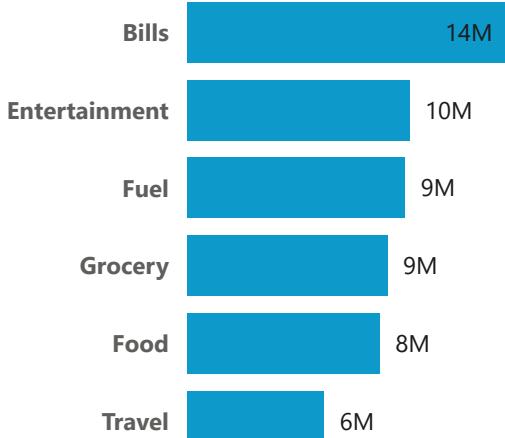
Total Interest  
**7.84M**

Total Trans Amt  
**45M**

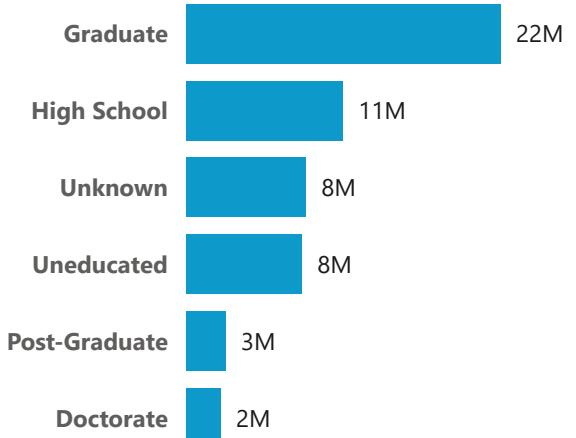
Transaction Count  
**656K**

Card_Catagory	Total_Revenue	Total_Trans_Amt	Total_Interest
Blue	4,61,39,521	3,69,57,875	64,95,887.74
Silver	55,86,343	45,86,746	8,12,081.28
Gold	24,54,073	20,24,078	3,73,784.16
Platinum	11,35,608	9,53,314	1,61,629.05
<b>Total</b>	<b>5,53,15,545</b>	<b>4,45,22,013</b>	<b>78,43,382.23</b>

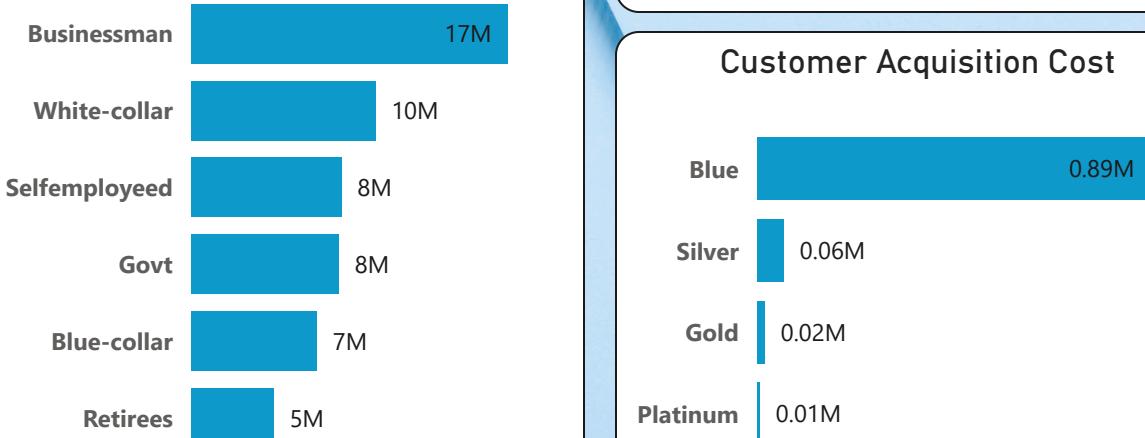
## Revenue by Expenditure



## Revenue by Education



## Revenue by Customer Job



Week\_Start\_Date

All

Q4

Q3

Q2

Q1

F

M

Low

Med

High

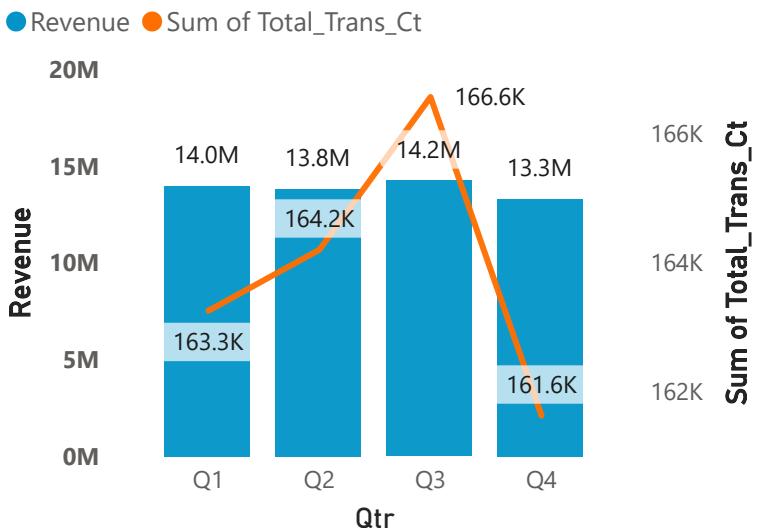
Silver

Blue

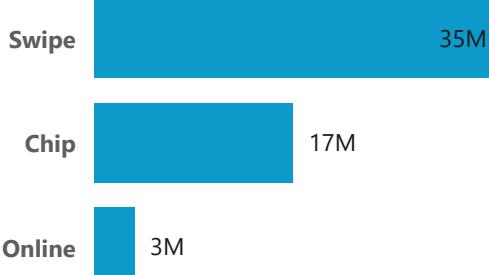
Gold

Platinum

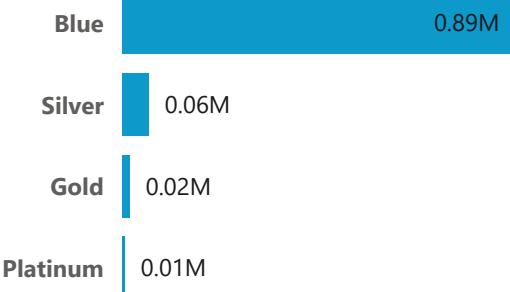
## QTR Revenue and Transaction Count



## Revenue by Use Chip



## Customer Acquisition Cost



# Credit Card Customer Report

Q4

Q3

Q2

Q1

Week\_Start\_Date

All

Revenue

**55M**

Total Interest

**7.84M**

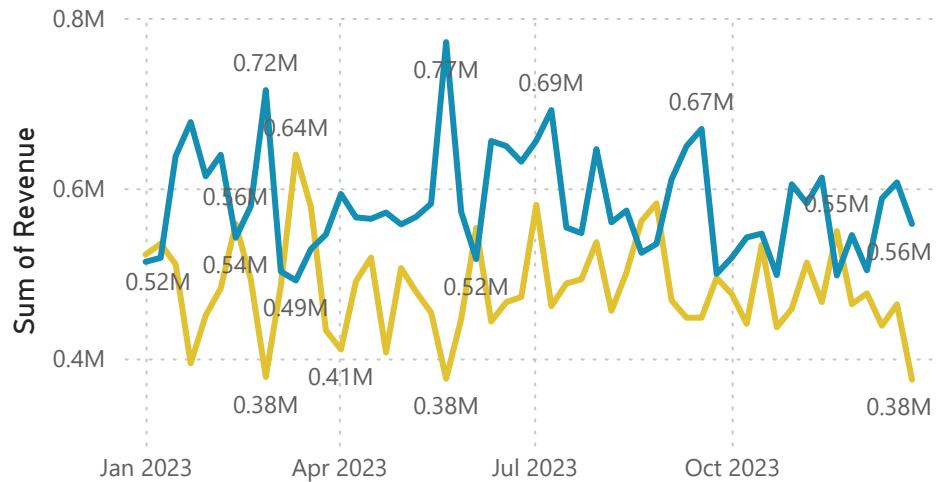
Income

**576M**

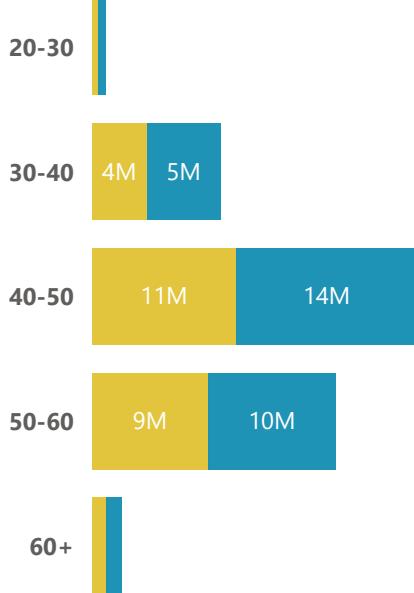
Customer Satisfaction

**3.19**

Revenue vs Gender



Age Group



M

F

30M

25M

Swipe

Online

Chip

Silver

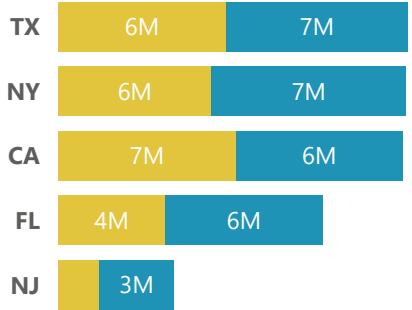
Blue

Gold

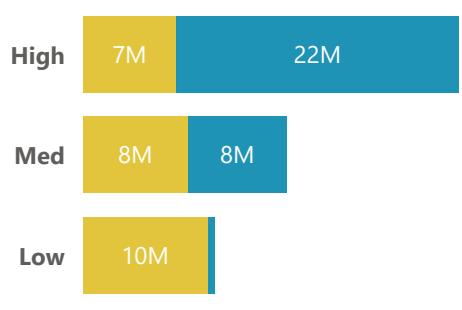
Platinum

Customer_Job	Total_Revenue	Interest Earned	Total_Trans_Amt
Blue-collar	69,04,307	9,52,800.57	54,88,838
Businessman	1,73,87,850	25,39,390.31	1,42,85,412
Govt	81,11,727	11,60,016.37	65,07,875
Retirees	45,35,195	6,30,359.24	36,23,120
Selfemployed	82,61,781	11,19,741.81	63,95,026
White-collar	1,01,14,685	14,41,073.93	82,21,742
<b>Total</b>	<b>5,53,15,545</b>	<b>78,43,382.23</b>	<b>4,45,22,013</b>

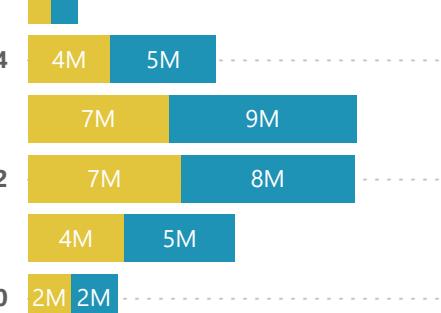
Top 5 States



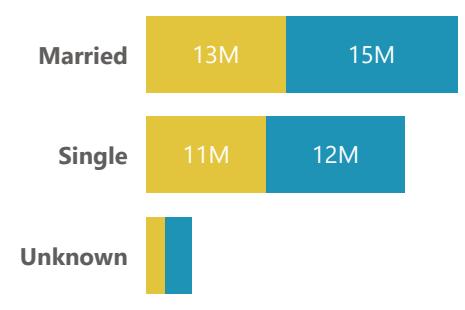
Salary Group



Dependent Count



Marital Status



Education Level

