

Credit Card Transaction Report

Revenue

57M

Total Interest

8.0M

Amount

46M

Count

667K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6,614,172.62
Silver	5659109	4647596	821,922.98
Gold	2533682	2091362	384,755.16
Platinum	1135608	953314	161,629.05
Total	56517011	45533021	7,982,479.81

Q4

Q3

Q2

Q1

Gold

Silver

Blue

Platinum

week_start_date

All

F

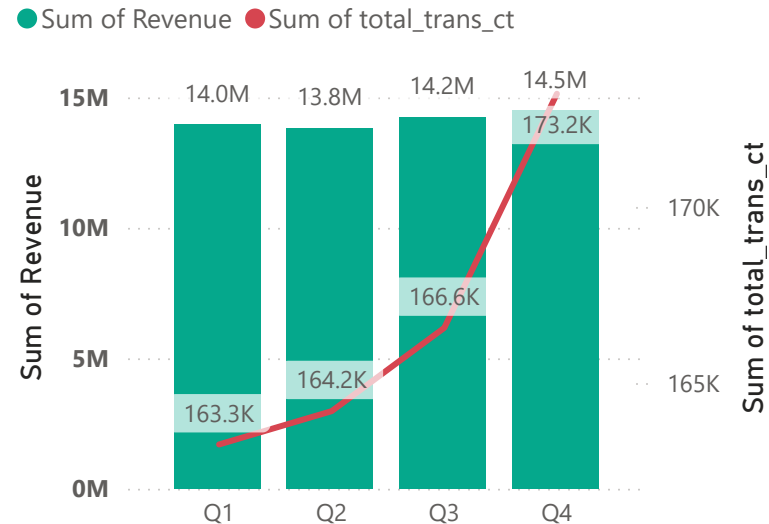
M

Low

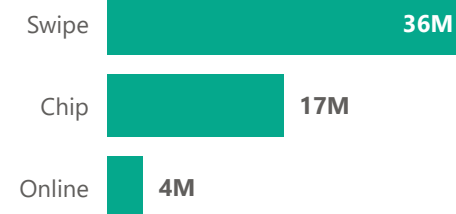
Med

High

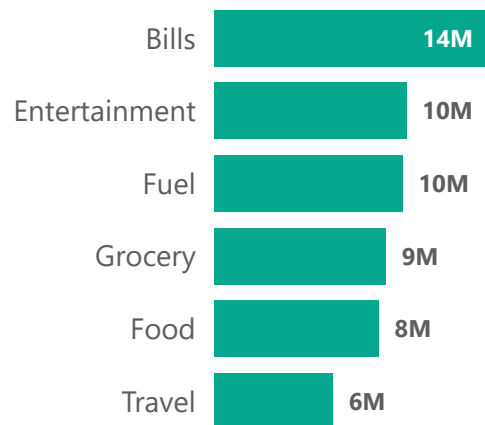
QTR Revenue and Total trans count



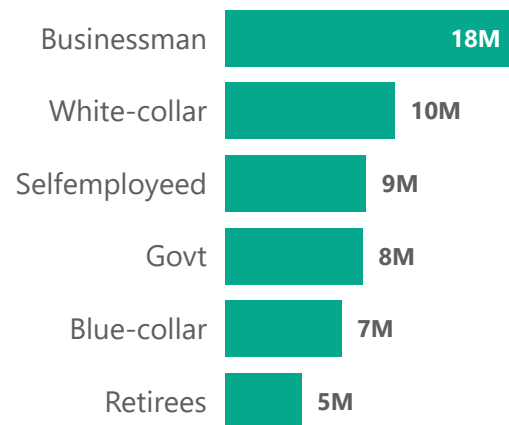
Revenue by Use Chip



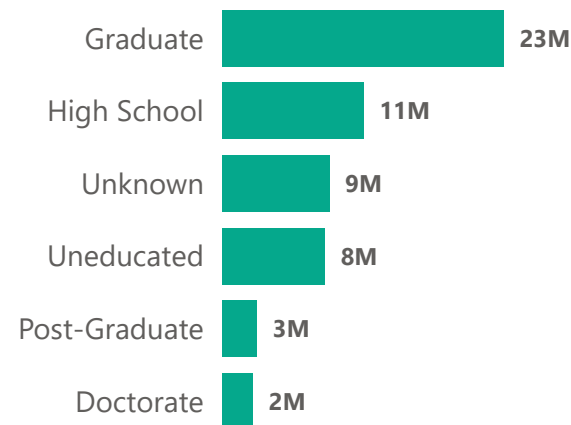
Revenue by Expenditure type



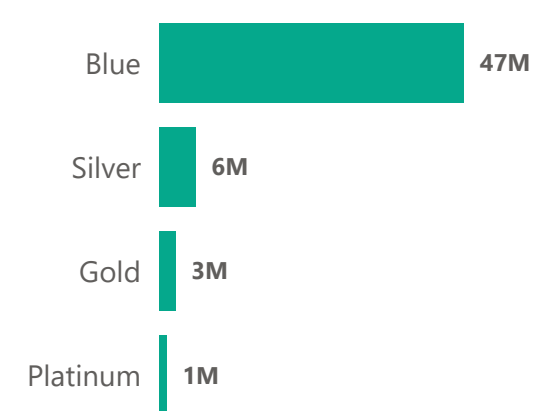
Revenue by Consumer Job type



Revenue by Education type



Revenue by Card Category type



Credit Card Customer Report

Revenue

57M

Total Interest

8.0M

Income

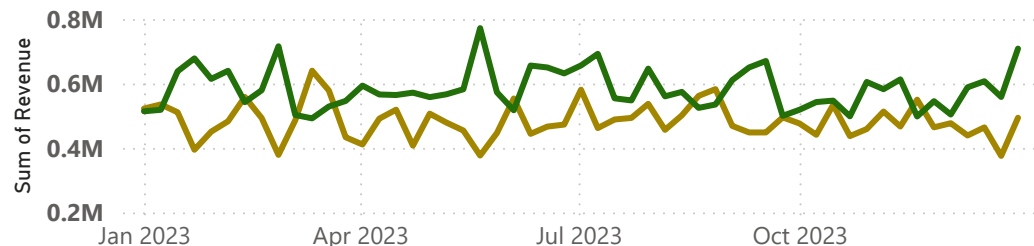
588M

CSS

3.19

Revenue by Week

gender ● F ● M



Q4

Q3

Q2

Q1

Swipe

Online

Chip

week_start_date

All

M

31M

F

26M

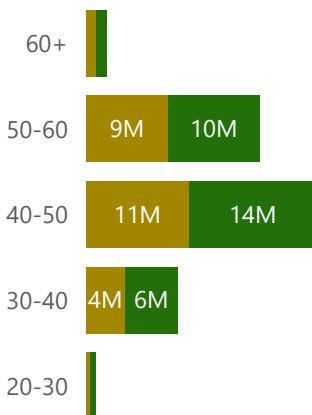
Gold

Silver

Blue

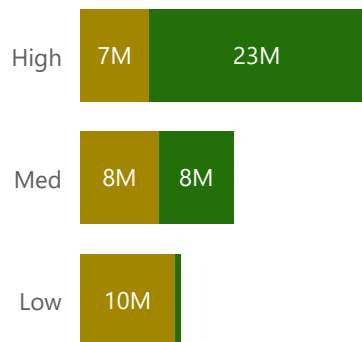
Platinum

Revenue by Age Group

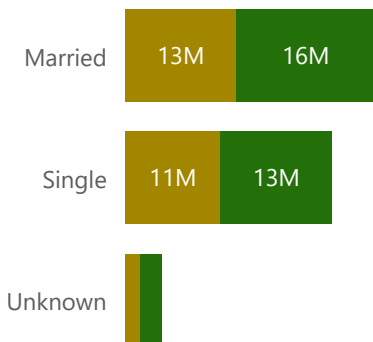


customer_job	Sum of Revenue	Sum of income	Sum of interest_earned
Blue-collar	7040606	73516911	967,751.42
Businessman	17697472	190350431	2,584,604.01
Govt	8335534	90834727	1,182,230.84
Retirees	4617448	49619308	641,692.22
Selfemployed	8542826	77659931	1,141,510.40
White-collar	10283124	105618475	1,464,690.92
Total	56517011	587599783	7,982,479.81

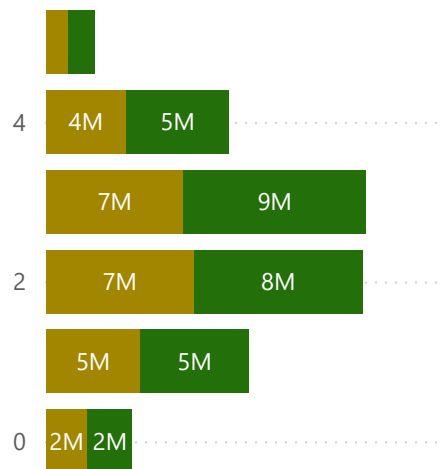
Revenue by Income Group



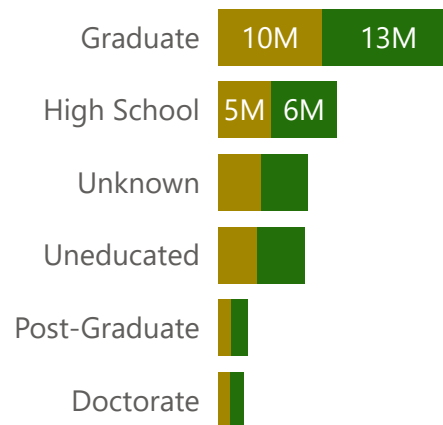
Revenue by Marital Status



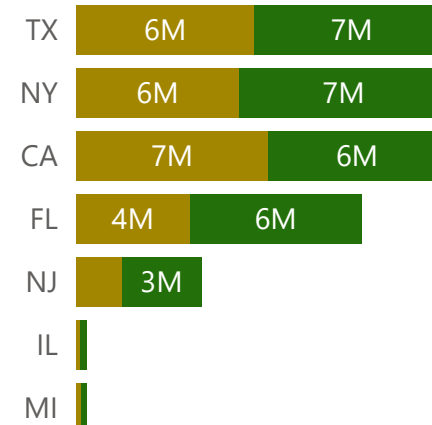
Revenue by Dependents



Revenue by Education

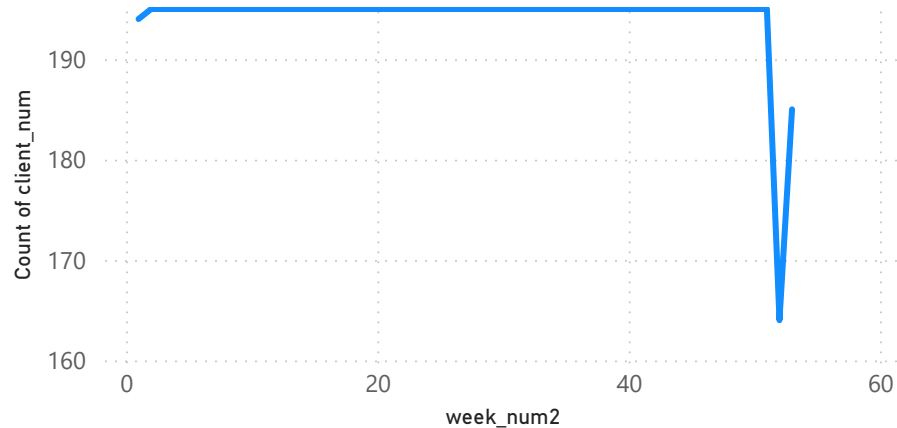


Top 7 States

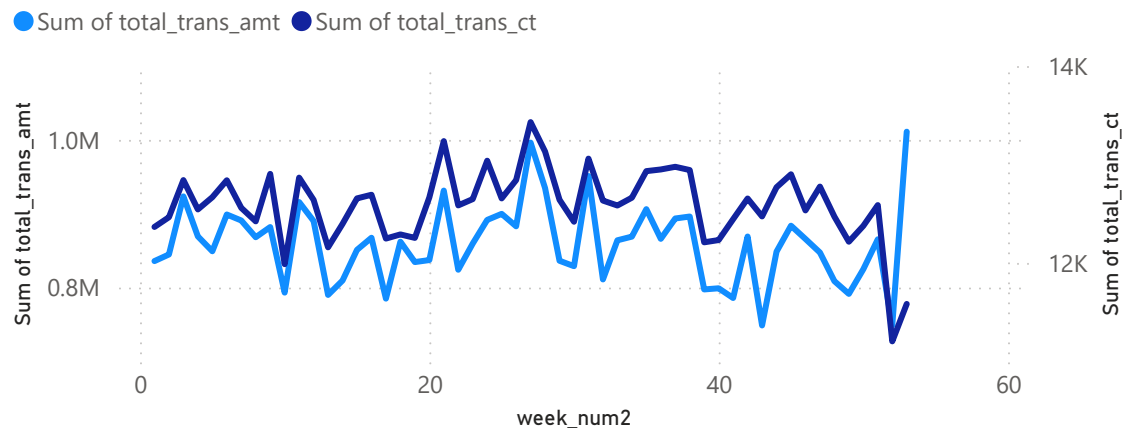


Some Insights.....

Week on week Total Customer Count



Week on week Total Transaction Amount



week_num2	Previous_week_Revenue	Current_week_Revenue	wow_revenue	wow_trans_amt	wow_trans_ct
1		1,035,629.32			
2	1,035,629.32	1,053,088.81	1.7%	1.1%	0.8%
3	1,053,088.81	1,148,249.80	9.0%	9.3%	3.0%
4	1,148,249.80	1,071,919.27	-6.6%	-5.9%	-2.3%
5	1,071,919.27	1,064,577.97	-0.7%	-2.3%	1.0%
6	1,064,577.97	1,121,745.13	5.4%	5.9%	1.4%
7	1,121,745.13	1,099,909.39	-1.9%	-0.9%	-2.2%
8	1,099,909.39	1,071,542.29	-2.6%	-2.5%	-1.1%
9	1,071,542.29	1,093,501.86	2.0%	1.6%	3.9%
10	1,093,501.86	987,820.46	-9.7%	-10.1%	-7.1%
11	987,820.46	1,131,280.79	14.5%	15.5%	7.3%
12	1,131,280.79	1,106,532.92	-2.2%	-2.8%	-1.8%
13	1,106,532.92	978,564.76	-11.6%	-11.3%	-3.8%
14	978,564.76	1,003,843.69	2.6%	2.5%	2.0%

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

activation_30_days	%GT Count of activation_30_days
0	42.54%
1	57.46%
Total	100.00%