

# Project Insights – Week 53 (31<sup>st</sup> Dec)

## WoW Change:

- Revenue increased by 28.8%
- Total Transaction Amt & Count increased by 35% & 3.4%
- Customer Count increased by nearly 13%

## Overview YTD:

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more to revenue 31M, female 26M
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA are contributing to 68%
- Overall activation rate 57%
- Overall Delinquent rate is 6.06%