Executive Summary

Customer Demographic

Card Product Analysis

Spending & Transaction Behavior

Risk & Profitability Analysis

Date

All

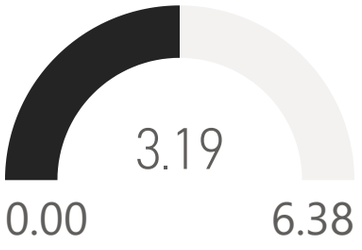
10.11K
Total Customers

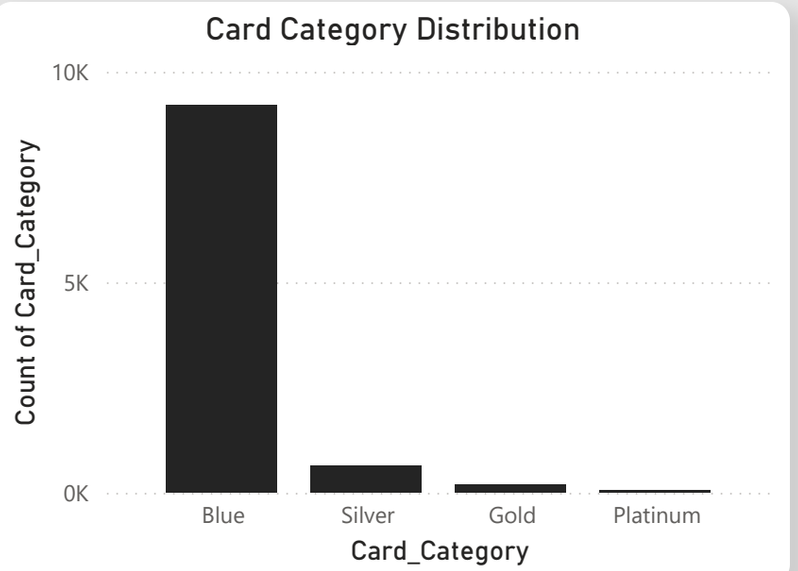
$7.84M
Total Interest

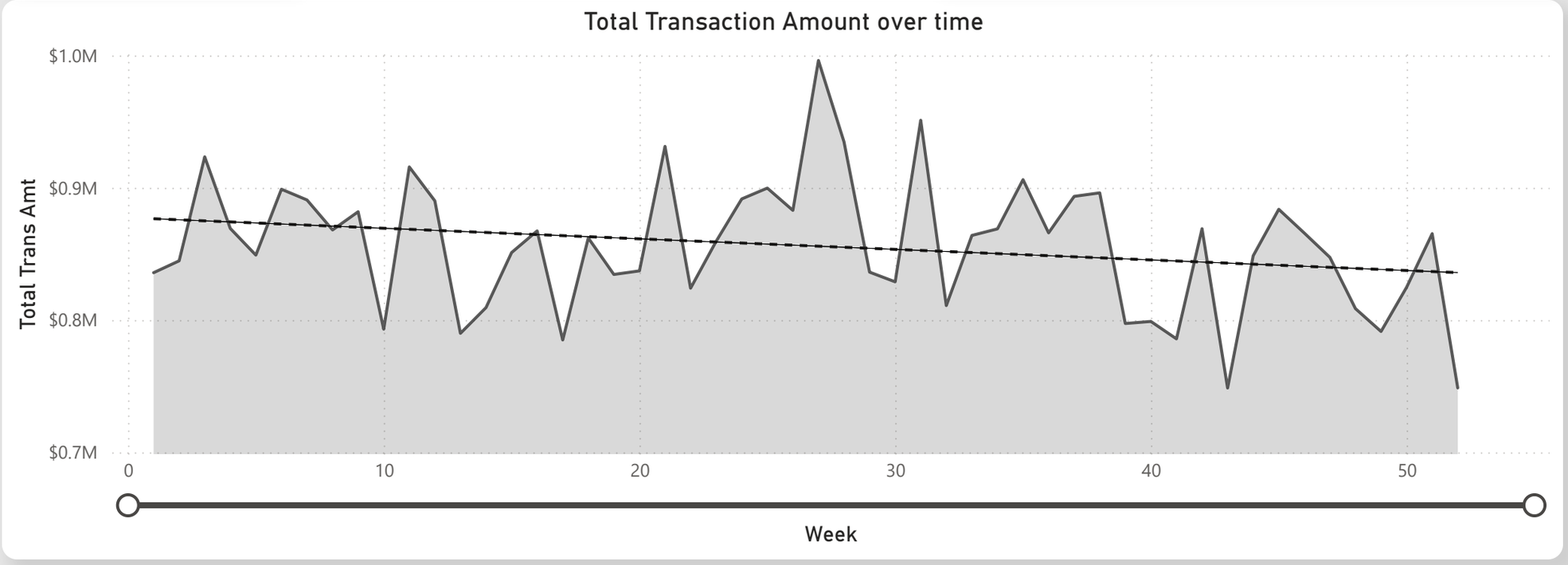
$10.79M
Total Revenue

$44.52M
Transaction Amount

Customer Satisfaction







Date

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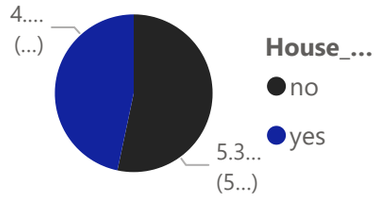
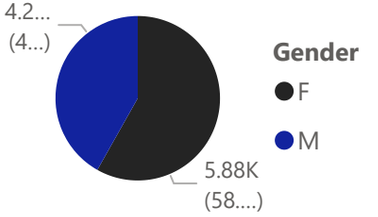
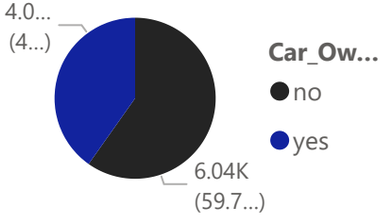
House Owners



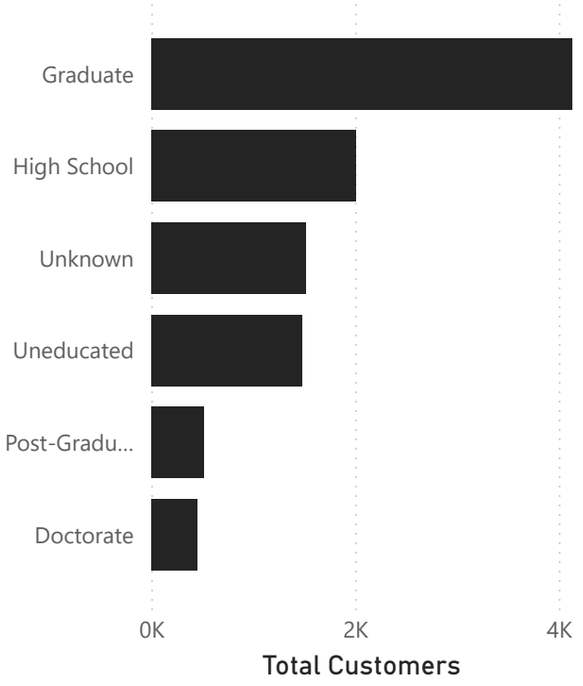
Count of Gender by Gender



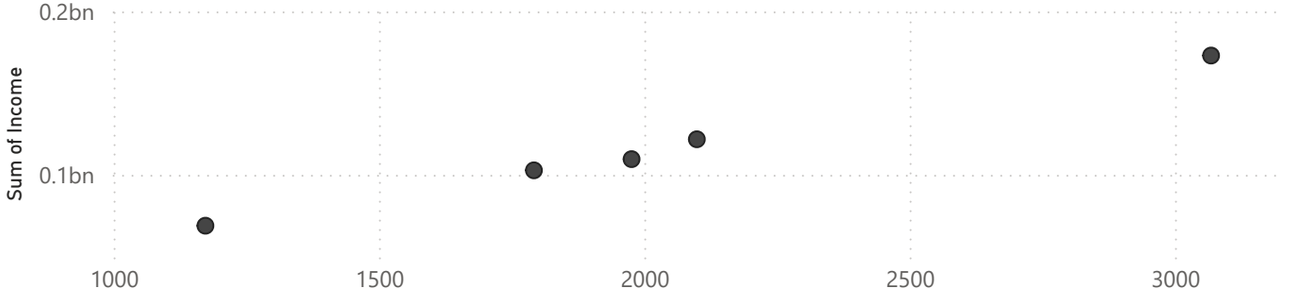
Car Owners



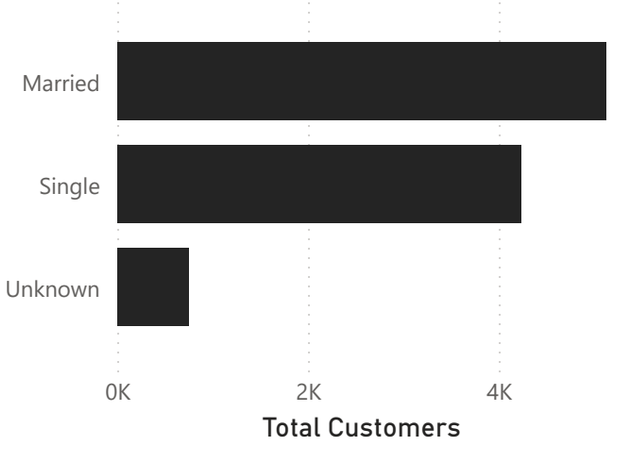
Total Customers by Education_Level



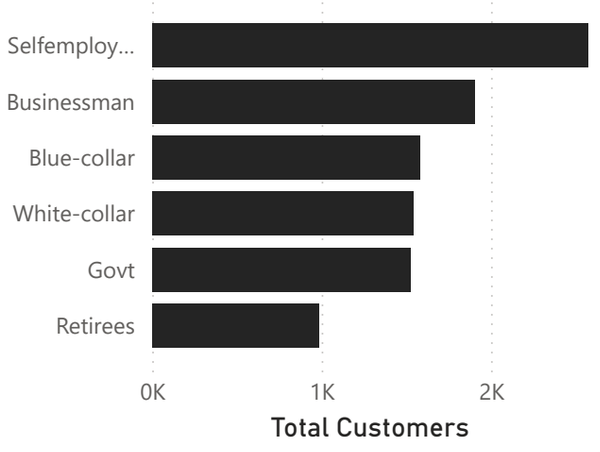
Income VS Customers Satisfaction



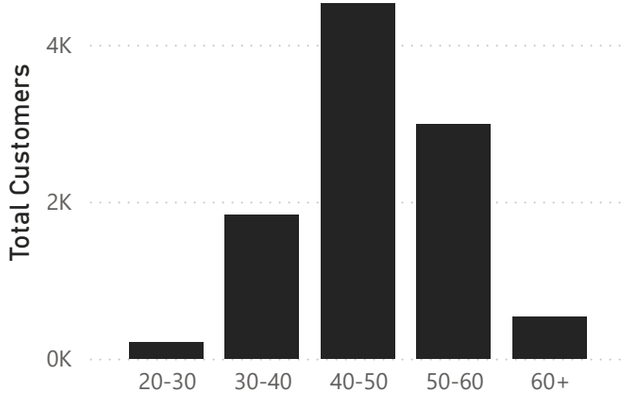
Total Customers by Marital_Status



Total Customers by Customer_Job



Total Customers by Customer_Age_Group



Date

All

Executive Summary

Customer Demographic

Card Product Analysis

Spending & Transaction Behavior

Risk & Profitability Analysis

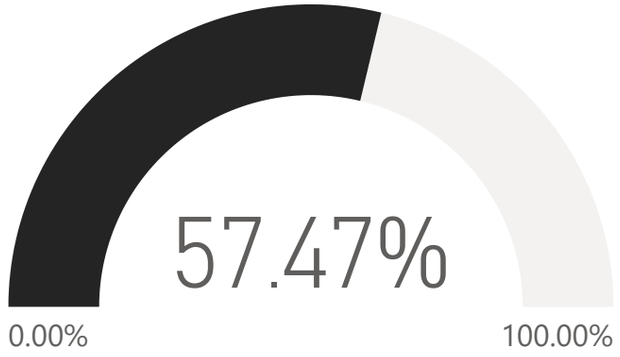
$291.85

Annual Fees

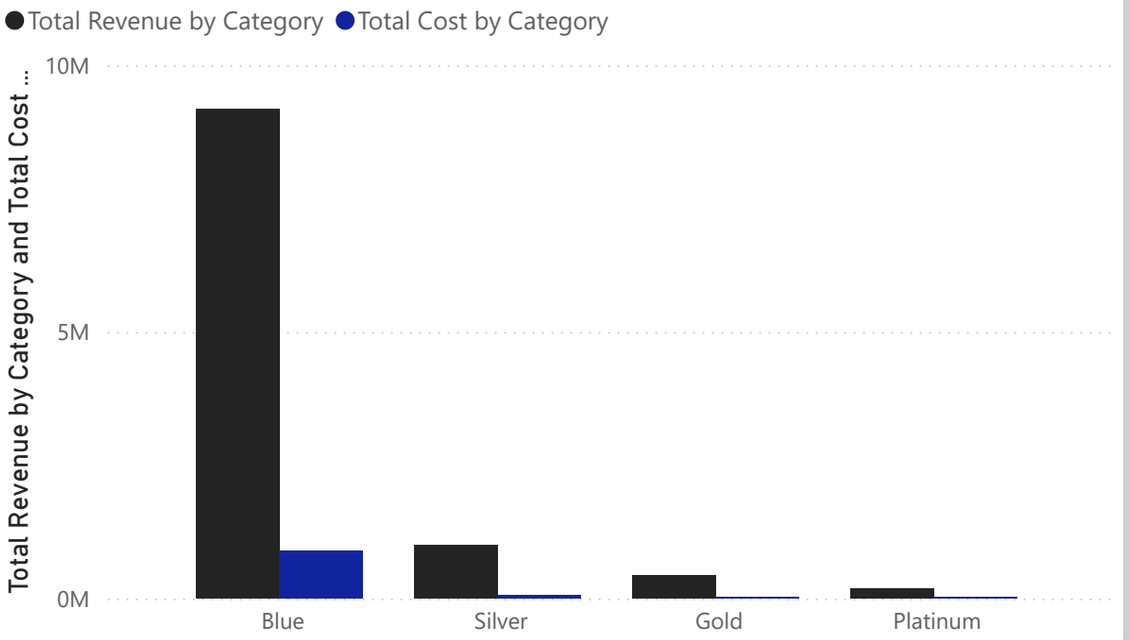
$96.25

Customer_Acq_Cost

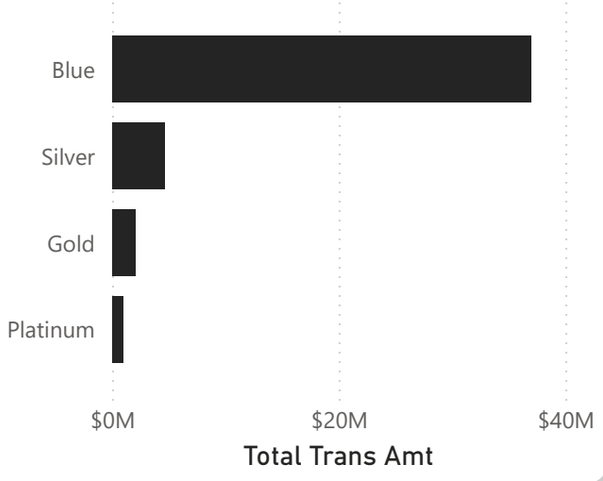
Activation Rate



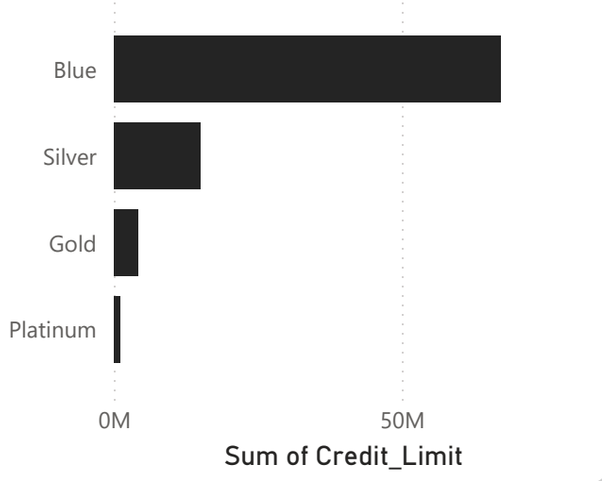
Total Revenue by Category and Total Cost by Category by Card_Category



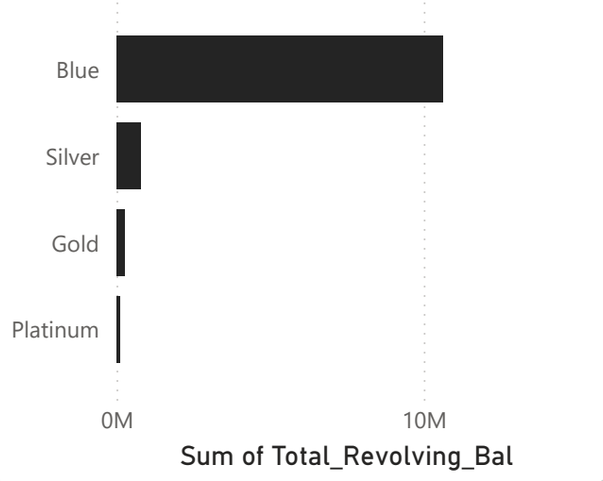
Total Trans Amt by Card_Category



Credit_Limit by Card_Category



Total_Revolving_Bal by Card_Category



Date

All

Executive Summary

Customer Demographic

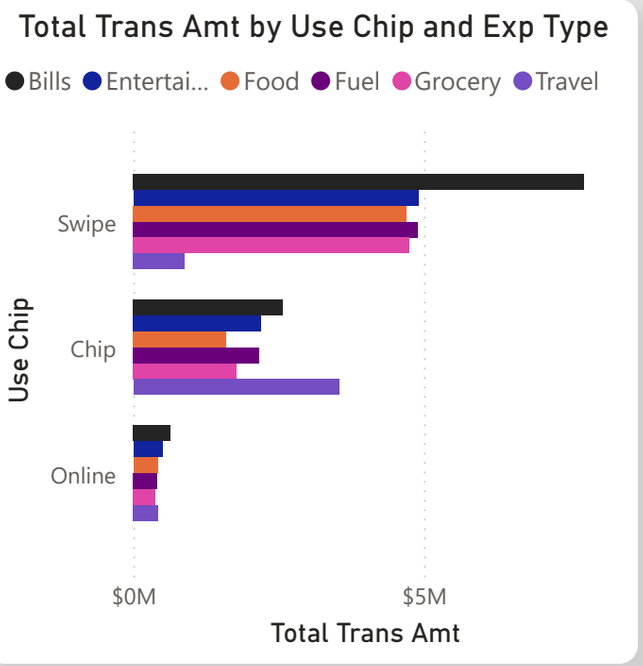
Card Product Analysis

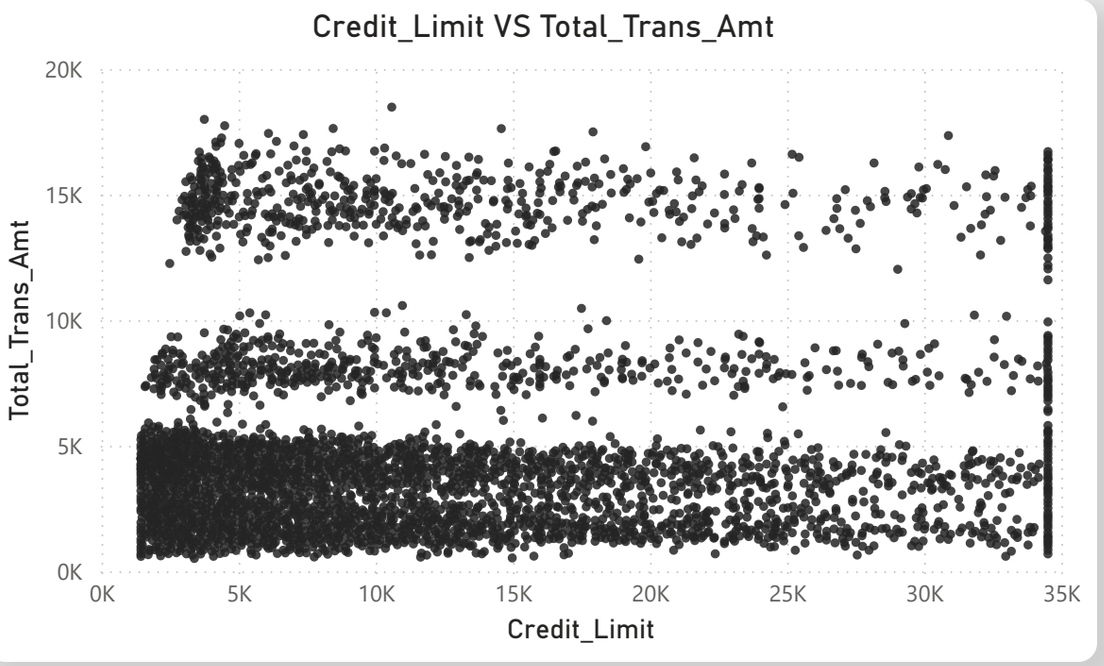
Spending & Transaction...

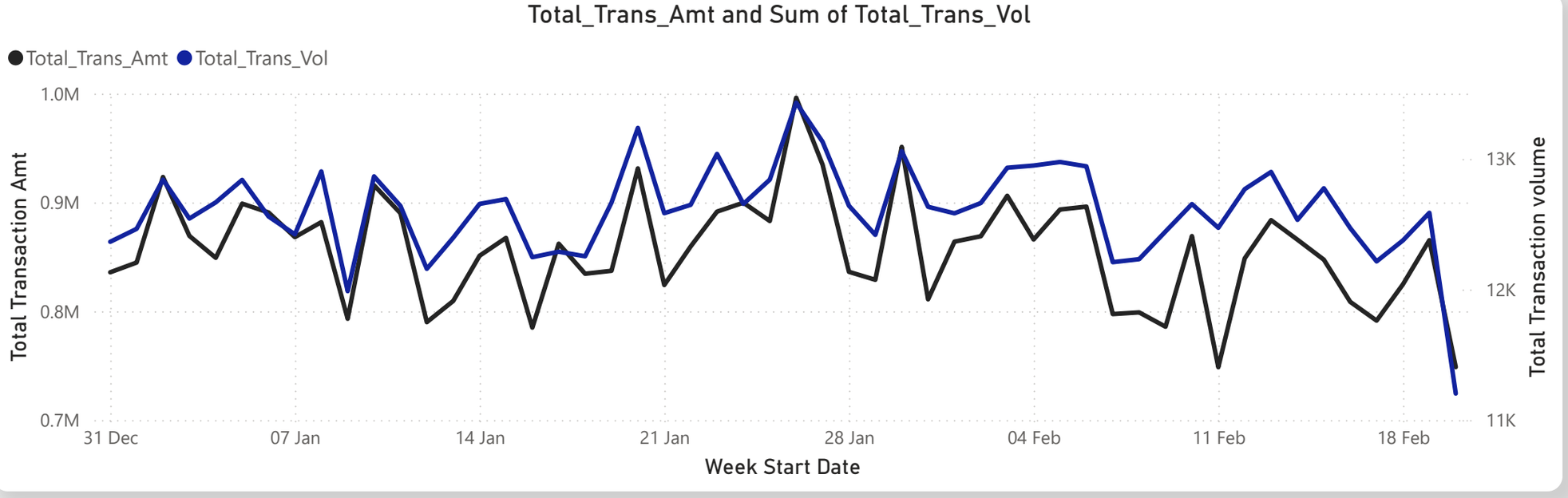
Risk & Profitability Analysis

F

M







Date

All

Executive Summary

Customer Demographic

Card Product Analysis

Spending & Transaction Behavior

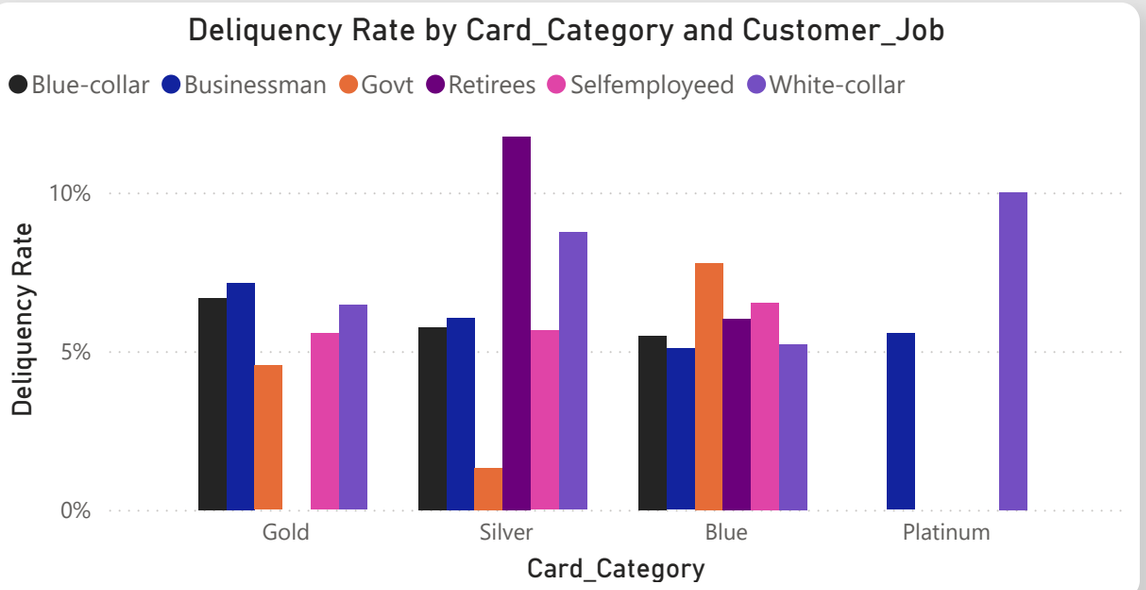
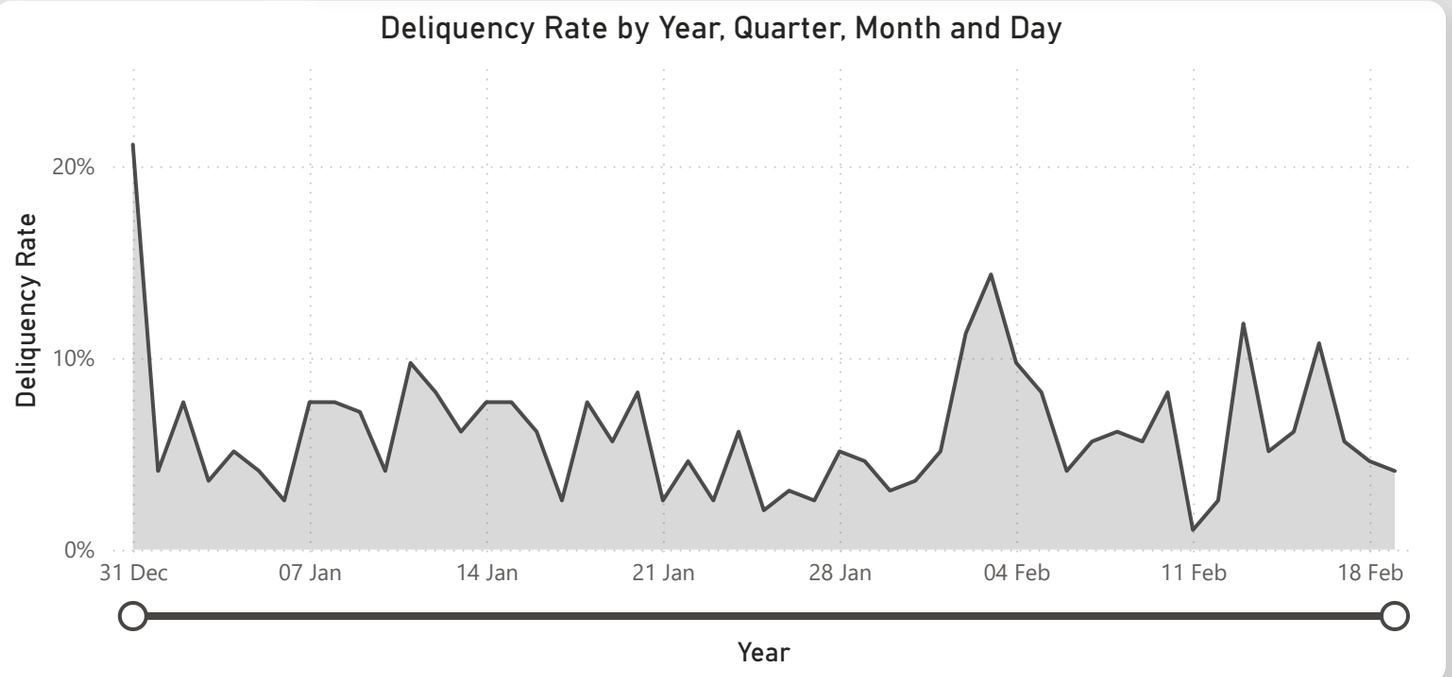
Risk & Profitability Analysis

Q1 Q2 Q3 Q4

11.75M
Total revolving bal

614
Delinquent Accounts

6.07%
Deliquency Rate

State	Deliquency Rate
NJ	6.28%
NY	6.78%
CT	7.14%
NV	7.14%
MI	7.94%
MA	10.71%
IA	12.77%
VA	14.81%
OR	20.00%
PA	22.22%
Total	**7.00%**

Customer_Job	Deliquency Rate
Govt	7.41%
Selfemployeed	6.49%
Retirees	6.19%
White-collar	5.51%
Blue-collar	5.51%
Businessman	5.31%
Total	**6.07%**