

CREDIT CARD

WEEKLY STATUS REPORT



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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-

WoW change:

- Revenue increased by 28.8%.
- Total transactions amount & count increased by 1011008 & 21206.

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 6.07%

