

# Project Insights-

## WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

## Overview YTD

- : • Overall revenue is 57M
- Total interest is 8M
  - Total transaction amount is 46M
  - Male customers are contributing more in revenue 31M, female 26M
  - 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 6.06%