**Project Insights**

WoW change: - Week 52 (24th Dec 2023)

• Revenue decreased by 12.8%.

Other Insightss

• Overall revenue is 111M.

• Total interest is 15.7M.

• Total transaction amount is 89M.

• Male customers are contributing more to revenue (60M) than female customers (50M).

• Blue & Silver credit card are contributing to 93.31% of overall transactions.

• TX, NY, CA & Fl are contributing for 86.45% of total transaction.

• Overall Activation rate is 57.2%.

• Overall Delinquent rate is 6.07%.