Project Insights - Week 53 (31st Dec)

WoW (week on week )Change :

**.** Increased revenue by 28.8%

**.** Total transaction Amount and count increased by 2.2% and 1.7%

**.** Customer count increased by by 1.8%

Overview of YTD (year to Date ):

. Total revenue is 57M

.Total interest is 8M

.Total transaction is 46 M

. Male customers are contributing more in revenue 31 M , female 26 M

. Blue & silver credit card are contributing to 93% of Overall transaction

. TX, NY &CA is contributing to 68%

. Overall Activation rate is 57.5%

.Overall delinquent rate is 6.06%