

Project Insights Week 53 (31st Dec)

✦ Week Over Week Change

- ✦ Revenue increased by 28.8%
- ✦ Total Transaction Amt increased by 35.04%
- ✦ Total Transaction Count increased by 3.39%

✦ 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%