

Project Insights Week 53 (31st Dec)

■ Week Over Week Change

- Revenue increased by 28.8%
- Total Transaction Amt & Count increased by 21.5% & 19.3%
- Customer count increased by 17.2%

■ 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%