



Credit Card Customer Report



Total Customers

10K



Total Income

576M



Total Revenue

55.3M



CSS

3.19

Filter Section

Customer

Transactions

Week Start Date

All

Qtr

All

Gender

All

Card_Category

All

Income_Group

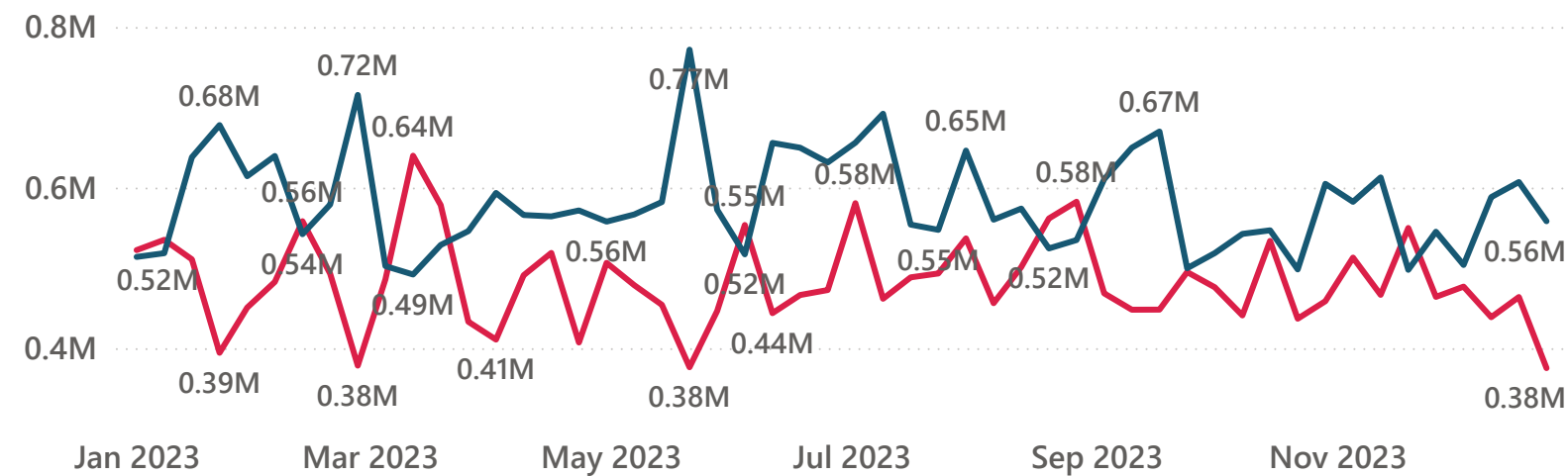
All

Marital_Status

All

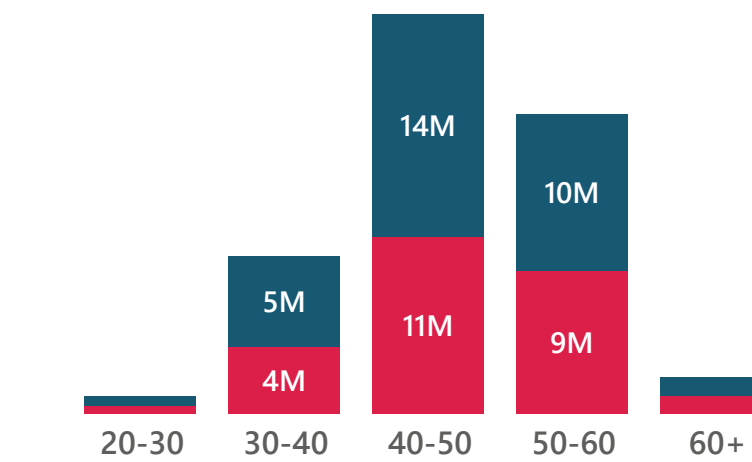
Revenue VS Gender

Gender ● F ● M



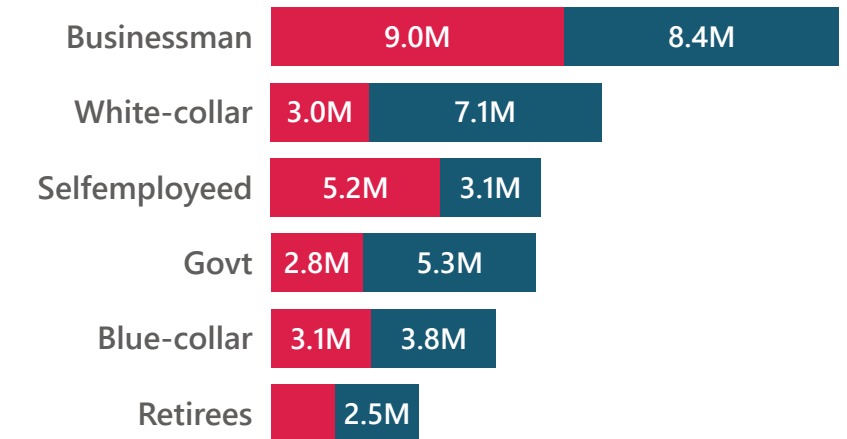
Customers by Age Group

Gender ● F ● M



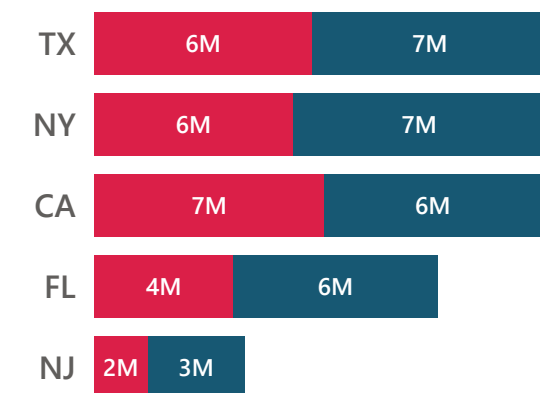
Customers by Job

Gender ● F ● M



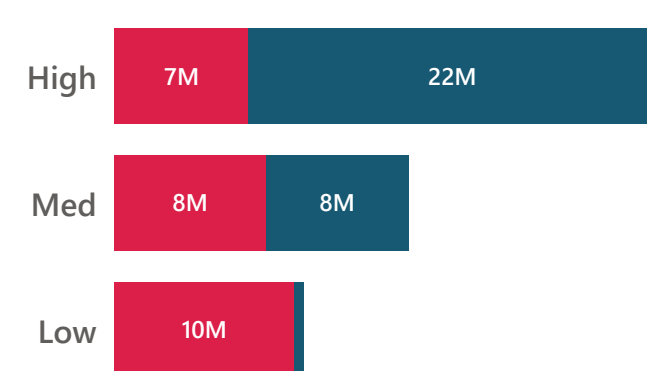
Revenue by Card Category

Gender ● F ● M



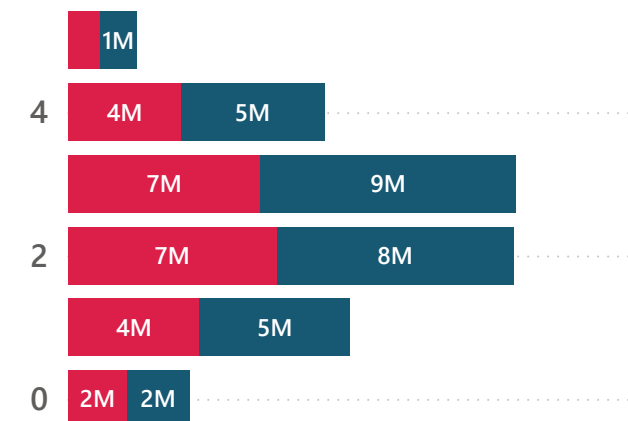
Customers by Salary Group

Gender ● F ● M



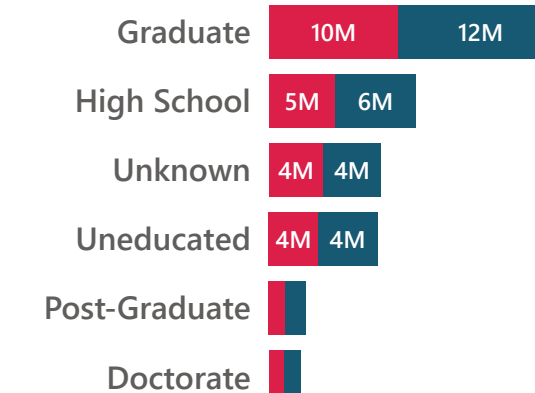
Customers by Dependent Count

Gender ● F ● M



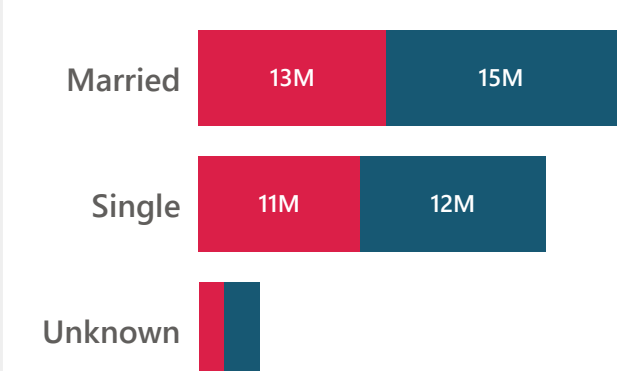
Customers by Education

Gender ● F ● M



Customers by Marital Status

Gender ● F ● M





Credit Card Transaction Report



Total Revenue

55.3M



Transaction Amount

45M



Total Interest

7.8M



Transaction Count

656K

Filter Section

Customer

Transactions

Week Start Date

All

Qtr

All

Gender

All

Card_Category

All

Income_Group

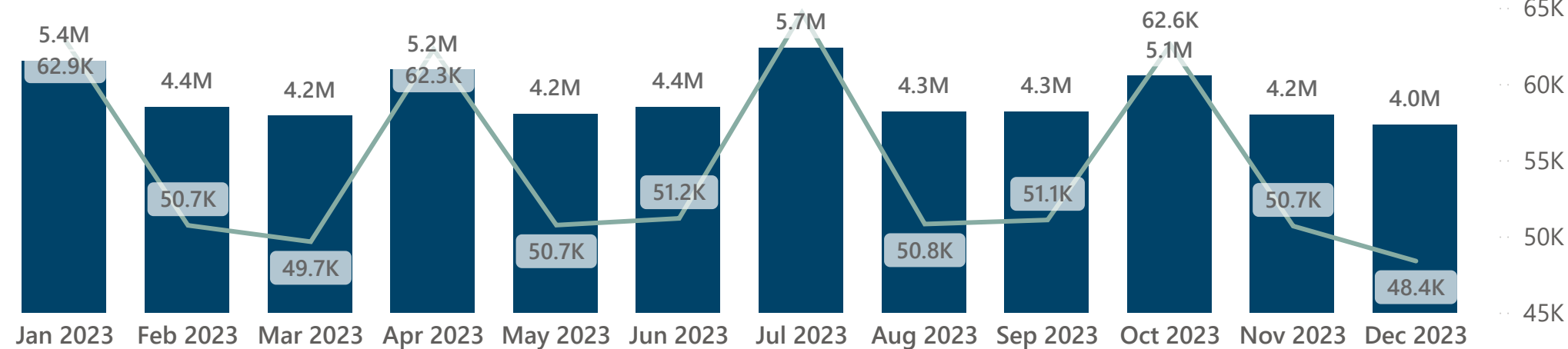
All

Marital_Status

All

Qtr Revenue and Total Transaction Count

● Revenue ● Total Transaction Volume



Card Category

Revenue

Interest Earned

Annual Fees

Blue

4,61,39,398

64,95,887.74

26,85,635

Gold

24,54,072

3,73,784.16

56,210

Platinum

11,35,608

1,61,629.05

20,665

Silver

55,86,332

8,12,081.28

1,87,505

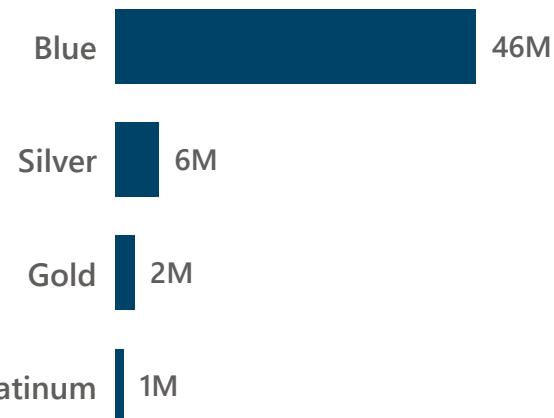
Total

5,53,15,410

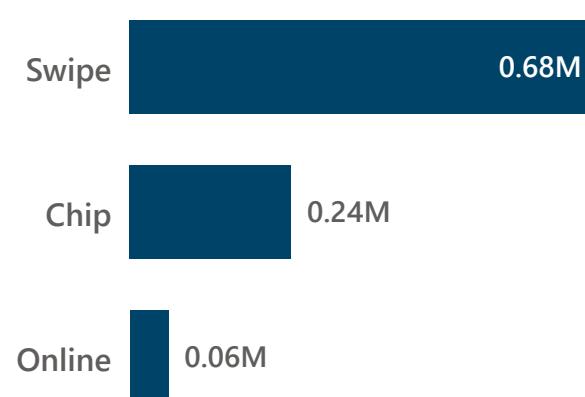
78,43,382.23

29,50,015

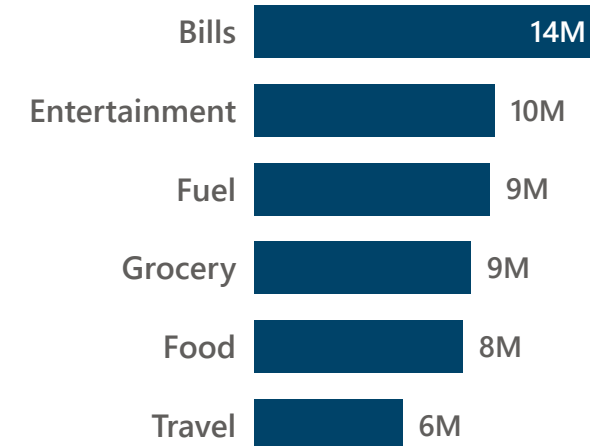
Revenue by Card Category



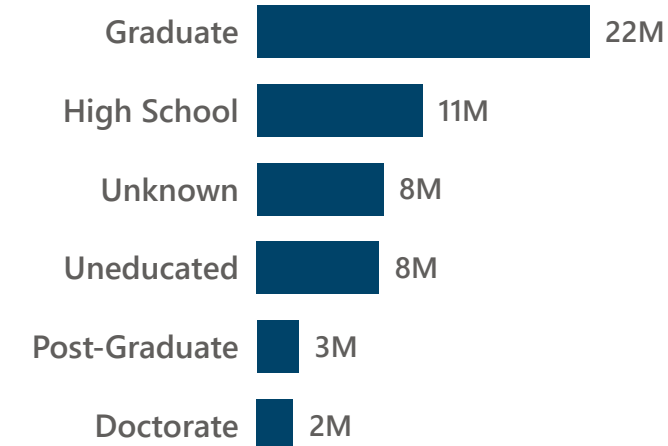
Customer Acquisition Cost by Chip



Revenue by Expenditure Type



Revenue by Education



Revenue by Customer Job

