Credit Card Customer Report Insights:

General Overview:

- Total revenue generated is $55M, with $45M in transaction amounts.

- Total income earned is $576M, and the CSS metric is at 3.19.

Quarterly and Gender Trends:

- Revenue and transaction volumes are steady across all quarters, with peaks in Q2 and Q3.

- Gender analysis shows male customers contribute more consistently across quarters compared to female customers.

Category-Based Insights:

1. Revenue by Income Group:

- High-income customers generate the highest revenue ($28M), followed by Medium-income customers ($17M).

- Low and Too Low income groups contribute less significantly.

2. Revenue by Customer Job:

- Business professionals lead with $17M, followed by White-collar ($14M) and Government employees ($10M).

- Retirees contribute the least ($7M).

3. Revenue by Education Level:

- Graduates contribute the most revenue ($22M), followed by High School

graduates ($11M).

- Other categories like Post-Graduate and Doctorate contribute moderately.

4. Revenue by State:

- The top states by revenue are Texas ($13M), New York ($11M), and California ($10M).

- States like Florida and Washington contribute less significantly.

Chip Usage Insights:

- Swipe remains the dominant payment method, followed by Chip and Online.