

Insights into Consumer Behavior in Credit Marketing

34K

Sum of Credit Cards Held

939.26

Average of Average Balance

23K

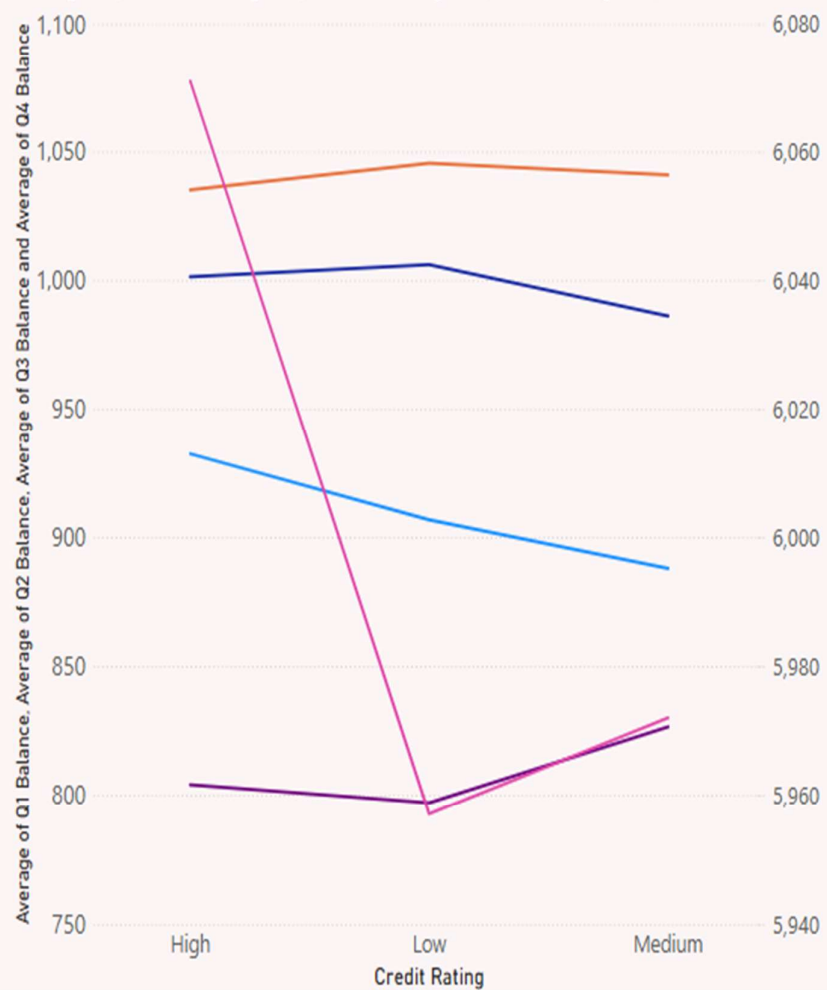
Sum of Bank Accounts Open

3.50

Average of Household Size

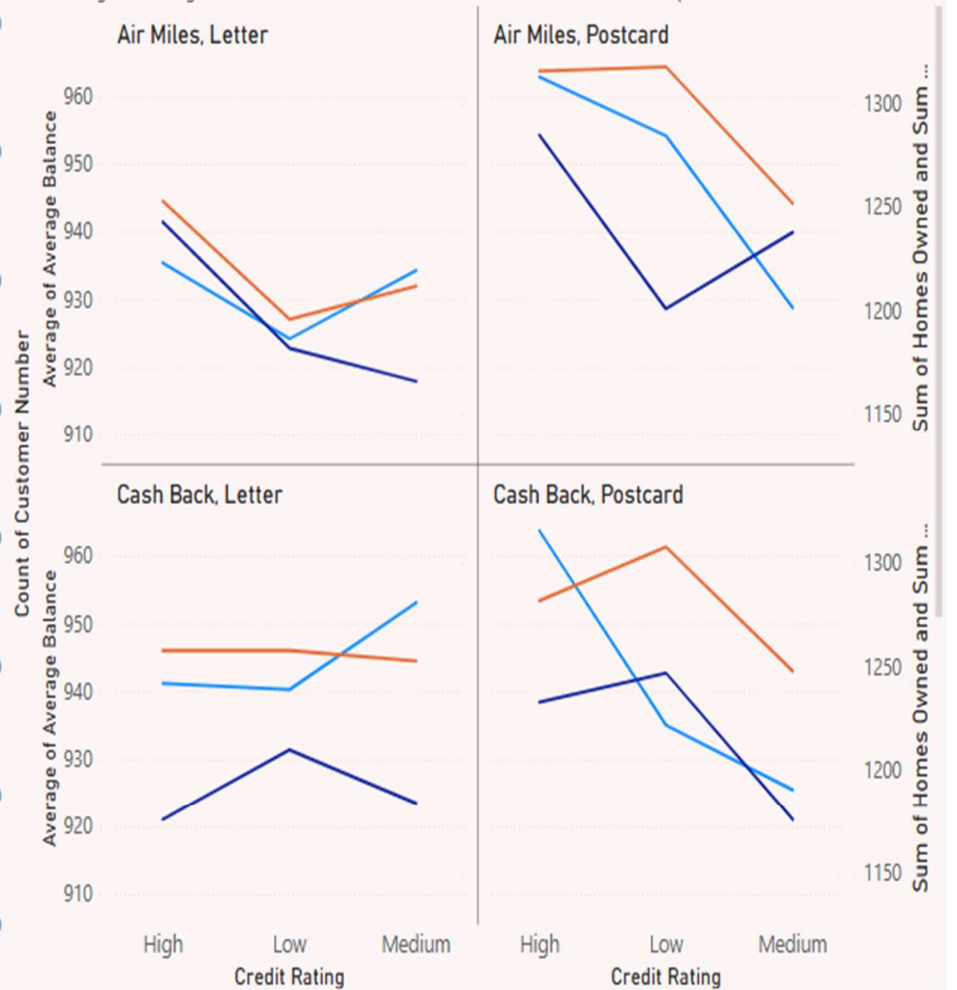
All Quarter's Balance and Count of Customer By Credit Rating

● Average of Q1 Balance ● Average of Q2 Balance ● Average of Q3 Balance ● Average of Q4 Balance ● Count of Customer



Average Balance, Homes Owned and Bank Accounts by Credit Rating, Reward and Mail

● Average of Average Balance ● Sum of Homes Owned ● Sum of Bank Accounts Open



✕ Close

Insights into Consumer Behavior in Credit Marketing



34K

Sum of Credit Cards Held

939.26

Average of Average Balance

23K

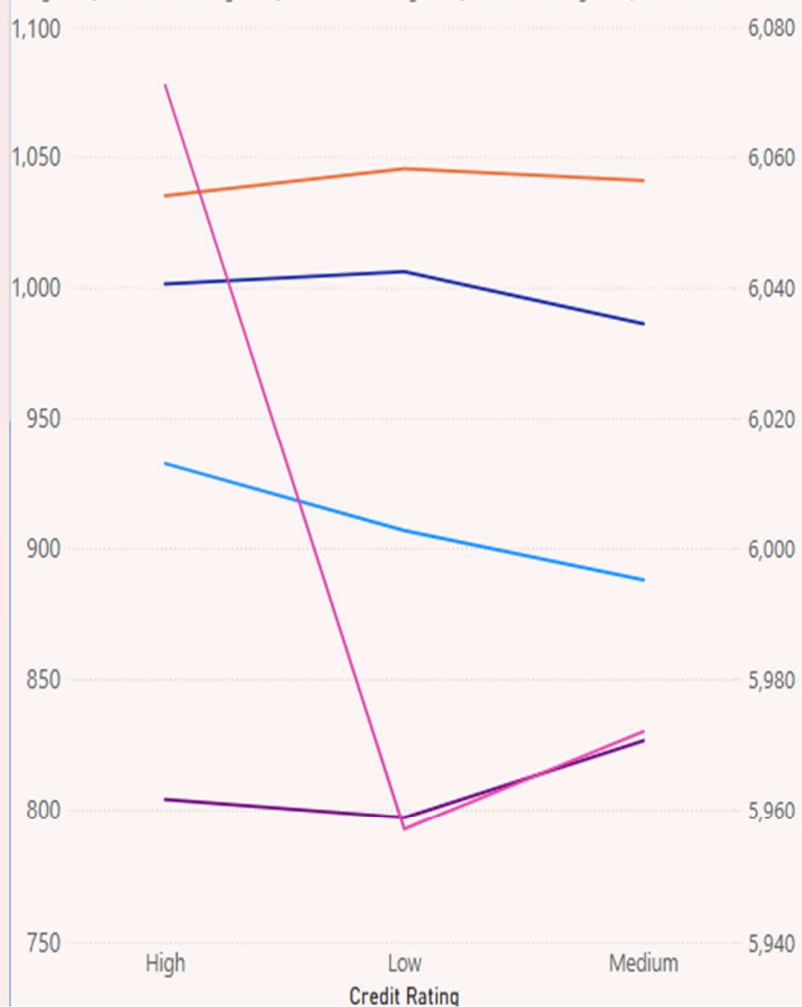
Sum of Bank Accounts Open

3.50

Average of Household Size

Quarter's Balance and Count of Customer By Credit Rating

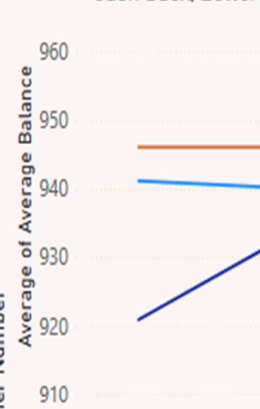
Average of Q1 Balance • Average of Q2 Balance • Average of Q3 Balance • Average of Q4 Balance • Count of Customers



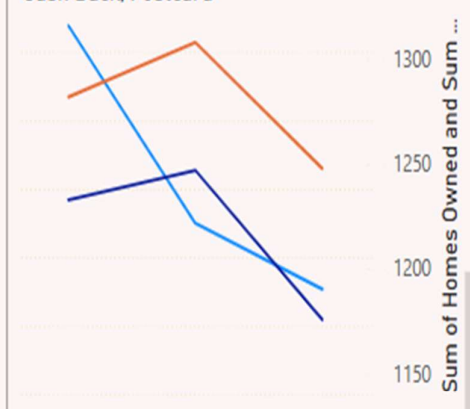
Average Balance, Homes Owned and Bank Accounts by Credit Rating, Reward and Mail

Average of Average Balance • Sum of Homes Owned • Sum of Bank Accounts Open

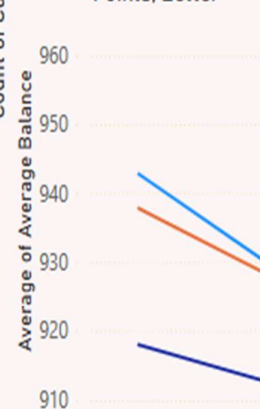
Cash Back, Letter



Cash Back, Postcard



Points, Letter



Points, Postcard



Reward

☒ Air Miles

☒ Cash Back

☒ Points

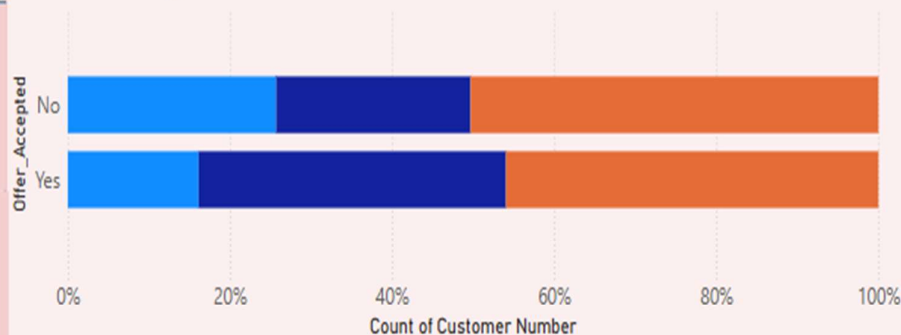
RESET



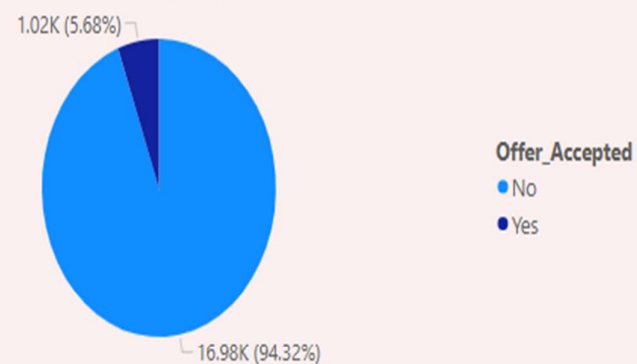


Count of Customer Number by Offer_Accepted and Income Level

Income Level ● High ● Low ● Medium

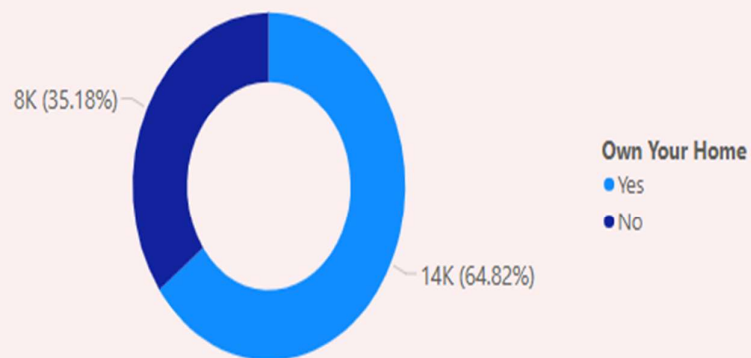


Count of Customer Number by Offer_Accepted



No	14447	No
Offer_Accepted	Count of Customer Nu...	Overdraft Protection
No	2530	Yes
Offer_Accepted	Count of Customer Nu...	Overdraft Protection
Yes	875	No
Offer_Accepted	Count of Customer Nu...	Overdraft Protection
Yes	148	Yes
Offer_Accepted	Count of Customer Nu...	Overdraft Protection

Sum of Homes Owned by Own Your Home



9.77%

Growth Rate Q1-Q2

4.27%

Growth Rate Q2-Q3

14.45%

Growth Rate Q1-Q3

Reward ▾

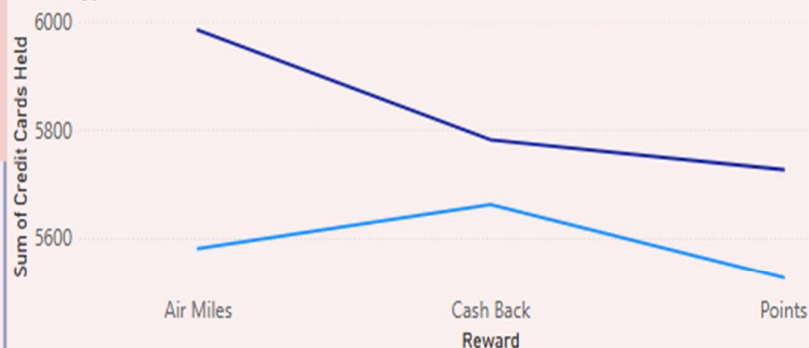
✓ ☐ Air Miles

✓ ☐ Cash Back

✓ ☐ Points

Sum of Credit Cards Held by Reward and Mailer Type

Mailer Type ● Letter ● Postcard



Count of Customer Number by Income Level

