

# Credit Card Transaction Report

Revenue

57M

Total Interest

8.0M

Amount

46M

Count

667K

Card Category	Revenue	Transaction Amount	Interest Earned
Blue	4,71,88,612	3,78,40,749	66,14,173
Silver	56,59,109	46,47,596	8,21,923
Gold	25,33,682	20,91,362	3,84,755
Platinum	11,35,608	9,53,314	1,61,629
Total	5,65,17,011	4,55,33,021	79,82,480

Q4

Q2

Q3

Q1

Week Start Date

All

F

M

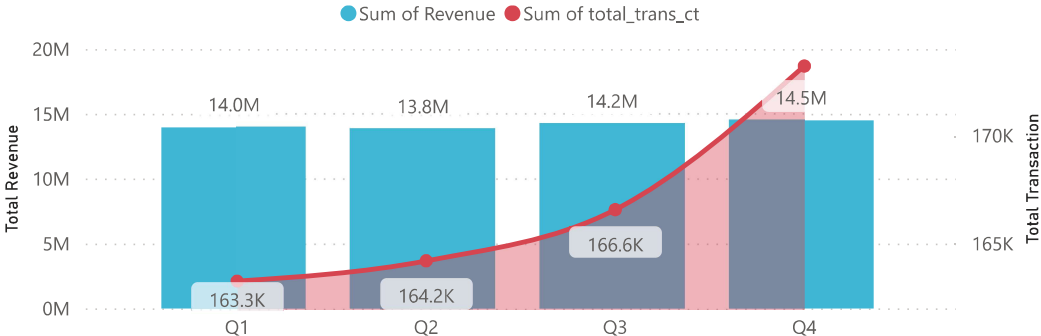
Gold

Blue

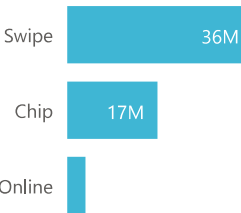
Silver

Platinum

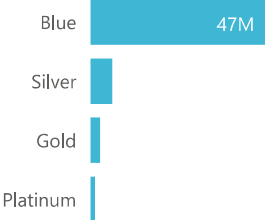
## QTR Revenue and Total Trans Count



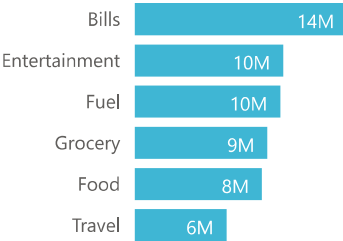
## Revenue By UseChip



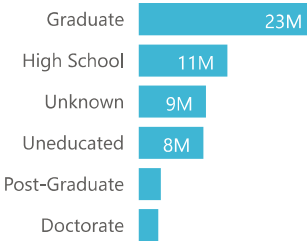
## Revenue By Card Category



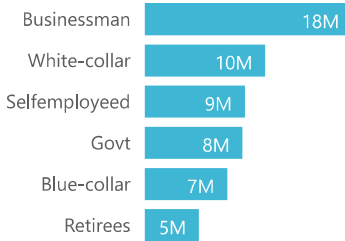
## Revenue By Expenditure Type



## Revenue By Education Level



## Revenue By Customer Job



## Credit Card Customer Report

Q4

Q2

Q3

Q1

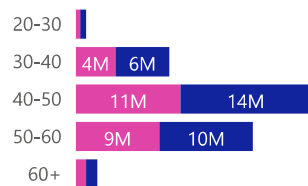
Revenue

57M

Total Interest

8.0M

Revenue By Age Group



Week Start Date

All

F

M

Gold

Blue

Silver

Platinum

Income

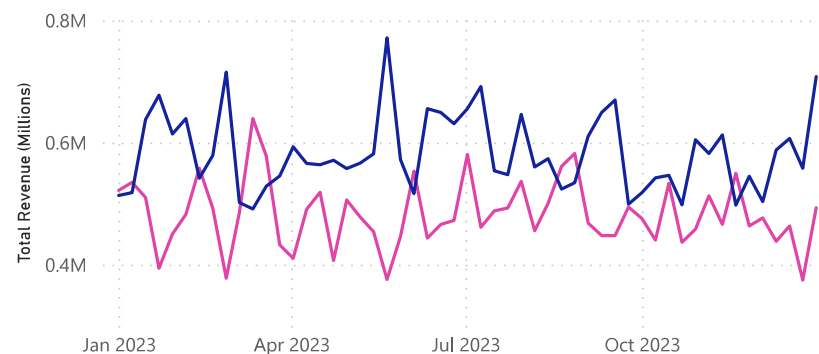
588M

Customer SS

3.19

Customer Job	Income	Revenue	Interest Earned
Businessman	19,03,50,431	1,76,97,472	25,84,604
White-collar	10,56,18,475	1,02,83,124	14,64,691
Selfemployed	7,76,59,931	85,42,826	11,41,510
Govt	9,08,34,727	83,35,534	11,82,231
Total	58,75,99,783	5,65,17,011	79,82,480

Sum of Revenue by Year, Month, Day and gender



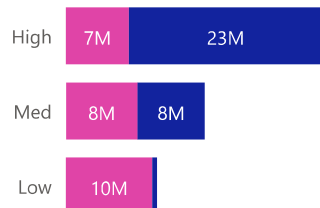
M

31M

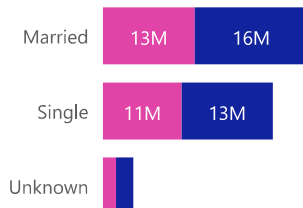
F

26M

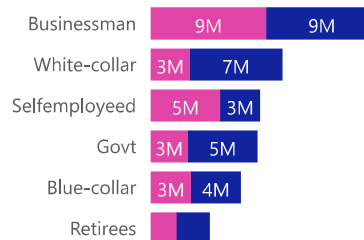
Revenue By Income Group



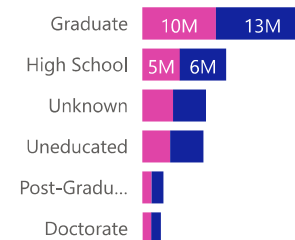
Revenue By Marital Status



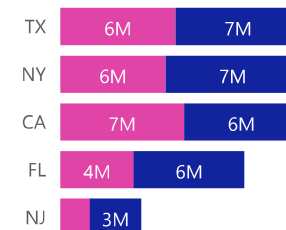
Revenue By Customer Job



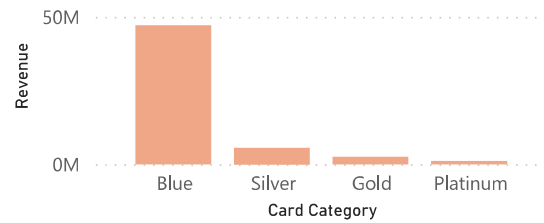
Revenue By Education Level



Revenue By State



### Revenue by Card Category



delinquent_acc	Count of delinquent_acc
0	9669
1	624
<b>Total</b>	<b>10293</b>

## Sample Project Insights Week 53

### WoW change:

Revenue increased by 28%  
Total Transaction Amt & Count increased  
Customer count increased

### 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  
TX,NY & CA is contributing to 68%  
Overall activation rate is 57%

activation_30_days	Blue-collar	Businessman	Govt	Retirees	Selfemployeed	White-collar	<b>Total</b>
0	<b>6.68%</b>	<b>7.94%</b>	<b>6.38%</b>	<b>4.26%</b>	<b>10.70%</b>	<b>6.59%</b>	<b>42.54%</b>
1	<b>8.92%</b>	<b>10.86%</b>	<b>8.71%</b>	<b>5.52%</b>	<b>14.84%</b>	<b>8.61%</b>	<b>57.46%</b>
<b>Total</b>	<b>15.60%</b>	<b>18.80%</b>	<b>15.10%</b>	<b>9.77%</b>	<b>25.53%</b>	<b>15.19%</b>	<b>100.00%</b>

week_num2	Previous_week_revenue	Current_week_revenue	wow_revenue
53	933134	1201601	28.77%
52	1070439	933134	-12.83%
51	1026549	1070439	4.28%
50	980152	1026549	4.73%
49	1008777	980152	-2.84%
<b>Total</b>	<b>933134</b>	<b>1201601</b>	<b>28.77%</b>