

Few insights from dashboard analysis

- Overall revenue generated is 57M.
- Total interest is 8M.
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M, female 26M
- Blue and 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 %