

Credit Card Transection Report

Revanue

57M

Trans.Count

667K

Amount

46M

Total Interest

8M

card_catego...	Sum of Revanue	Sum of total_tr...	Sum of interest_earned
Platinum	11,35,608.05	953314	1,61,629.05
Gold	25,33,682.16	2091362	3,84,755.16
Silver	56,59,108.98	4647596	8,21,922.98
Blue	4,71,88,611.62	37840749	66,14,172.62
Total	5,65,17,010.81	45533021	79,82,479.81

CC Trasaction

CC Customer

Key Insights

Q4

Q2

Q3

Q1

week_start_date

All

F

M

High

Medium

Low

Gold

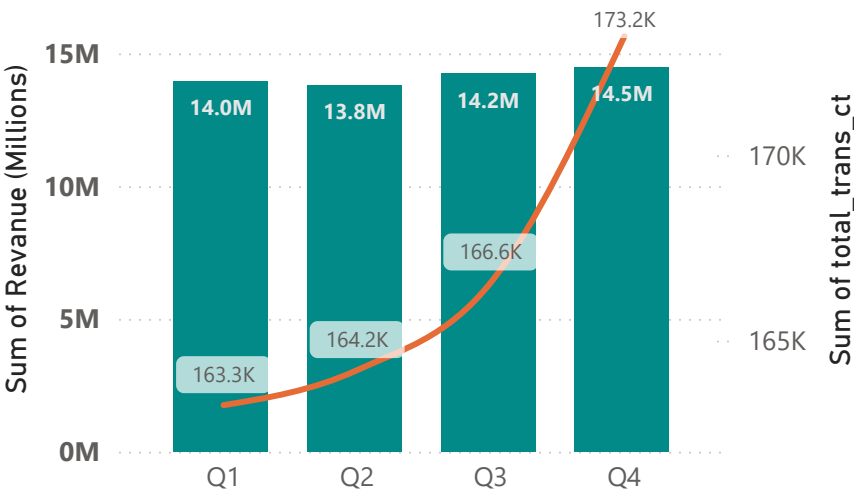
Silver

Blue

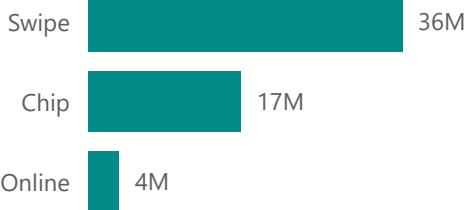
Platinum

QTR Revenue and total transection count

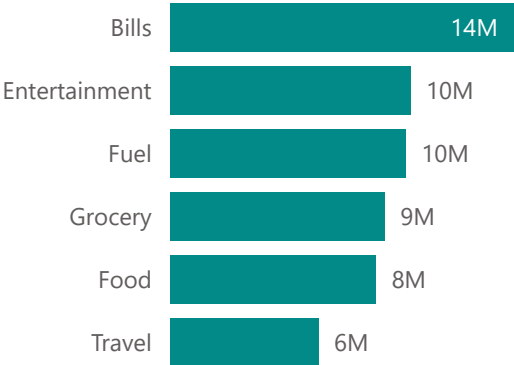
Sum of Revanue Sum of total_trans_ct



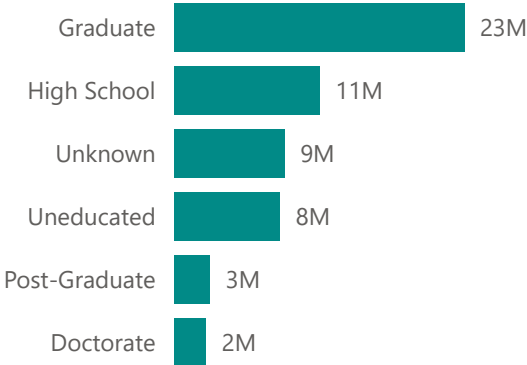
Revenue by Chip Usage



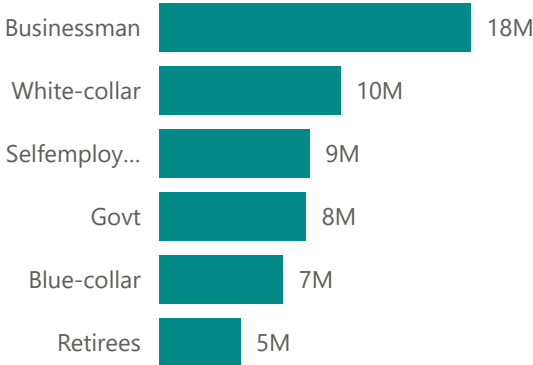
Revenue by Expenditure Type



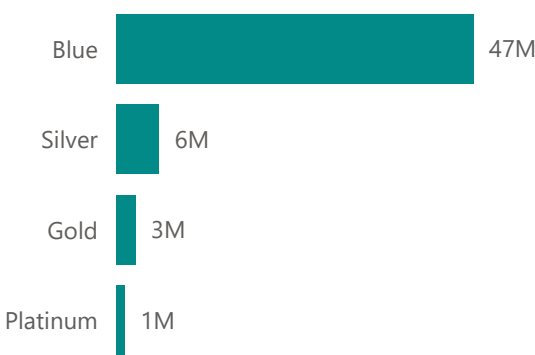
Revenue by Education Level



Revenue by Customer Job



Revenue by Card Type



Credit Card Customer Report

Revanue

57M

Total Interest

8M

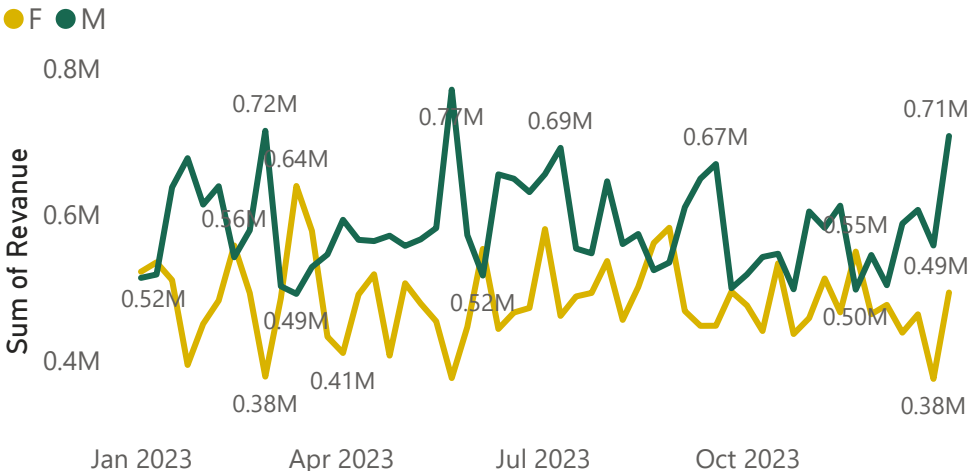
Income

588M

CSS

3.19

Revenue by Gender



CC Trasaction

CC Customer

Key Insights

Q4

Q2

Q3

Q1

week_start_date

All

High

Medium

Low

Gold

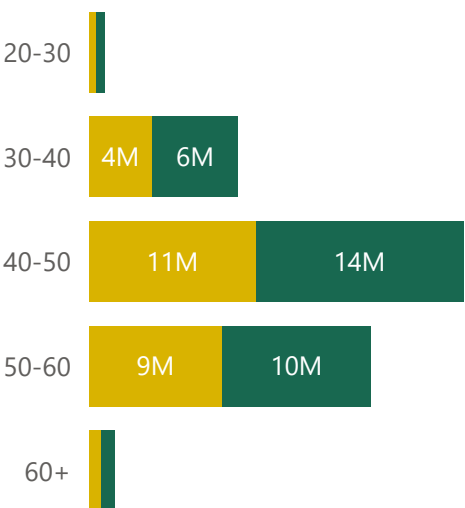
Silver

Blue

Platinum

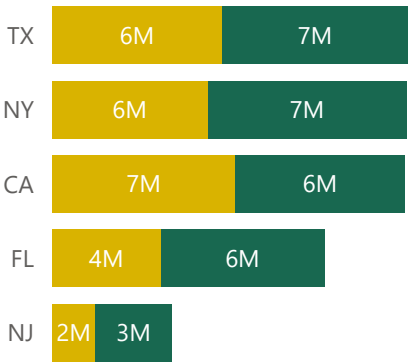


Revenue by Age Group

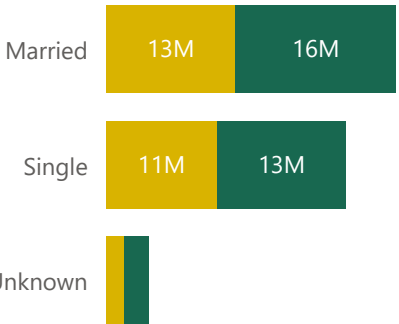


customer_job	Revanue	Transections	Interests
White-collar	1,02,83,123.92	8359688	14,64,690.92
Selfemployed	85,42,826.40	6640301	11,41,510.40
Retirees	46,17,448.22	3689646	6,41,692.22
Govt	83,35,533.84	6701573	11,82,230.84
Businessman	1,76,97,472.01	14538883	25,84,604.01
Blue-collar	70,40,606.42	5602930	9,67,751.42
Total	5,65,17,010.81	45533021	79,82,479.81

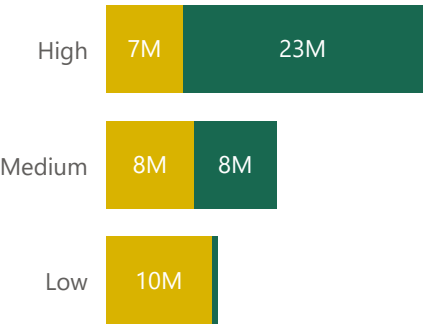
Top 5 State



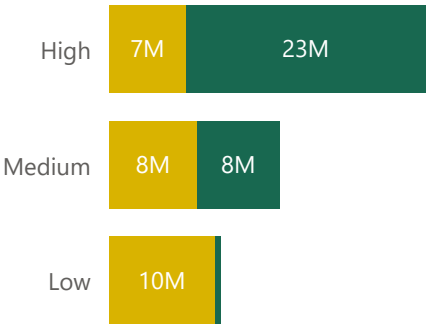
Revenue by Marital Status



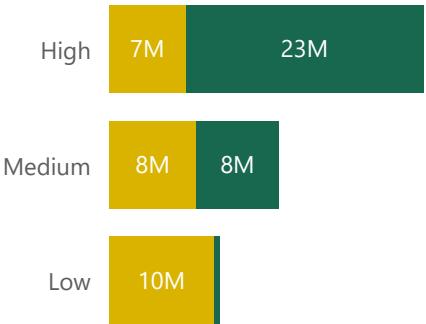
Revenue by Income Group



Revenue by Income Group



Revenue by Income Group





KEY INSIGHTS

Project Insights- Week 53 (31st Dec) WoW change:

- Revenue increased by 28.8%,
- Total Transaction Amt & Count increased by xx% & xx%
- Customer count increased by xx%

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
- Blue & 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%