

Week_Num2	Previous_week_Revenue	Current_week_Revenue	WoW_Revenue
53	9,17,467.43	11,83,376.58	29.0%
52	10,51,588.10	9,17,467.43	-12.8%
51	10,07,896.11	10,51,588.10	4.3%
50	9,61,837.37	10,07,896.11	4.8%
49	9,89,823.60	9,61,837.37	-2.8%
48	10,28,147.33	9,89,823.60	-3.7%
47	10,60,014.24	10,28,147.33	-3.0%
Total	9,17,467.43	11,83,376.58	29.0%

Week_Num2	Sum of Total_Trans_Amt	Sum of Total_Trans_Ct
53	1011008	11583
52	748677	11203
51	865275	12587
50	824791	12376
49	791352	12215
48	808623	12470
47	847375	12775
46	865727	12533
45	883695	12900
Total	45533021	667234

Card_Category	%GT Sum of Revenue
Blue	83.36%
Silver	10.08%
Gold	4.53%
Platinum	2.03%
Total	100.00%

Delinquent_Acc	%GT Count of Delinquent_Acc
0	93.94%
1	6.06%
Total	100.00%

Activation_30_Days	%GT Count of Activation_30_Days
0	42.54%
1	57.46%
Total	100.00%

State_cd	%GT Sum of Revenue
TX	23.02%
NY	22.96%
CA	22.80%
FL	17.65%
NJ	7.76%
IL	0.66%
MI	0.64%
Total	100.00%

Age Group	%GT Sum of Revenue
20-30	1.88%
30-40	17.40%
40-50	43.75%
50-60	33.01%
60+	3.96%
Total	100.00%

Useful Insight:-

WoW change:

Revenue increased by 29%,

Total Transaction Amt & Count increased by 35% & 3.4%

Overview YTD:

Overall revenue is 55.5M

Total interest is 8M

Total transaction amount is 46M

Blue credit card is alone contributing to 83.36% of overall transactions

TX, NY & CA is contributing to 68%

Male customers are contributing more in revenue 30.5M, female 25M

Age group of 40-50 & 50-60 are contributing to 76.76% of overall transactions

Overall Activation rate is 57.5%

Overall Delinquent rate is 6.06%