**Project Insights – Week 53**

1. **Week on Week change:**

* Revenue Increased in last Week by 28.8%.
* Total Transaction Amount increased by 0.35% .
* Customer Count Increased by 0.3%.

1. **Overview Year to Date**

* Overall revenue is 57M.
* Total interest is 8M.
* Total transaction amount is 45.5M
* Male customers are contributing more in revenue 31M, female 26M
* Blue & Silver credit card are contributing to 97% of overall

Transactions.

* TX, NY & CA is contributing to 68%.
* Overall Activation rate is 57.5%.
* Overall Delinquent rate is 6.06%.
* As per Job , People in ‘Self-employed’ category has highest number of delinquent account.
* The activation rate in first 30 days is 57.4%.