

Project Insights- Week 53 (31st Dec)

WOW CHANGE:

- REVENUE INCREASED BY 28.8%,
- TOTAL TRANSACTION AMT & COUNT 45M & 656K
- CUSTOMER COUNT INCREASED BY 10K

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%

