



Number of Transactions

11.62M

Spending Amount

\$540.20M

Total Customers

2,000

Issued Cards

6,146

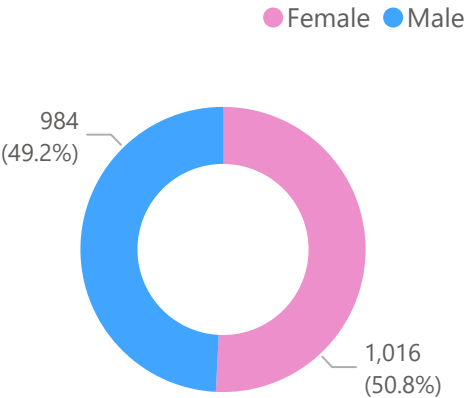
Overview

Transactions

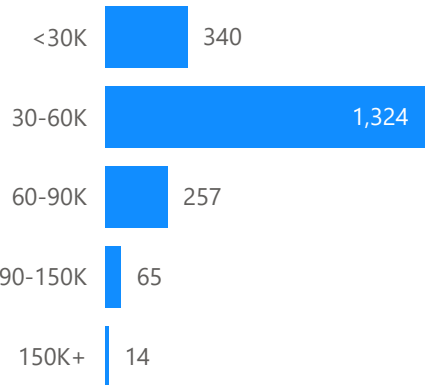
Cards

Customers

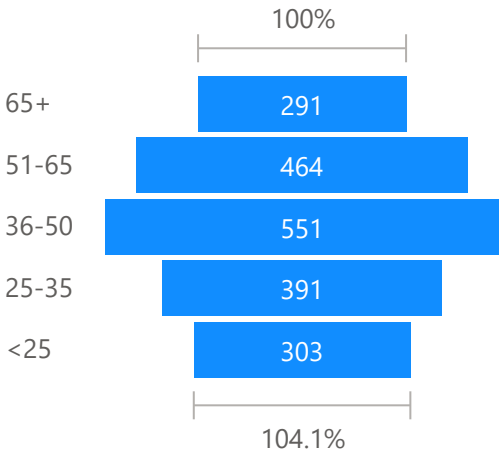
Gender Distribution



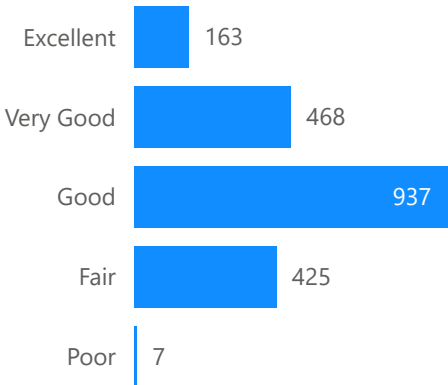
Customers by Income



Customers by Age



Customers by Credit Score



Date

7/1/1997

8/15/2025

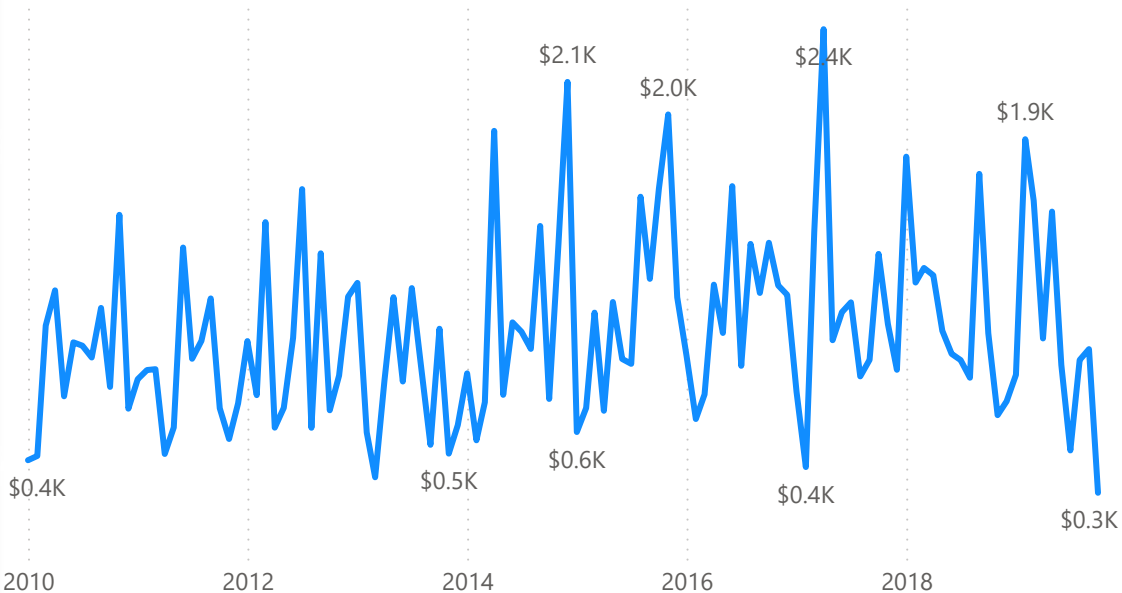
Cluster Segmentation

- ☐ Select all
- ☐ 0
- ☐ 1
- ☐ 2

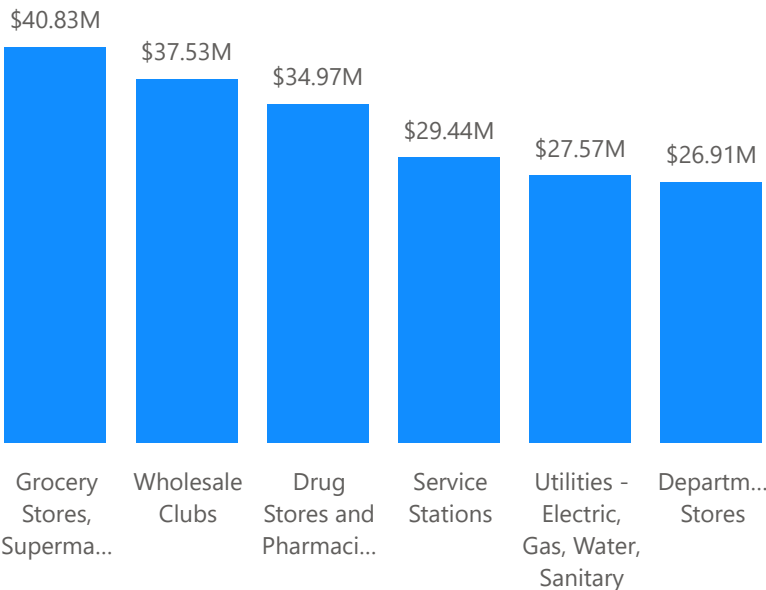
Gender

All

Trend of Transactions



TOP 6 Industries in the Most Spending





Number of Transactions

11.62M

Average Spending

\$46.49

Max Spending

\$6.82K

Issued Cards

6,146

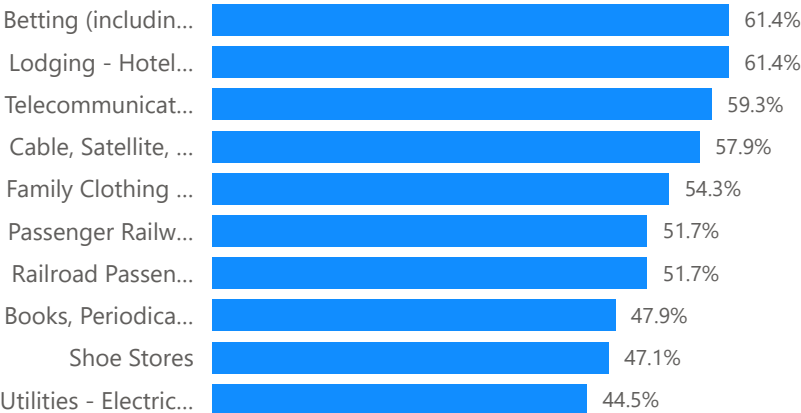
Overview

Transactions

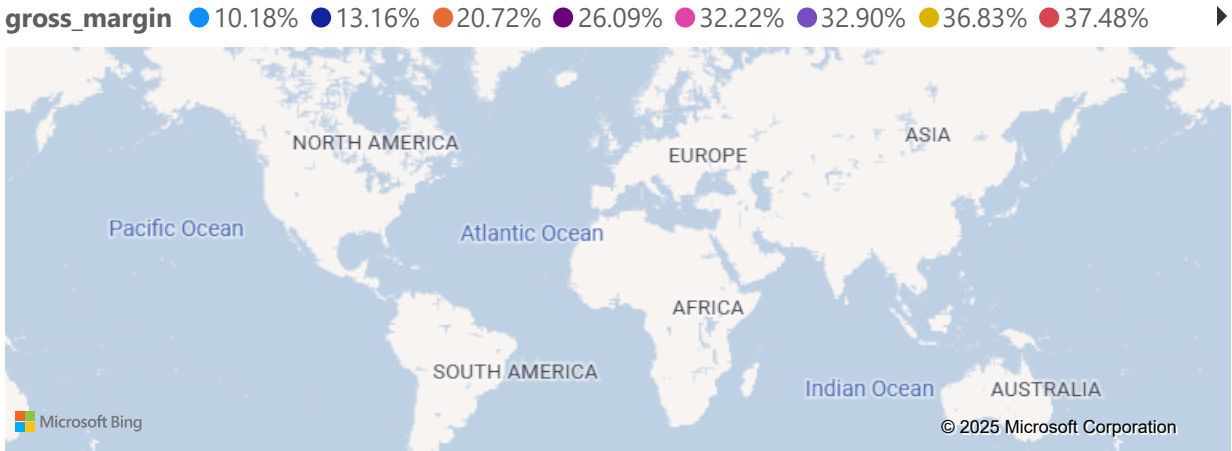
Cards

Customers

Average Gross Margin by MCC (Estimated)



Average Gross Margin by Merchant Region

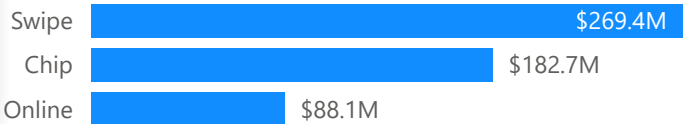


Date

7/1/1997 8/15/2025

Range selector

Transactions by use\_chip



Merchant Region

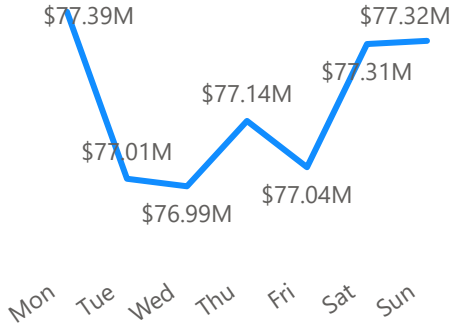
- Select all
- Africa
- Asia-Pacific
- Caribbean
- Europe

id	city	state	region	mcc	gross margin
1	Attleboro Falls	MA	North America	7922	39.68%
2	Orlando	FL	North America	4900	44.53%
3	New Britain	CT	North America	5912	10.18%
5	Pleasant Prairie	WI	North America	5411	26.09%
9	Somerville	MA	North America	7922	39.68%
12	Winamac	IN	North America	5912	22.90%
Total					22.20%

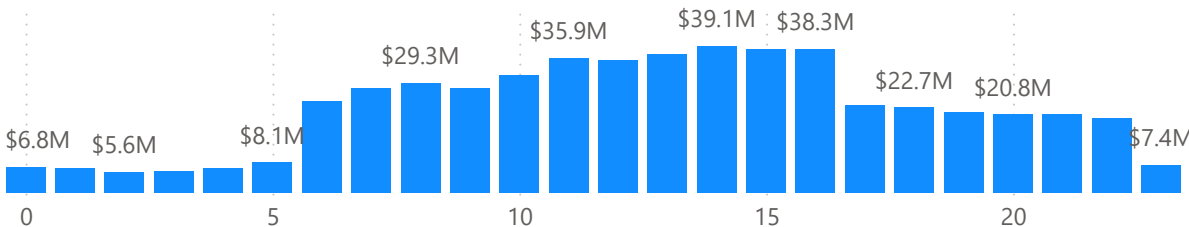
Number Transactions by Month



Spending by weekday



Spending by hour





Number of Issued Cards

6,146

AVG Card Spending

\$87.89K

Credit Limit (AVG)

\$14.35K

Card Faults Ratio

1.54%

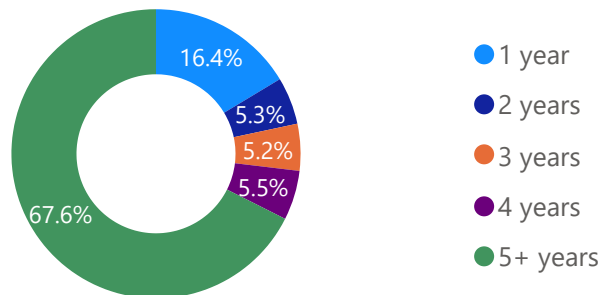
Overview

Transactions

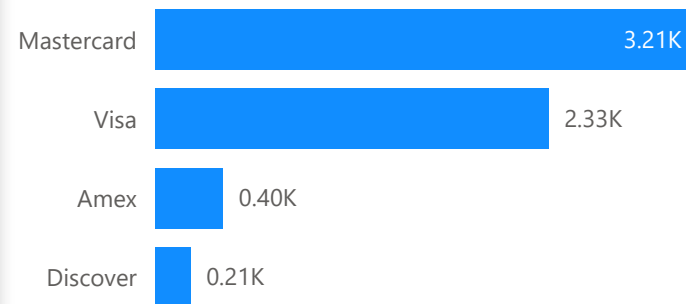
Cards

Customers

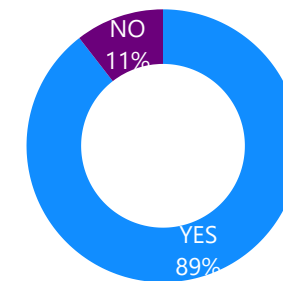
Card Usage Lifetime



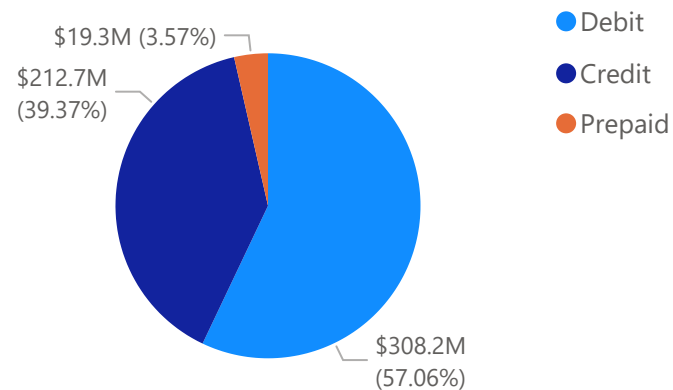
Distribution of Card Brands



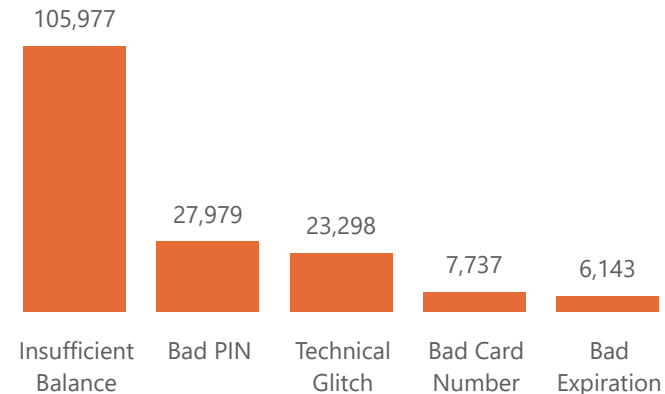
Issued Cards with has-chip



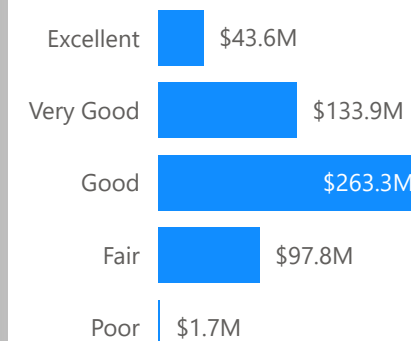
Spending by Card Types



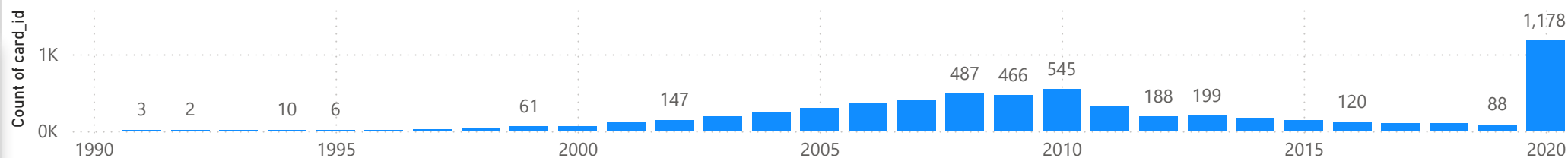
TOP 5 Card Faults Frequency



Spending by Credit Score



Number of Issued Cards by Year



Date

7/1/1997 8/15/2025

Range selector

Cluster Segmentation

- ☐ Select all
- ☐ 0
- ☐ 1
- ☐ 2

Gender

All



Number of Customers	AVG Current Age	Yearly Income	AVG Debt Ratio (times)
2,000	45	\$45.72K	1.39

- Overview
- Transactions
- Cards
- Customers

Age

☐ Select all

☐ 65+

☐ 51-65

☐ 36-50

☐ 25-35

☐ <25

Income

☐ Select all

☐ <30K

☐ 30-60K

☐ 60-90K

☐ 90-150K

☐ 150K+

Gender

☐ Select all

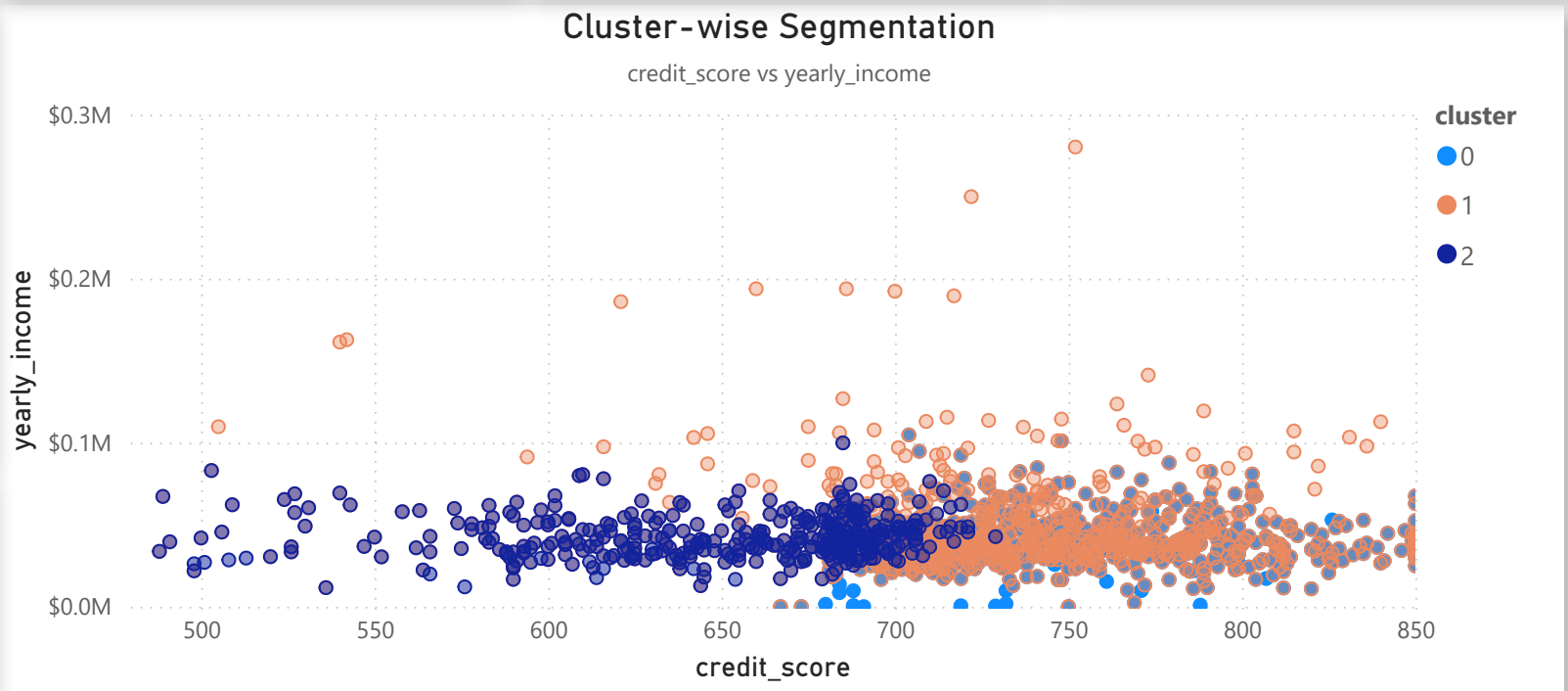
☐ Female

☐ Male

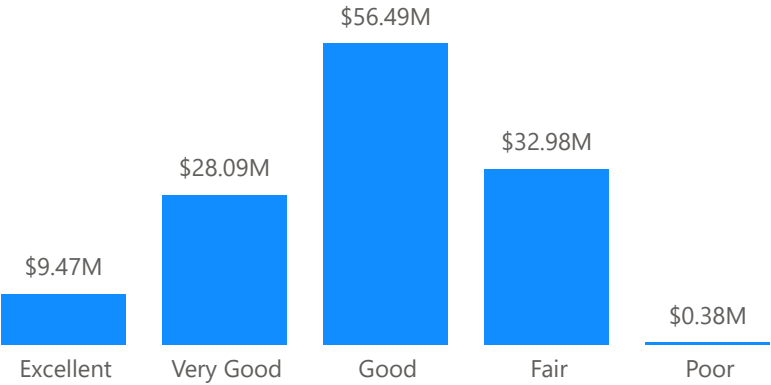
Date

7/1/1997

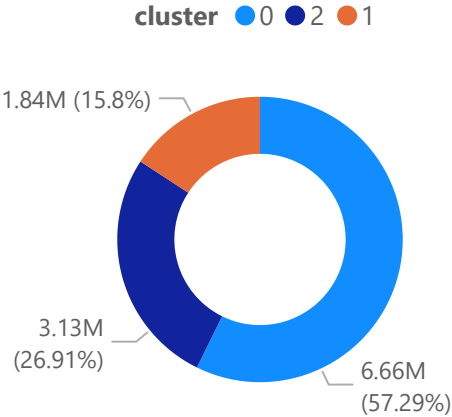
8/15/2025



Total Debt by Credit Score



Cluster Segmentation



Spending by Age

