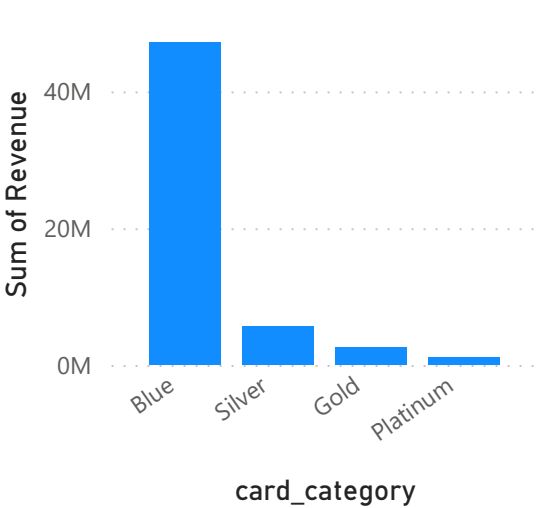
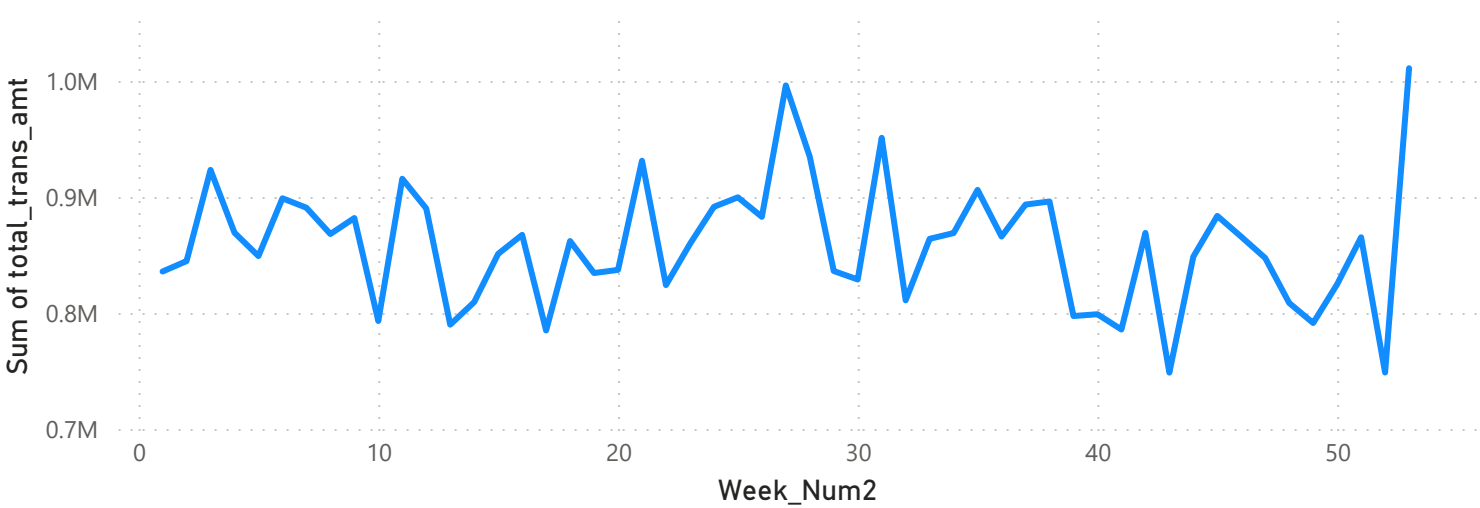


Sum of Revenue by card_category



Sum of total_trans_amt by Week_Num2



Week_Num2	Previous Week Revenue	Current Week Revenue	WOW_Revenue
53	933134	1201601	28.8%
52	1070439	933134	-12.8%
51	1026549	1070439	4.3%
50	980152	1026549	4.7%
49	1008777	980152	-2.8%
48	1047120	1008777	-3.7%
47	1078915	1047120	-2.9%
46	1094927	1078915	-1.5%
45	1063063	1094927	3.0%
44	934631	1063063	13.7%
43	1080205	934631	-13.5%
42	982974	1080205	9.9%
41	904114	982974	8.7%

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%

Credit Card Transaction Report

Total Revenue
56.5M

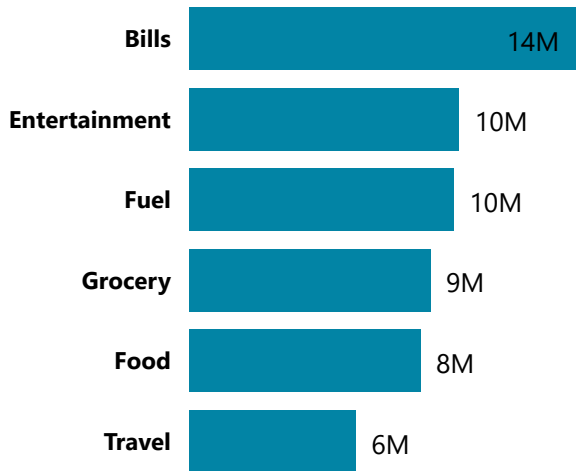
Transaction Amount
46M

Total Interest
8.0M

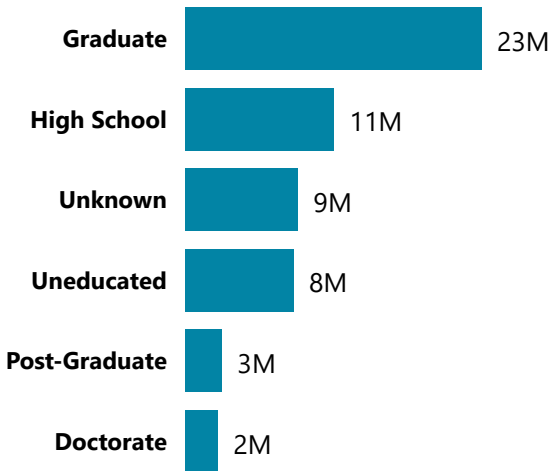
Transaction Count
667K

Card_Category	Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Blue	4,71,88,611.6	66,14,172.6	27,33,690
Gold	25,33,682.2	3,84,755.2	57,565
Platinum	11,35,608.1	1,61,629.1	20,665
Silver	56,59,109.0	8,21,923.0	1,89,590
Total	5,65,17,010.8	79,82,479.8	30,01,510

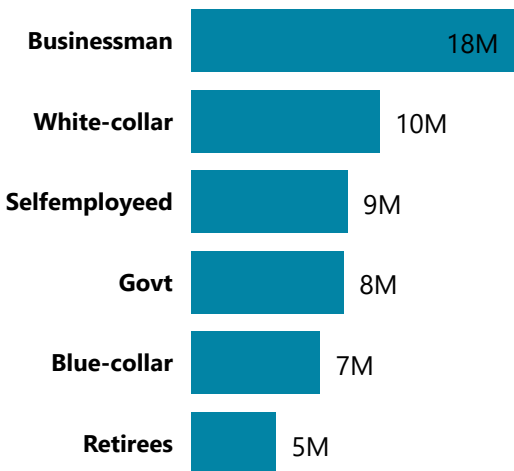
Revenue by Expenditure Type



Revenue by Education



Revenue by Customer Job



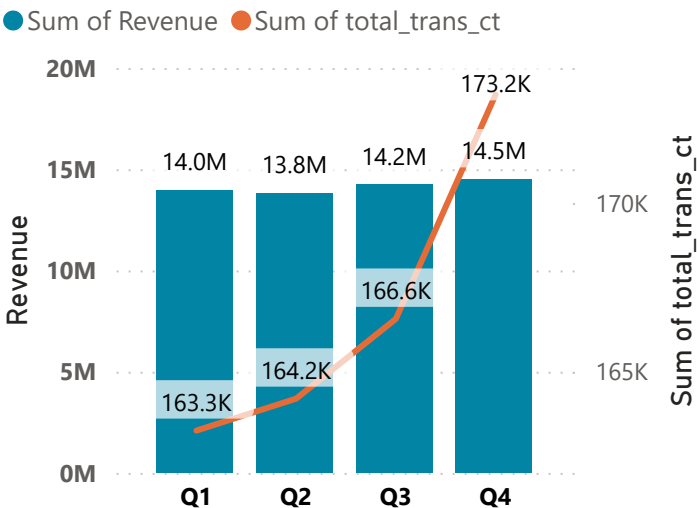
Q4

Q3

Q2

Q1

QTR Revenue and Total Trans Count



Week_Start_Date

All

F

M

Low

Medium

High

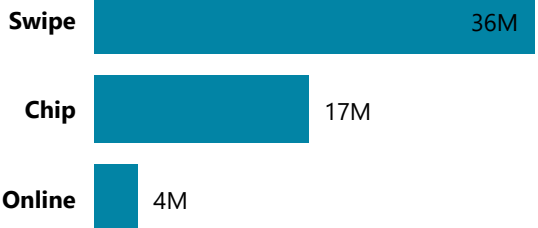
Gold

Silver

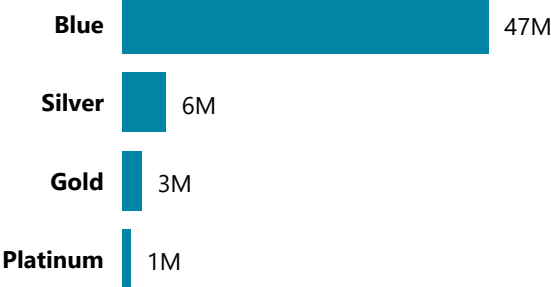
Blue

Platinum

Revenue by Use Chip



Revenue by Acq Cost



Credit Card Transaction Report

Total Revenue
56.5M

Transaction Amount
46M

Total Interest
8.0M

Transaction Count
667K

Card_Category	Revenue	Sum of Interest_Earned	Sum of Annual_Fees
Blue	4,71,88,611.6	66,14,172.6	27,33,690
Gold	25,33,682.2	3,84,755.2	57,565
Platinum	11,35,608.1	1,61,629.1	20,665
Silver	56,59,109.0	8,21,923.0	1,89,590
Total	5,65,17,010.8	79,82,479.8	30,01,510

Q4

Q3

Q2

Q1

Week_Start_Date

All

F

M

Low

Medium

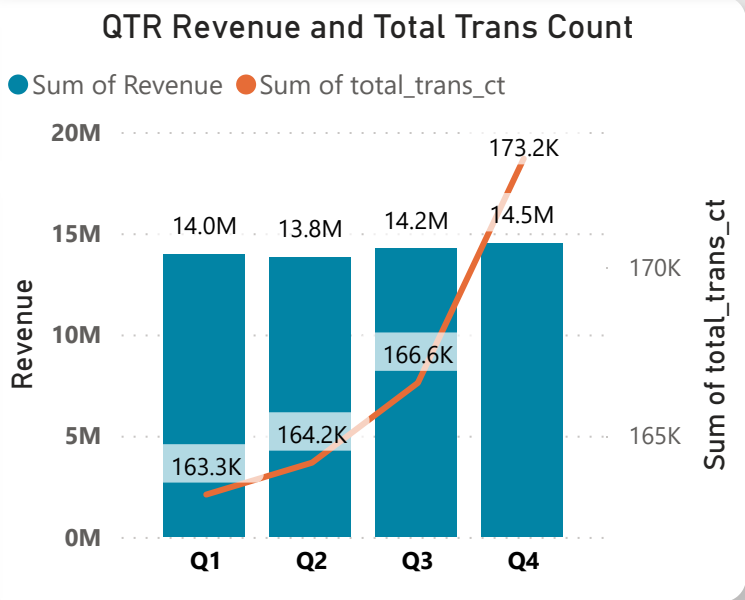
High

Gold

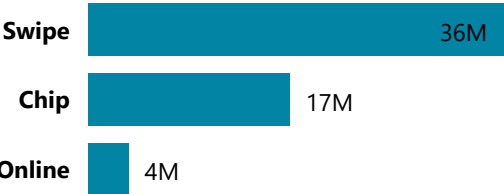
Silver

Blue

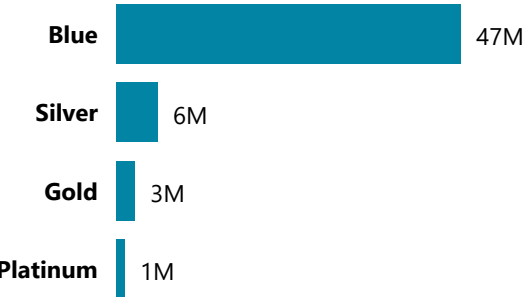
Platinum



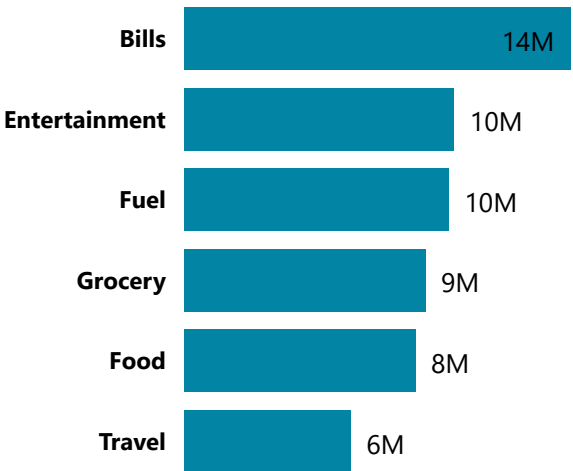
Revenue by Use Chip



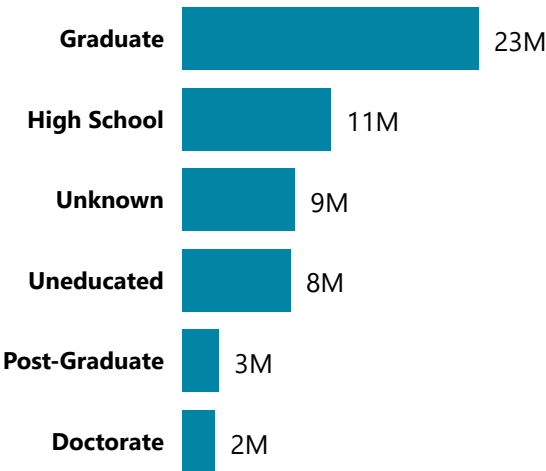
Revenue by Acq Cost



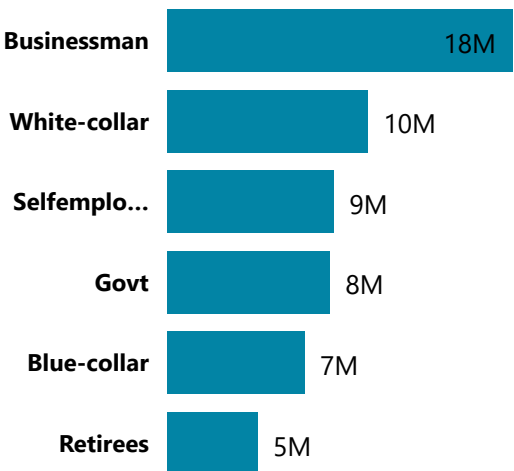
Revenue by Expenditure Type



Revenue by Education



Revenue by Customer Job



Credit Card Customer Report

Total Revenue

56.5M

Total Income

587.6M

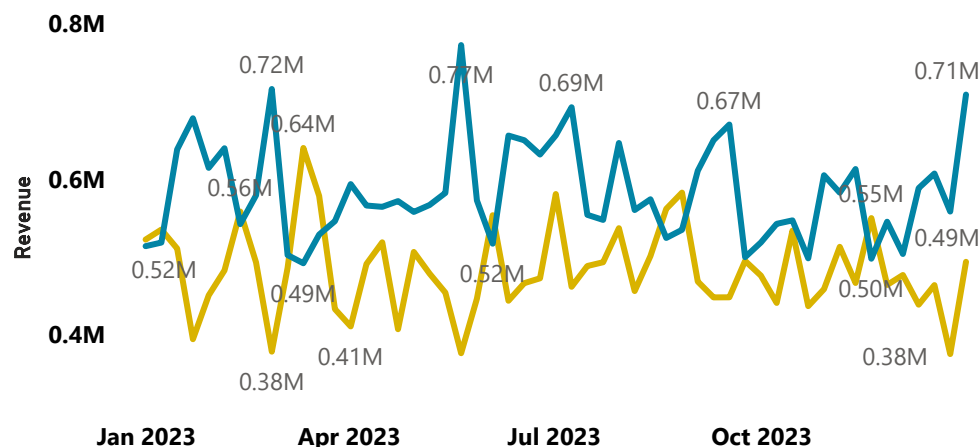
Total Interest

8.0M

CSS

3.19

Revenue vs Gender



Q4

Q3

Q2

Q1

Week_Start_Date

All

Swipe

Online

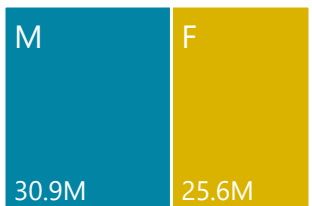
Chip

Gold

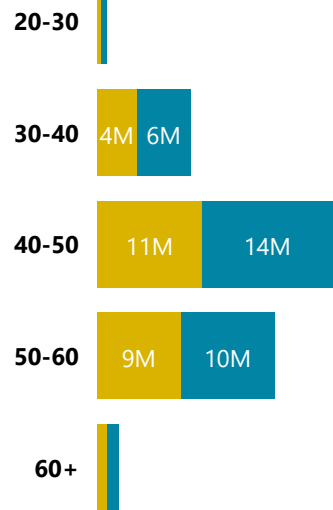
Silver

Blue

Platinum

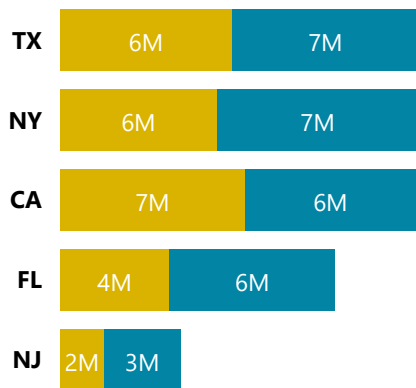


Age Group

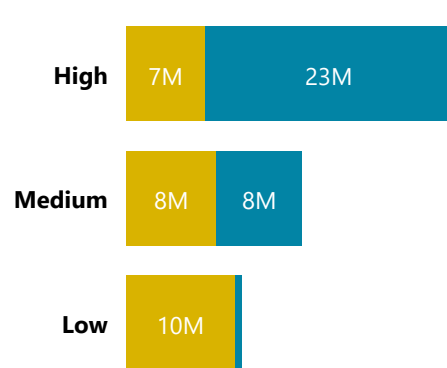


Customer_Job	Revenue	Sum of Total_Trans_Amt	Sum of Income
Businessman	1,76,97,472.0	1,45,38,883	19,03,50,431
White-collar	1,02,83,123.9	83,59,688	10,56,18,475
Selfemployed	85,42,826.4	66,40,301	7,76,59,931
Govt	83,35,533.8	67,01,573	9,08,34,727
Blue-collar	70,40,606.4	56,02,930	7,35,16,911
Retirees	46,17,448.2	36,89,646	4,96,19,308
Total	5,65,17,010.8	4,55,33,021	58,75,99,783

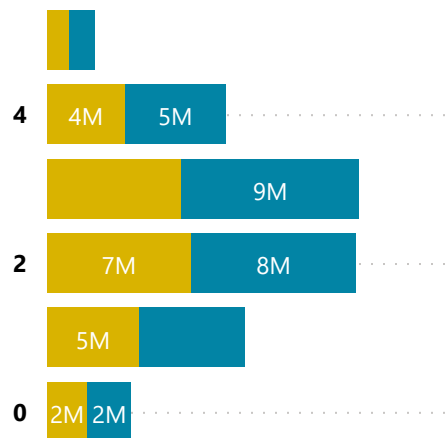
Top 5 States



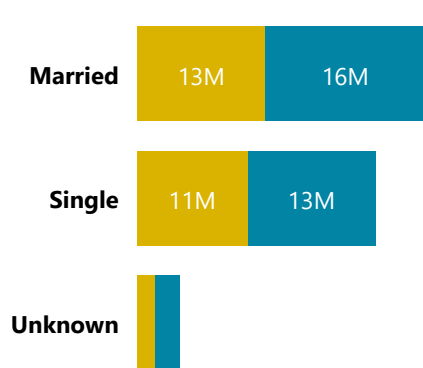
Salary Group



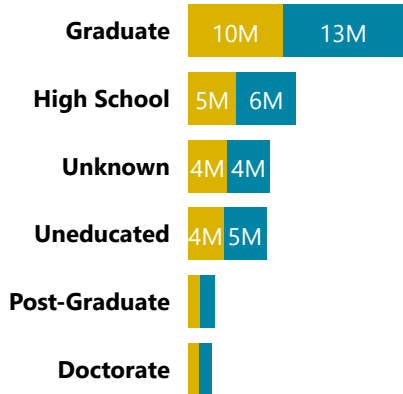
Dependent Count



Marital Status



Education Level



Credit Card Customer Report

Total Revenue

56.5M

Total Income

587.6M

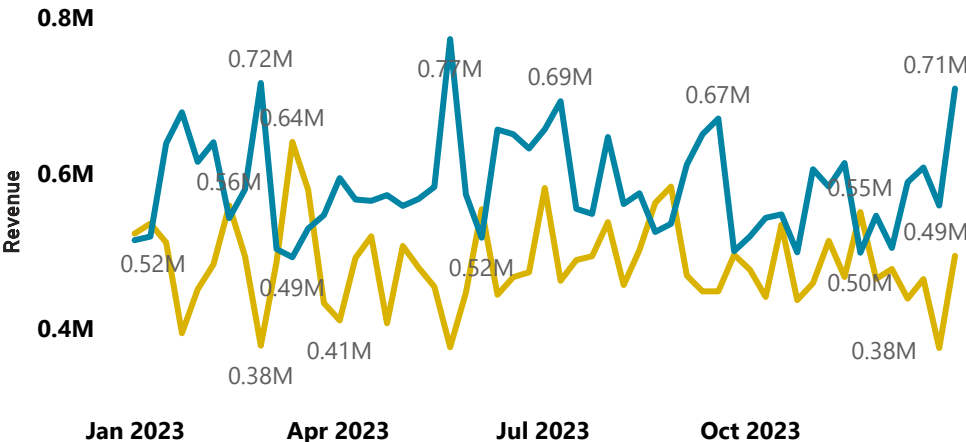
Total Interest

8.0M

CSS

3.19

Revenue vs Gender



Q4

Q3

Q2

Q1

Week_Start_Date

All

Swipe

Online

Chip

Gold

Silver

Blue

Platinum

Age Group

20-30

30-40

40-50

50-60

60+

M

F

30.9M

25.6M

Customer_Job

Revenue

Sum of Total_Trans_Amt

Sum of Income

Businessman

1,76,97,472.0

1,45,38,883

19,03,50,431

White-collar

1,02,83,123.9

83,59,688

10,56,18,475

Selfemployed

85,42,826.4

66,40,301

7,76,59,931

Govt

83,35,533.8

67,01,573

9,08,34,727

Blue-collar

70,40,606.4

56,02,930

7,35,16,911

Retirees

46,17,448.2

36,89,646

4,96,19,308

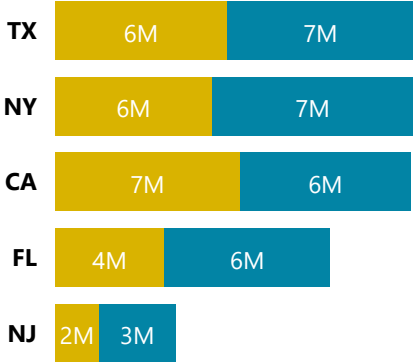
Total

5,65,17,010.8

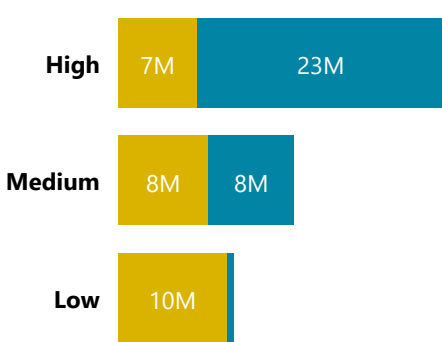
4,55,33,021

58,75,99,783

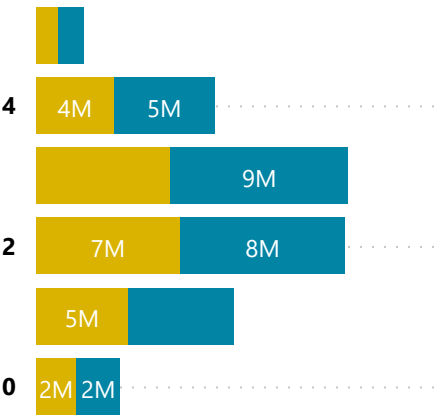
Top 5 States



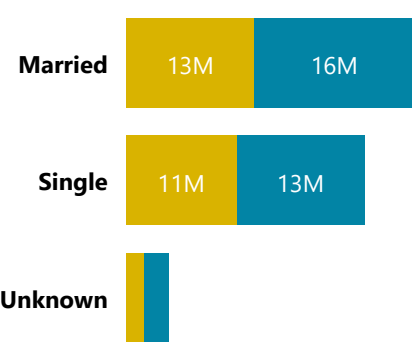
Salary Group



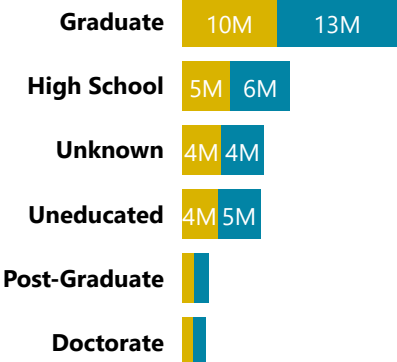
Dependent Count



Marital Status



Education Level



Credit Card Customer Report

Total Revenue

56.5M

Total Income

587.6M

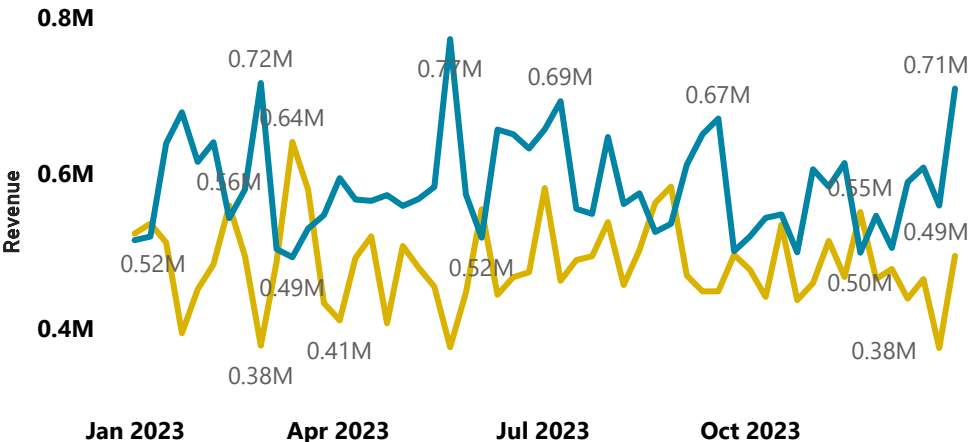
Total Interest

8.0M

CSS

3.19

Revenue vs Gender



Q4

Q3

Q2

Q1

Week_Start_Date

All

Swipe

Online

Chip

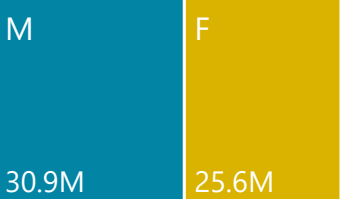
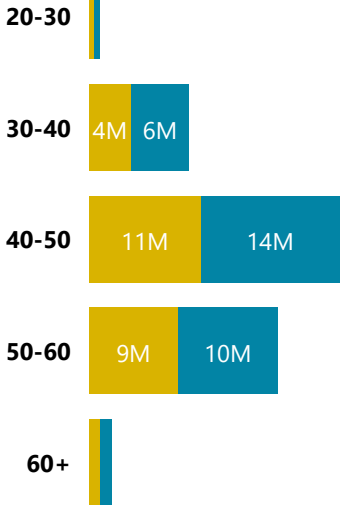
Gold

Silver

Blue

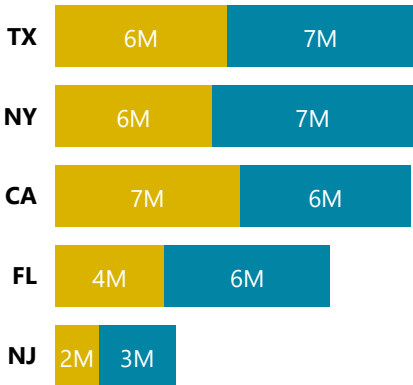
Platinum

Age Group

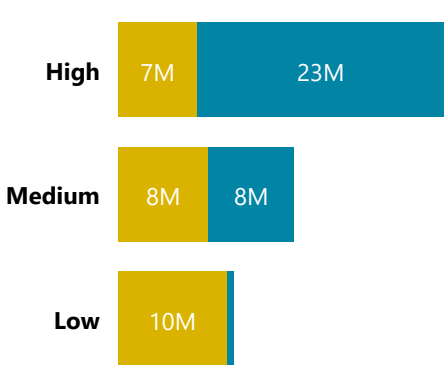


Customer_Job	Revenue	Sum of Total_Trans_Amt	Sum of Income
Retirees	46,17,448.2	36,89,646	4,96,19,308
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Selfemployed	85,42,826.4	66,40,301	7,76,59,931
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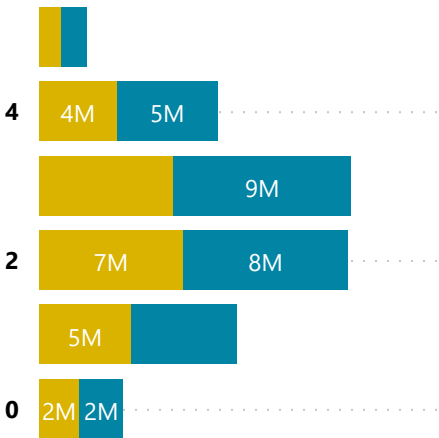
Top 5 States



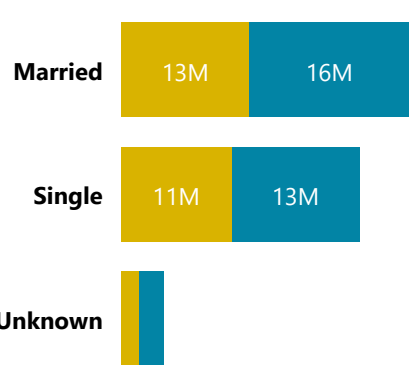
Salary Group



Dependent Count



Marital Status



Education Level

