

Project Insights- Week 52 (31st Dec)

WoW change:

- Revenue decreased by 12.8% on the 52nd week.
- There is a decline in total transaction amount as well.

Overview YTD:

- Overall revenue is 55M.
- Highest revenue earned is from Businessmen category i.e. 17M.
- Total interest earned is 8M.
- Total transaction amount is 45M.
- Male customers are contributing more in revenue 30M, female 25M.
- Blue & Silver credit card are contributing to 93% of overall transactions.
- Texas, New York & California combined are contributing to 68% of the total revenue.
- Overall Activation rate is 57.47%
- Overall Delinquent rate is 6.07% and Self Employed category is the highest in delinquent rate i.e 1.65%.
- It has been observed that most of the customers spend their credit card for bill payments.
- Blue card among the other cards is widely used and the revenue collected from those cards is 46M which is way more than the other 3 cards.