

PROJECT INSIGHTS

Overview Year To Date (YTD)

- Overall revenue is 55M
- Total Interest is 8M
- Total Transaction amount is 45M
- Male Customers are contributing more in revenue 30M, Female 25M
- Blue and Silver credit card are contributing to 93% of overall transaction
- TX,NY,CA is contributing to 68%
- Overall Activation rate is 57.47%
- Overall Delinquent rate is 6.06%

