**Project Insights – Week 53 (31st Dec)**

**WoW change:**

* Revenue increased by 28.8%
* Customer count increased by xx%

**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%