

WoW Change:

- Revenue Increased by 28.8% in the last week.
- The total Transaction Amount increased by 35.04% in the last Week.
- The total Transaction Count increased by 3.39% in the last week.
- Customer Count increased by 0.13% in the last week.

Overview YTD:

- Total Revenue is 57M. (Female - 26M, Male – 31M)
- Total Interest Earned is 8M. (Female – 4M, Male – 4M)
- Total Transaction Amount is 46M. (Female - 20 M, Male – 25M)
- Total Number of Transactions is 667K. (Female – 328k, Male – 339k)
- Male Customer are contributing more to Revenue.
- Blue and Silver Card has contributed 93% of overall Transactions.
- We have earned 91% of Revenue from the States TX, NY, CA, FL, NJ. Our Top 5 States.
- Age group of 40-50 have contributed 44% of Revenue.
- The highest Count of Transaction was recorded in Q4 of 173k.
- 21st May recorded the highest Revenue of 772k by Male.
- 12th March recorded the highest Revenue of 640k by Female.
- We have earned the least Revenue from Online Mode of Transaction of about 4M.
- Blue Card is the most Used Card Type contributing to 82% of Revenue..
- Overall Activation Rate is 57.46%
- Highest % of Activation rate was recorded by Females of about 34.34% and Male of about 23.11%
- Delinquent rate is 6.06%
- Highest % of Delinquent rate was recorded by Self employed customers of about 1.66% and least from Retirees of about 0.61%