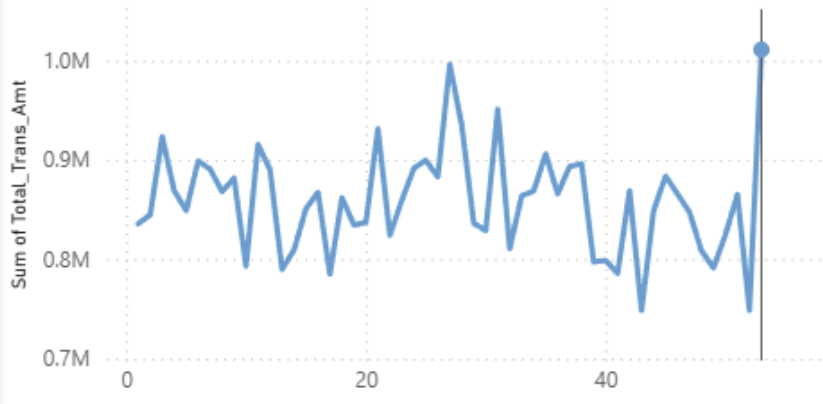


INSIGHTS & FINDINGS

Week_Num2 Previous_Week_Revenue Current_Week_Revenue WOW_Revenue

53	9,33,134.43	1201601	28.8%
52	10,70,439.10	933134	-12.8%
51	10,26,549.11	1070439	4.3%

Sum of Total_Trans_Amt by Week_Num2



Total Revenue

56.5M

Total Interest

8.0M

Transaction count

667.2K

Transaction Amount

46M

INSIGHT 1 (WoW Change)

- Week on Week Revenue increase by 28.8%
- Total Transaction Amount increased by **35%**

INSIGHT 2 (Overall)

- Overall Revenue: **57M**
- Total Interest: **8M**
- Total Transaction Amount: **46M**
- **Male** Customers contribute more in revenue (**31M**), **Female** (**26M**)
- **Blue & Silver** contribute to **93%** of overall Transactions
- Overall CSS score is **3.2**
- **TX, NY, CA** states contribute to **68%** of revenue
- Overall Delinquent Rate is **6.06%**