

Credit Card Transaction Report

Total Revenue

56.52M

Total Interest

7.98M

Trans. Amount

45.53M

Trans. Count

667.2K

Card Category	Revenue	Sum of Interest Earned	Sum of Annual Fees
Blue	4,71,88,611.62	66,14,172.62	2733690
Silver	56,59,108.98	8,21,922.98	189590
Gold	25,33,682.16	3,84,755.16	57565
Platinum	11,35,608.05	1,61,629.05	20665
Total	5,65,17,010.81	79,82,479.81	3001510

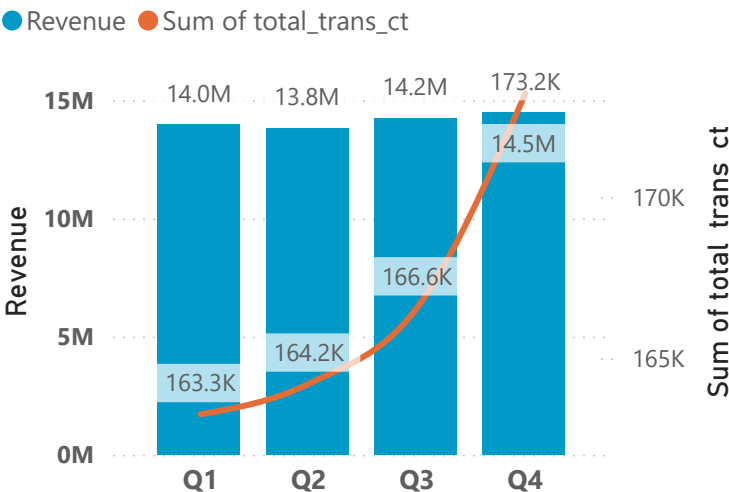
Q4

Q3

Q2

Q1

Qtr. Revenue & Transaction count



Week_Start_Date

All

F

M

Gold

Silver

Blue

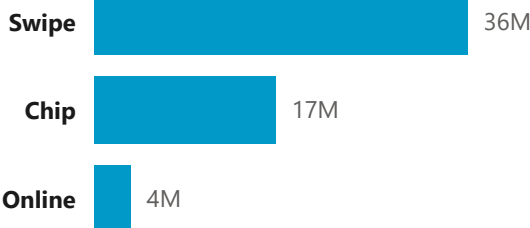
Platinum

Low

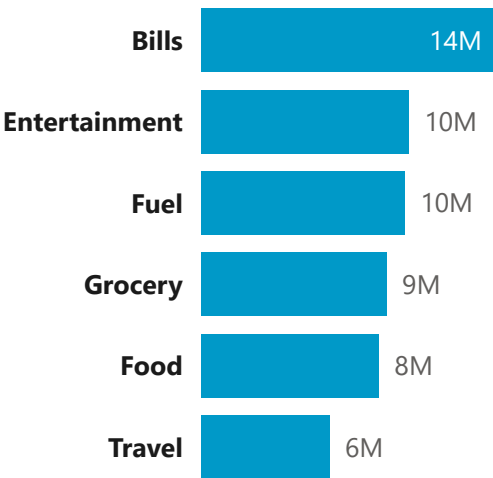
Med

High

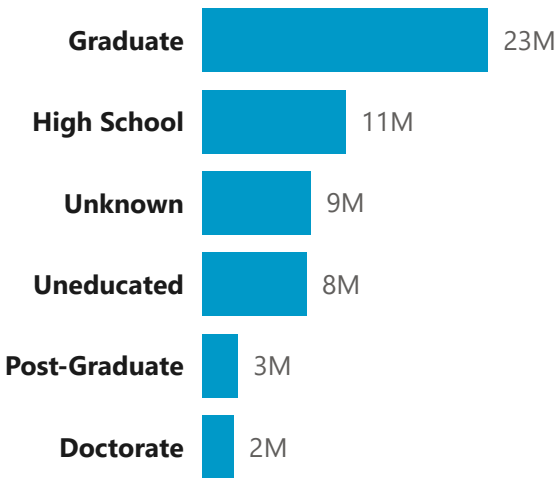
Revenue by Use Chip



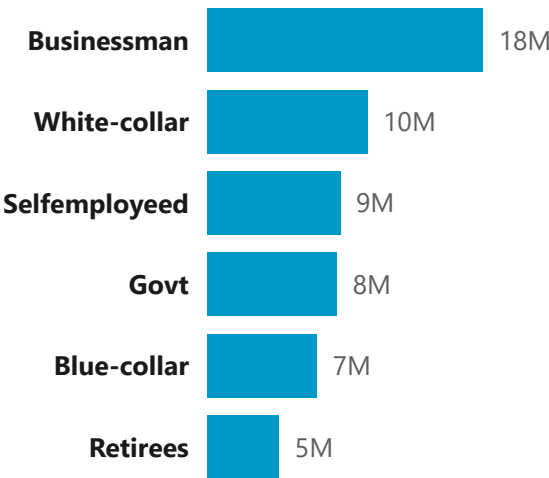
Revenue by Expenditure Type



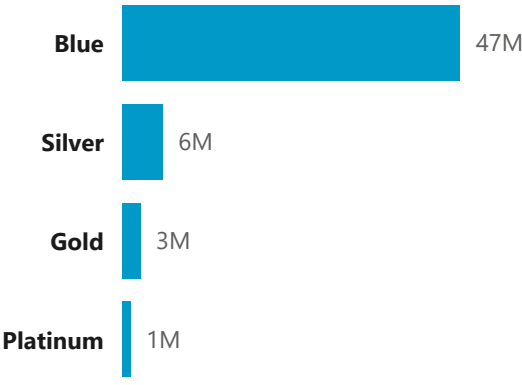
Revenue by Education



Revenue by Customer Job



Customer Acq Cost



Credit Card Customer Report

Total Revenue

56.52M

Total Interest

7.98M

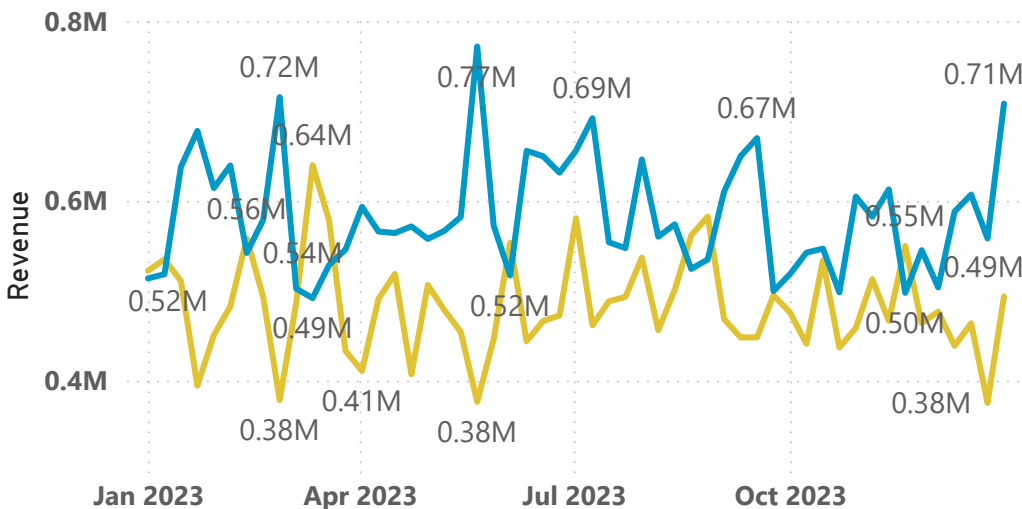
Total Income

587.6M

CSS

3.19

Revenue VS Gender



Q4

Q3

Q2

Q1

Week_Start_Date

All

M

30.93M

F

25.59M

Gold

Silver

Blue

Platinum

Swipe

Online

Chip

Age Group

20-30

30-40

40-50

50-60

60+

Customer Job

Revenue

Sum of Total_Trans_Amt

Sum of Income

Businessman

1,76,97,472.01

14538883

190350431

White-collar

1,02,83,123.92

8359688

105618475

Selfemployeed

85,42,826.40

6640301

77659931

Govt

83,35,533.84

6701573

90834727

Blue-collar

70,40,606.42

5602930

73516911

Retirees

46,17,448.22

3689646

49619308

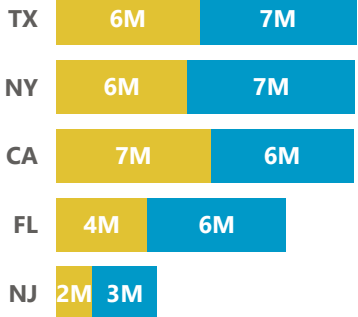
Total

5,65,17,010.81

45533021

587599783

Top 5 States



Salary Group

High

7M

23M

Med

8M

8M

Low

10M

Dependent Count

4

4M

5M

7M

9M

2

7M

8M

5M

5M

0

2M

2M

Marital Status

Married

13M

16M

Single

11M

13M

Unknown

Education Level

Graduate

10M

13M

High School

5M

6M

Unknown

4M

4M

Uneducated

4M

5M

Post-Graduate

Doctorate