

Credit Card Transaction Report

Total Revenue

55.3M

Total Interest

7.84M

Transaction
Amount

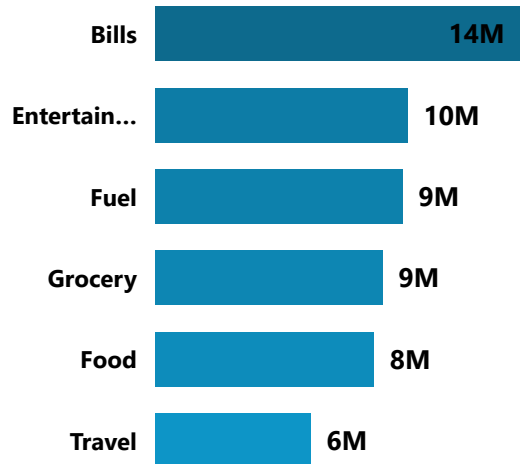
45M

Transaction
Count

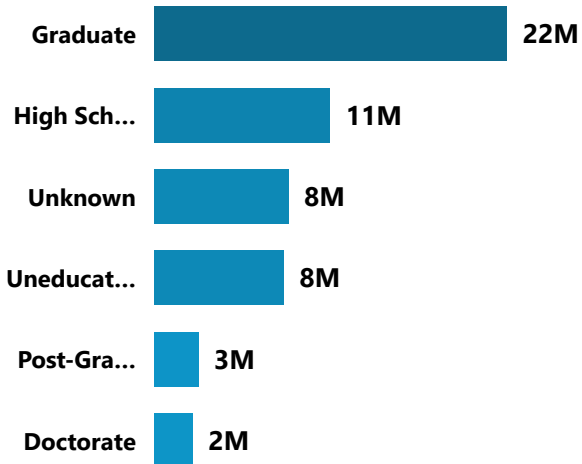
656K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Annual_Fees
Blue	46139398	36957875	2685635
Gold	2454072	2024078	56210
Platinum	1135608	953314	20665
Silver	5586332	4586746	187505
Total	55315410	44522013	2950015

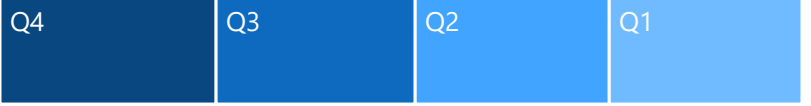
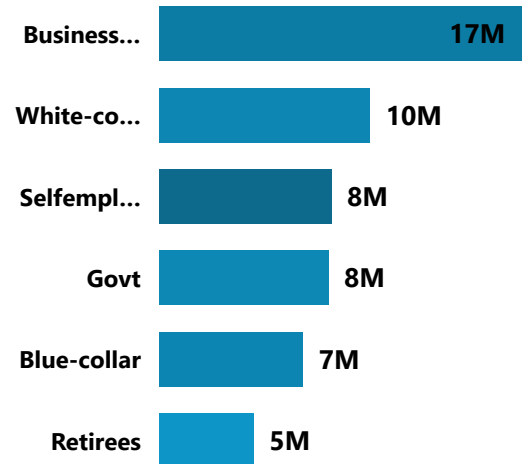
Revenue by Exp Type



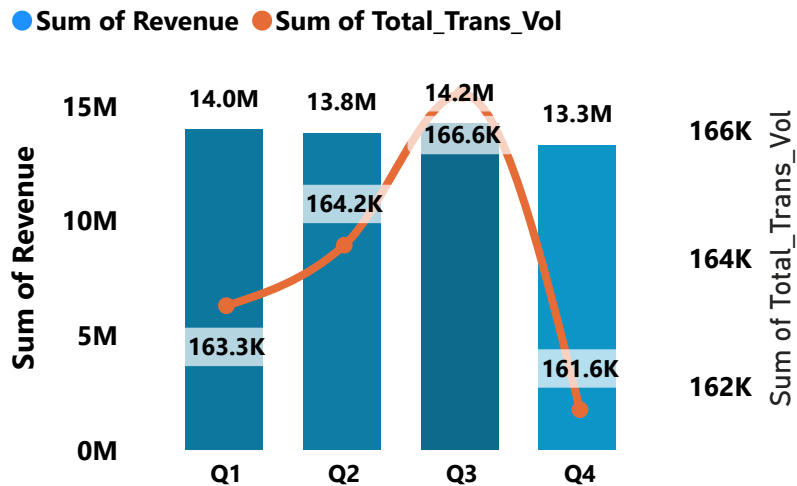
Revenue by Education



Revenue by Customer Job



Qtr Revenue and Total Transaction Count



Week_Start_Date

All

F

M

Silver

Blue

Gold

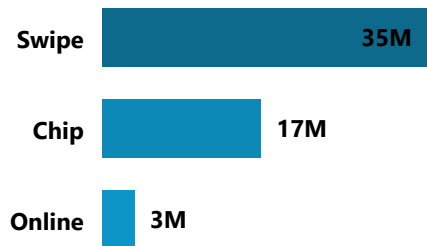
Platinum

Med

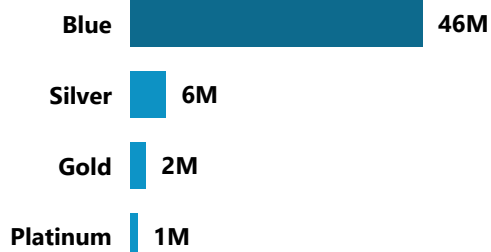
Low

High

Revenue by Use Chip



Customer Acq Cost



Credit Card Customer Report

Total Revenue

55.3M

Total Interest

7.84M

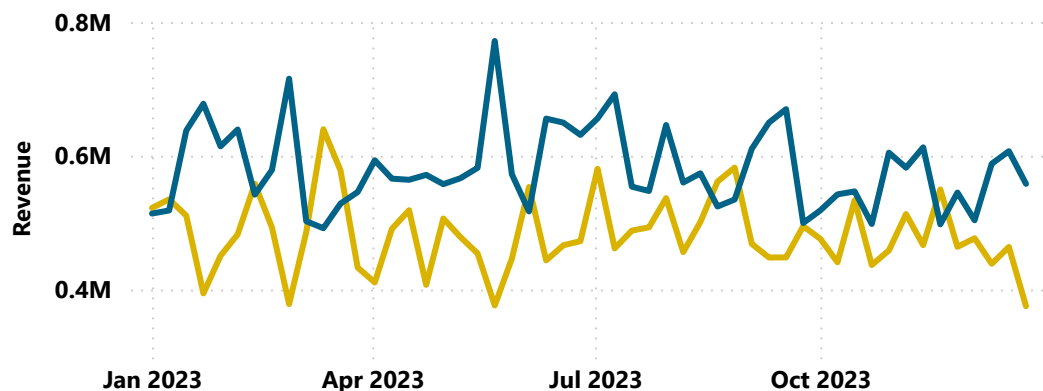
Total Income

576M

CSS

3.19

Revenue vs Gender



Q4

Q3

Q2

Q1

Week_Start_Date

All

Swipe

Online

Chip

Silver

Blue

Gold

Platinu...

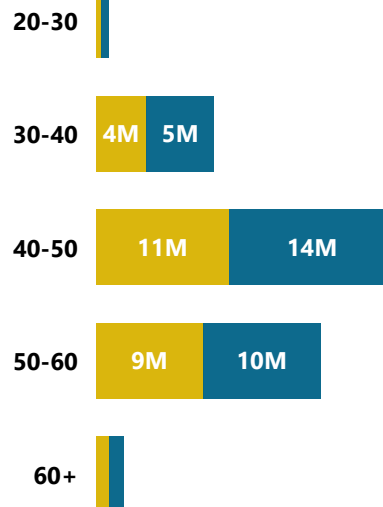
M

30M

F

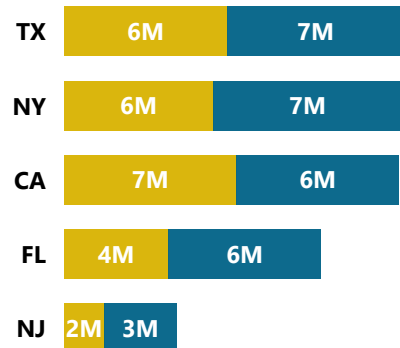
25M

Age Group

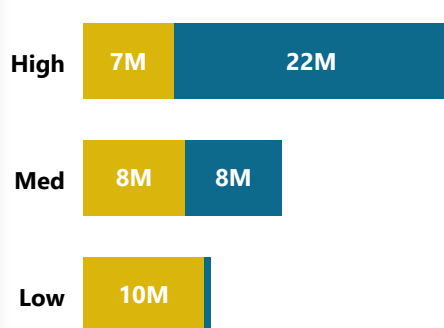


Customer Job	Revenue	Transaction	Income
Businessman	17387832	14285412	186959919
White-collar	10114656	8221742	103930055
Selfemployeed	8261758	6395026	75313288
Govt	8111701	6507875	88773989
Blue-collar	6904279	5488838	72262158
Retirees	4535184	3623120	48675030
Total	55315410	44522013	575914439

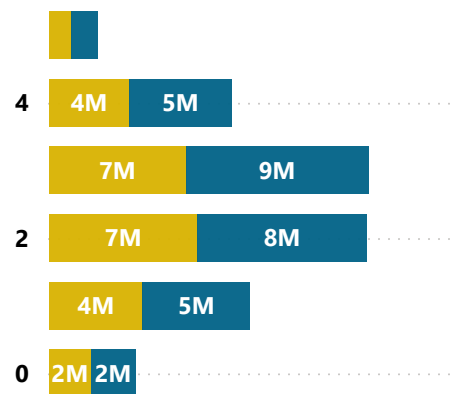
Top 5 States



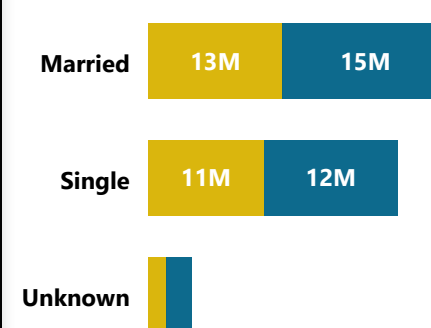
Salary Group



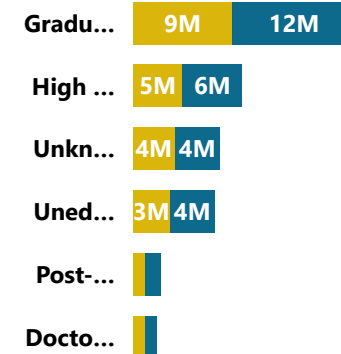
Dependent Count



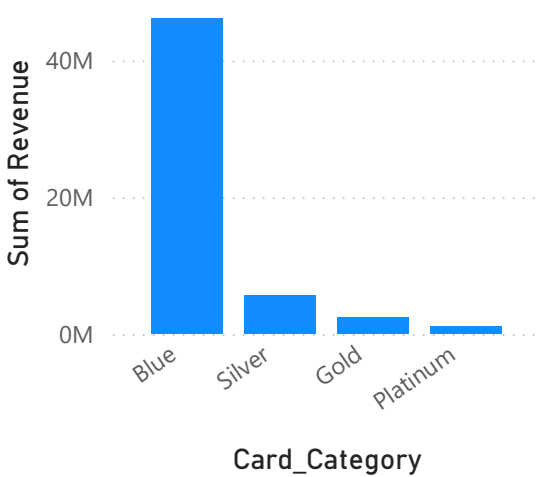
Marital Status



Education Level



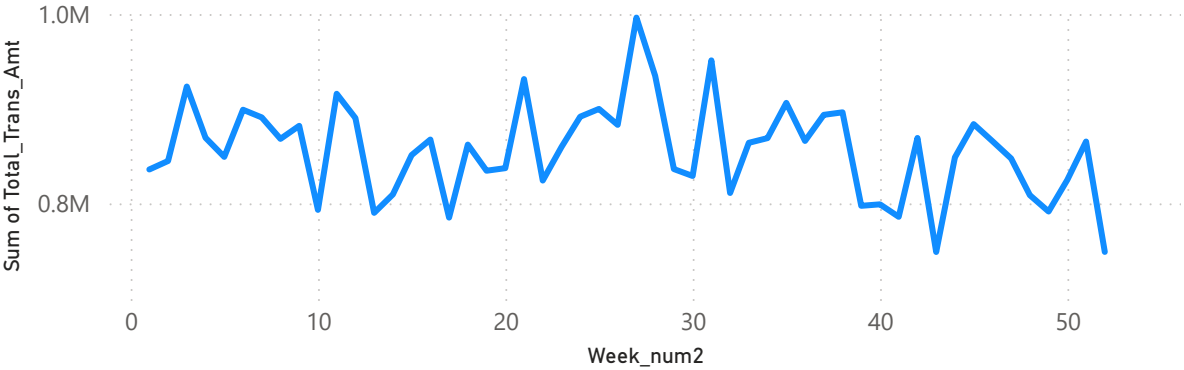
Sum of Revenue by Card_Category



Week_num2	Previous_week_Reveneue	Current_week_Reveneue	wow_revenue
52	1070439	933134	-12.8%
51	1026549	1070439	4.3%
50	980152	1026549	4.7%
49	1008777	980152	-2.8%
48	1047120	1008777	-3.7%
47	1078915	1047120	-2.9%
46	1094927	1078915	-1.5%
45	1062062	1094927	3.0%

Delinquent_Acc	%GT Count of Delinquent_Acc
0	93.93%
1	6.07%
Total	100.00%

Sum of Total_Trans_Amt by Week_num2



Activation_30_Days	%GT Count of Activation_30_Days
0	42.53%
1	57.47%
Total	100.00%