

Credit Card Customer Metrics

Month

All

Total Credit Card Customers

10.11K

Overall Activation Rate

57.47%

Average Revolving Balance Per Customer

1.16K

Overall Delinquency

6.07%

Average Annual Fee

291.85

House Owner

no

yes

53.32%

46.68%

Marital status

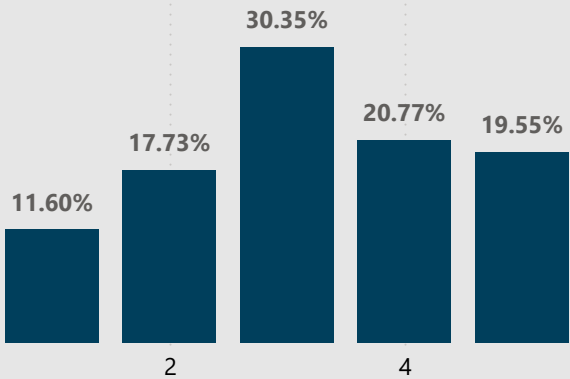
Married

Single

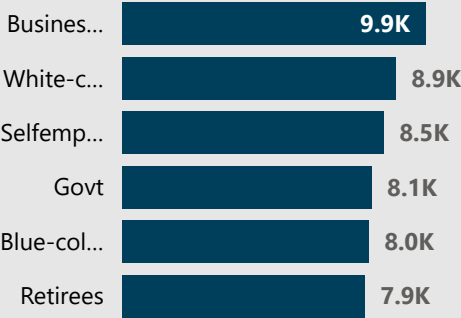
54.76%

45.24%

Customer Satisfaction Score %

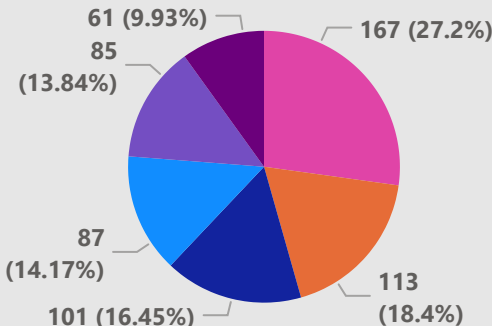


Average of Credit_Limit by Customer_Job



Delinquent Account and Age Group

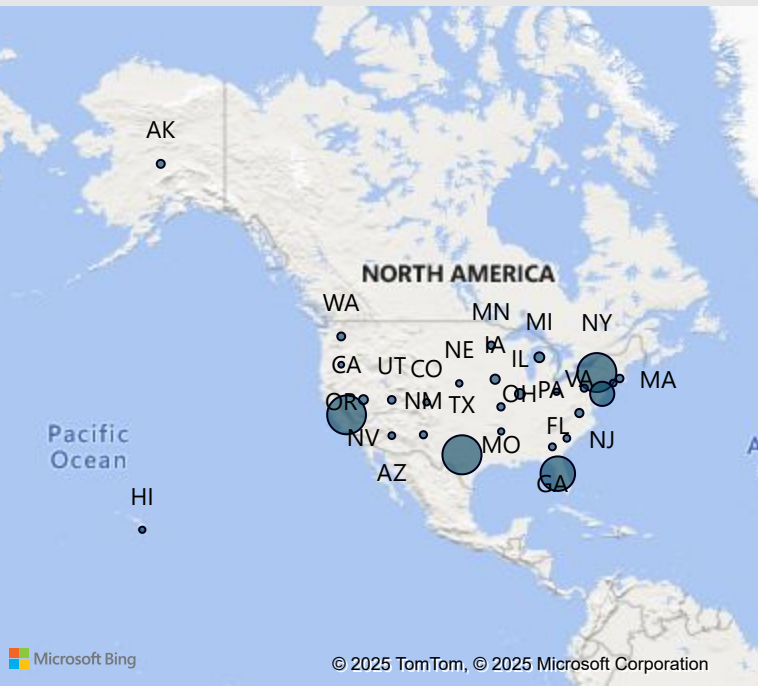
Customer... Selfemploy... Govt Business...



Personal Loan and revolving Balance



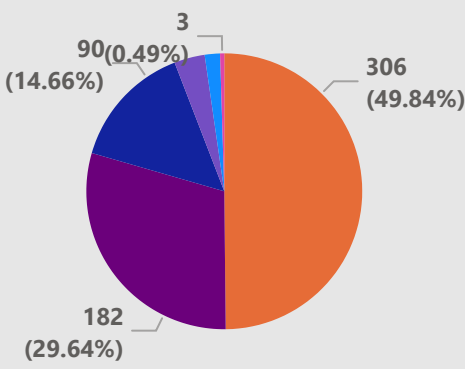
Revenue By Location



| week_num2 | Sum of Revenue | Previous_Week_Revenue | Current_Week_Revenue | wow_revenue |
|-----------|----------------|-----------------------|----------------------|-------------|
| 52 | 933135 | 1070439 | 933135 | -12.8% |
| 51 | 1070439 | 1026551 | 1070439 | 4.3% |
| 50 | 1026551 | 980158 | 1026551 | 4.7% |
| 49 | 980158 | 1008777 | 980158 | -2.8% |
| 48 | 1008777 | 1047115 | 1008777 | -3.7% |
| 47 | 1047115 | 1078921 | 1047115 | -2.9% |
| 46 | 1078921 | 1094928 | 1078921 | -1.5% |
| 45 | 1094928 | 1063064 | 1094928 | 3.0% |
| Total | 55315433 | 1070439 | 933135 | -12.8% |

Delinquent Account and Age Group

AgeGro... 40-50 50-60 30-40



Credit Card Transaction Report

Average Card utilization Ratio

0.27

Avg Customer Acquisition

96.25

F

M

Q4

Q3

Q2

Q1

Week Start Date

All

Total Revenue

55.32M

Total Amount

45M

Total Interest Earned

7.84M

Transaction Count

656K

Silver

Blue

Gold

Platin...

HIGH

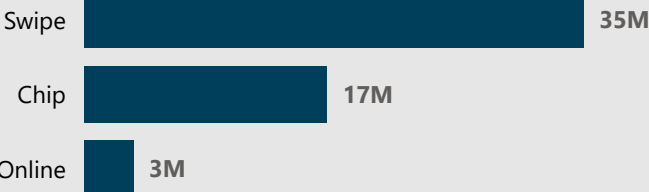
MEDIU...

LOW

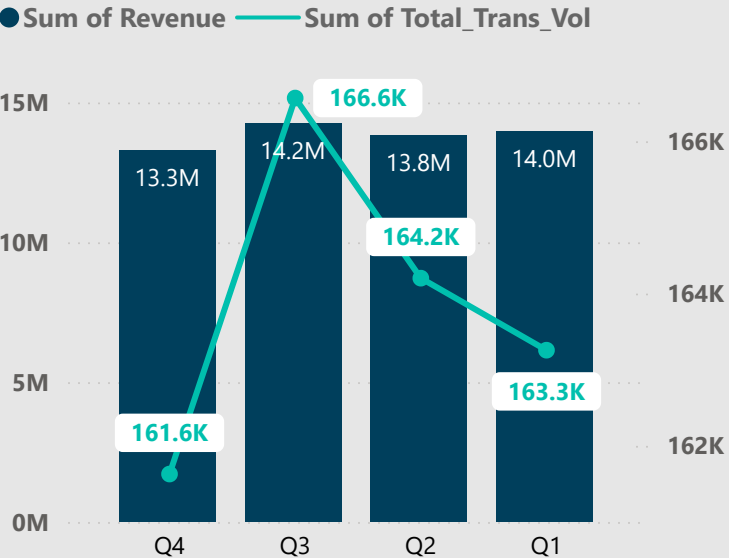
VERY ...

| Card_Category | Sum of Revenue | Sum of Total_Trans_Amt | Sum of Interest_Earned |
|---------------|----------------|------------------------|------------------------|
| Platinum | 1135608 | 953314 | 161629 |
| Gold | 2454073 | 2024078 | 373785 |
| Silver | 5586334 | 4586746 | 812083 |
| Blue | 46139418 | 36957875 | 6495908 |
| Total | 55315433 | 44522013 | 7843405 |

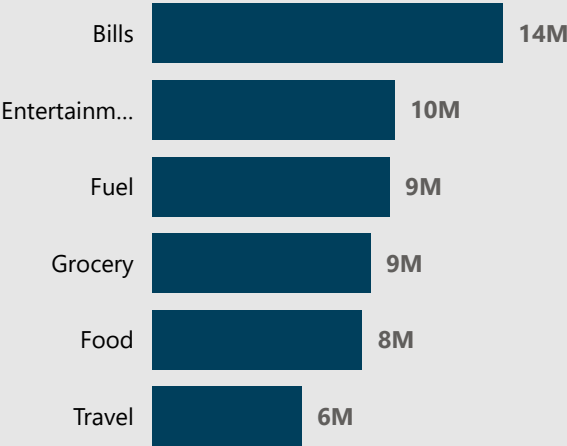
Revenue By Chip Use



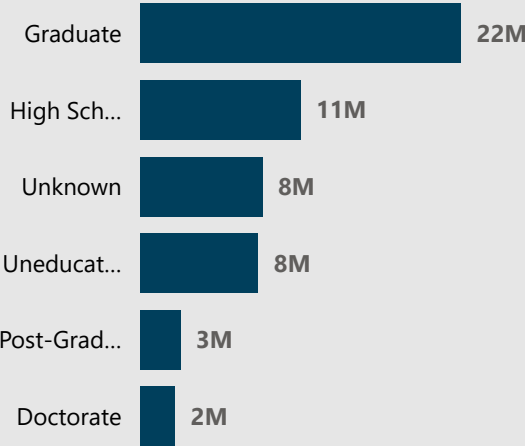
Qtr Revenue and Total transaction Count



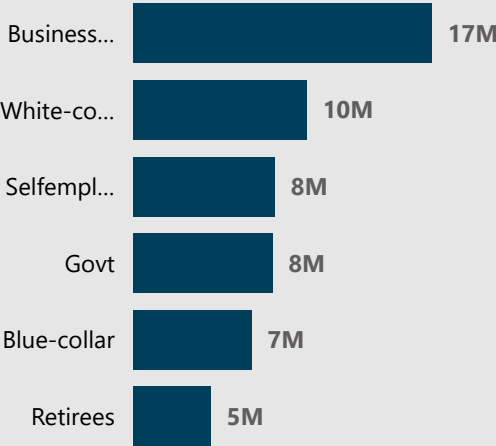
Revenue By expenditure Type



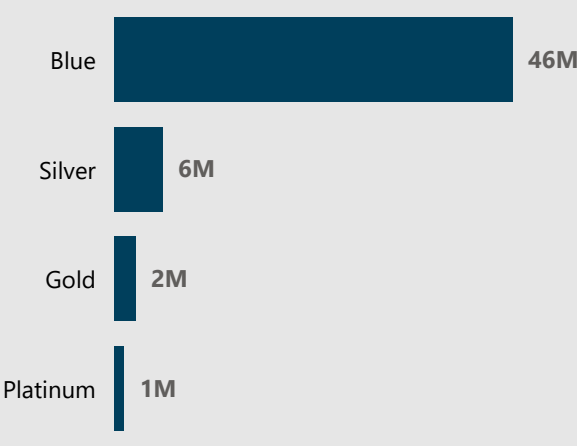
Revenue By Education type



Revenue By Customer Job



Revenue By Card Category



Credit Card Customer Report

Average Card utilization Ratio

0.27

Avg Customer Acquisition

96.25

F

M

Q4

Q3

Q2

Q1

Week Start Date

All

Swipe

Online

Chip

Personal Loan

Personal Loan

Customer Satisfaction Score

3.19

Avg Income

56.98K

Total Interest Earned

7.84M

Avg Age

46.27

Silver

Gold

Blue

Platin...

no

47M

yes

7M

no

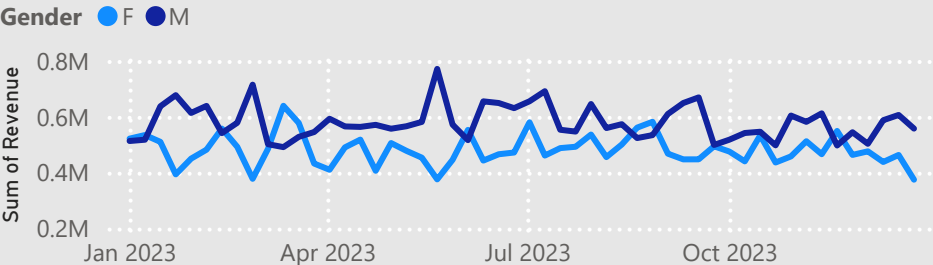
47M

yes

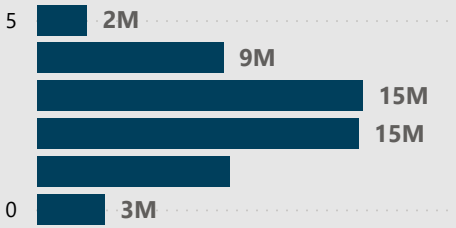
7M

| Customer_Job | Sum of Revenue | Sum of Total_Trans_Amt | Sum of Interest_Earned |
|---------------|----------------|------------------------|------------------------|
| Retirees | 4535185 | 3623120 | 630360 |
| Blue-collar | 6904286 | 5488838 | 952808 |
| Selfemployeed | 8261747 | 6395026 | 1119731 |
| Govt | 8111713 | 6507875 | 1160028 |
| Total | 55315433 | 44522013 | 7843405 |

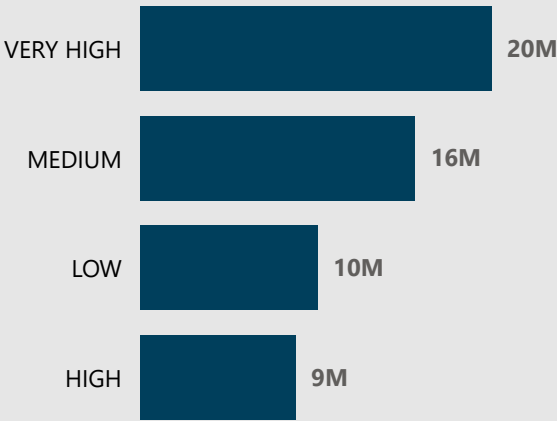
Sum of Revenue by Time and Gender



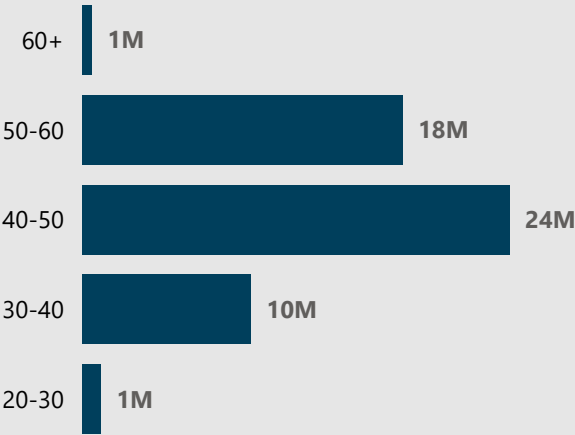
Dependent Count & Revenue



Revenue By Income Type



Revenue By Age



Home Ownership & Revenue



Revenue by Car Status



Top 10 States Revenue wise

