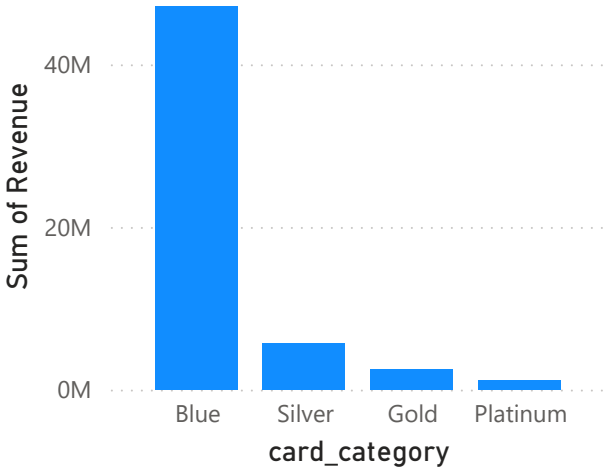
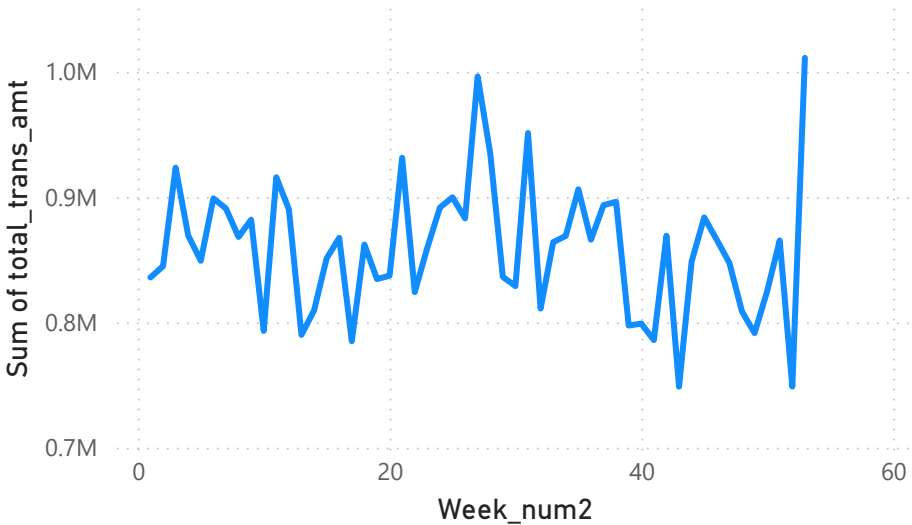


Sum of Revenue by card\_category



Week_num2	Previous_Week_Revenue	Current_Week_Revenue	wow_Revenue
53	933134	1201601	28.8%
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	1063063	1094927	3.0%

Sum of total\_trans\_amt by Week\_num2



delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

activation_30_days	%GT Count of activation_30_days
0	42.54%
1	57.46%
Total	100.00%

# Credit Card Transaction Report

Q4

Q3

Q2

Q1

week\_start\_date

All

Total Revenue

57M

Total Interest

46M

Transaction  
Amount

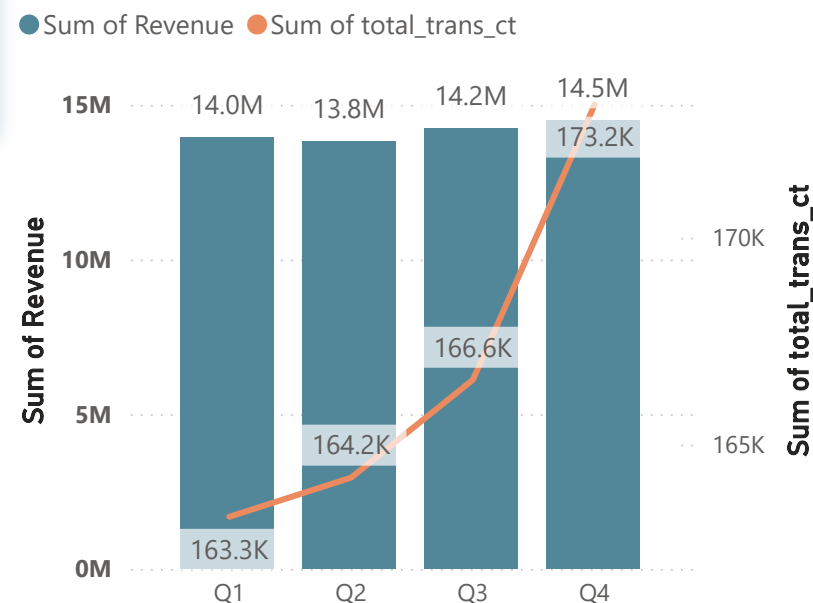
8M

Transaction  
Count

667K

card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	6614173
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Silver	5659109	4647596	821923
Total	56517011	45533021	7982480

QTR Revenue and Total Transaction Count



F

M

Gold

Silver

Blue

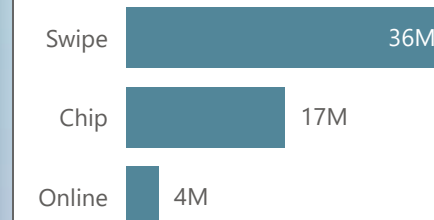
Platin...

Low

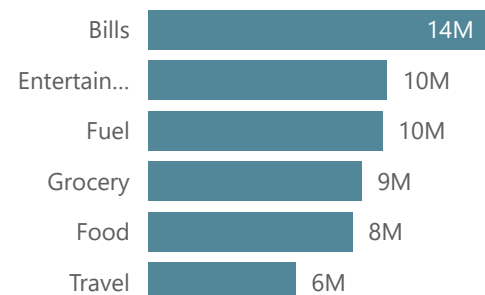
Medium

High

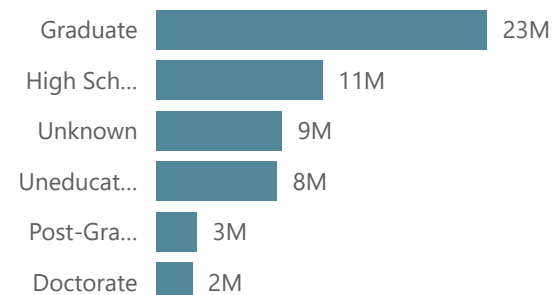
Revenue by Expenditure Type



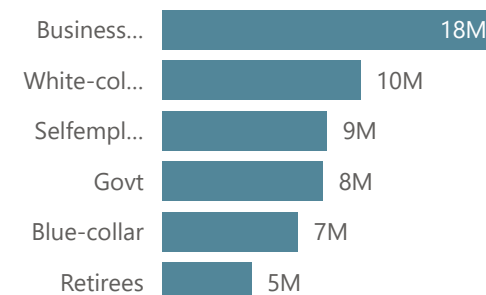
Revenue by Expenditure Type



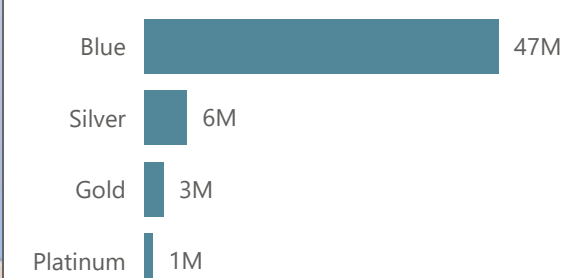
Revenue by Education



Revenue by Customer Job



Customer Acq Cost



# Credit Card Customer Report

Revenue

57M

Interest

46M

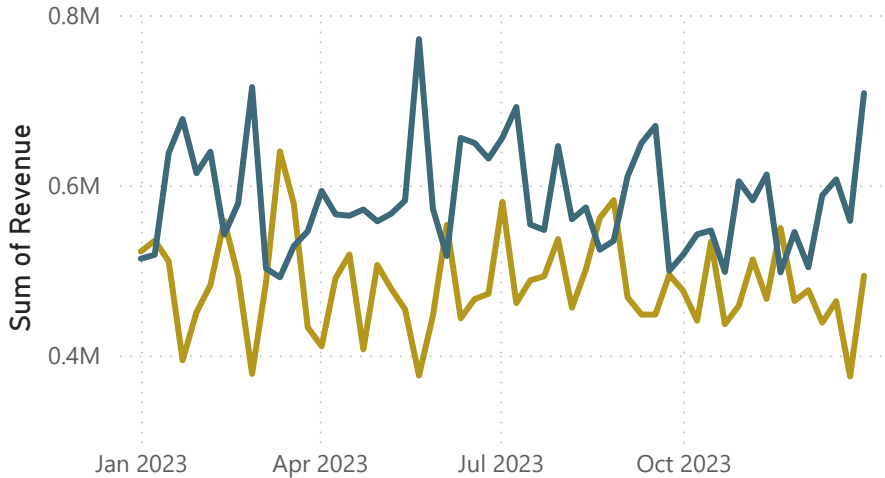
Income

588M

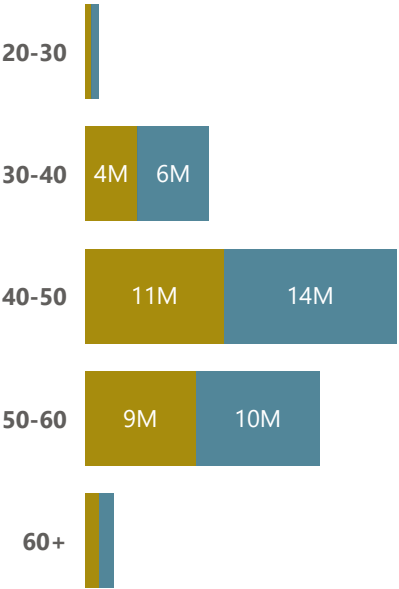
CSS

3.19

Revenue by Week



Revenue by Age Group



Q4

Q3

Q2

Q1

week\_start\_date

All

M

31M

F

26M

Gold

Silver

Blue

Platin...

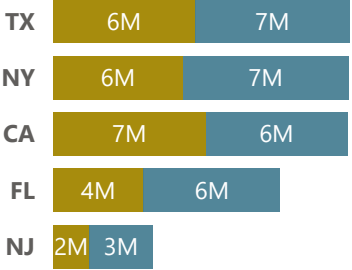
Swipe

Online

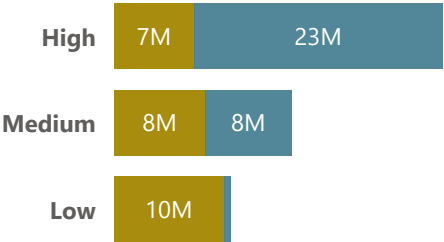
Chip

customer_job	Sum of Revenue	Sum of interest_earned	Sum of income
Businessman	17697472	2584604	190350431
White-collar	10283124	1464691	105618475
Selfemployeed	8542826	1141510	77659931
Govt	8335534	1182231	90834727
Blue-collar	7040606	967751	73516911
Retirees	4617448	641692	49619308
Total	56517011	7982480	587599783

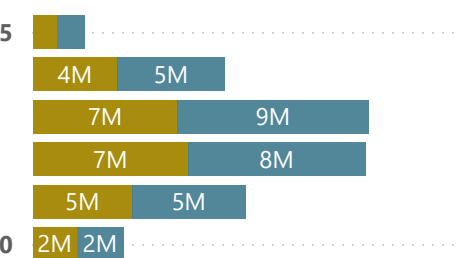
Top 5 States



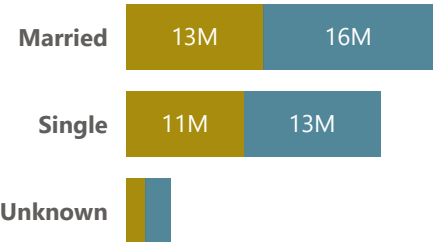
Revenue by Income Group



Revenue by Dependent



Revenue by Marital Status



Revenue by Education

