



CREDIT CARD TRANSACTION REPORT

23.4M
Revenue

3.3M
Interest

4.3K
Client Count

98%
Avg Profit Margin

FILTERS

Month

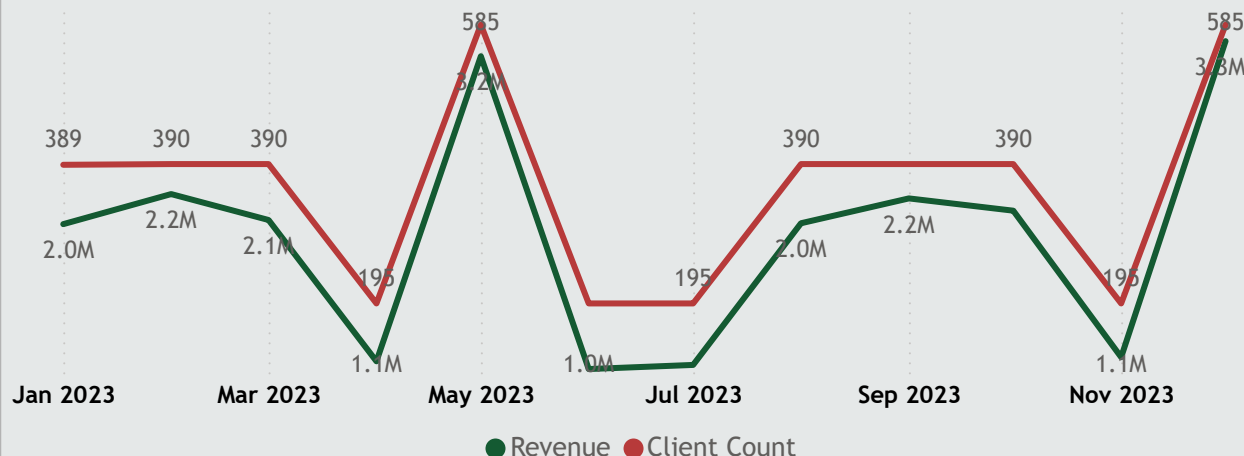
All

Card Category

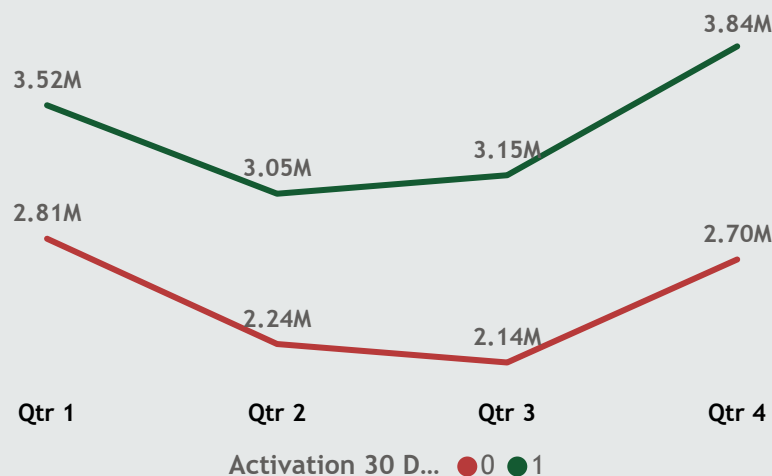
All

Card Category	Client Count	Revenue	Interest	Customer Acq Cost
Blue	3,932	19.8M	2784K	374,624
Gold	73	0.9M	144K	6,916
Platinum	22	0.4M	48K	2,130
Silver	262	2.3M	340K	25,192
Total	4,289	23.4M	3316K	408,862

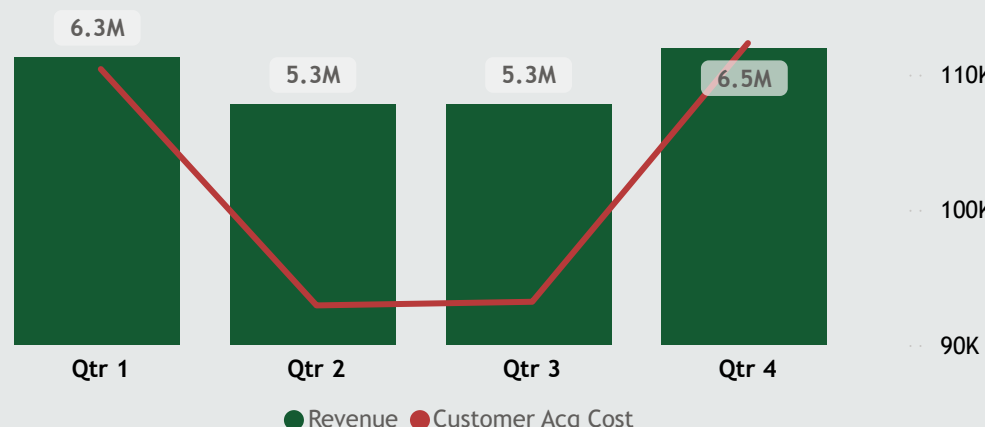
Revenue is being affeted by Customers Drop, Should take action



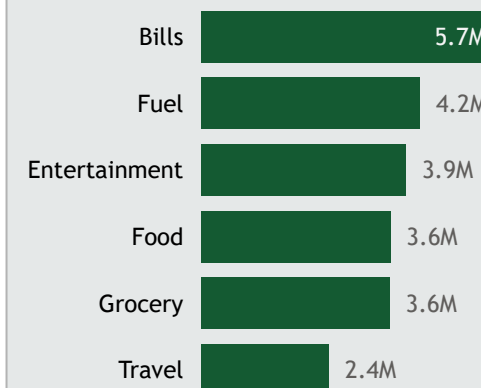
30-Day Activated Accounts Generate 37% More Revenue



Customer Acq Cost increases are Generating more Revenue



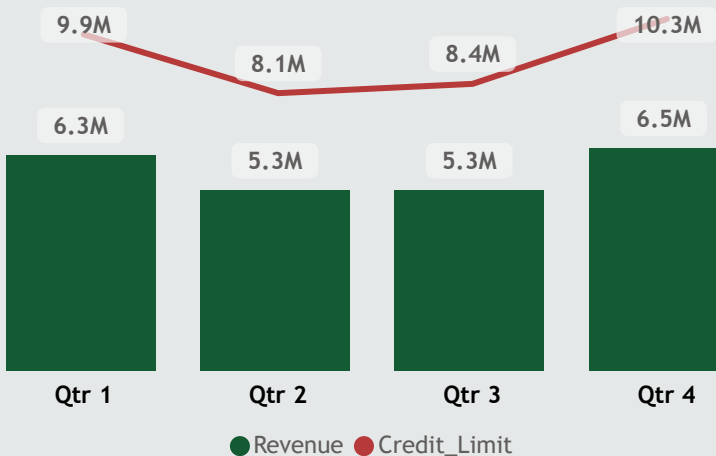
Revenue by Exp Type



Customers drops directly lowers Interest income



Increase in Credit limit is also Pumping Revenue



Delinquent Revenue is 93% lower than Non Delinquent

