



CREDIT CARD TRANSACTION REPORT

23.4M
Revenue

3.3M
Interest

4.3K
Client Count

98%
Avg Profit Margin

FILTERS

Month

All

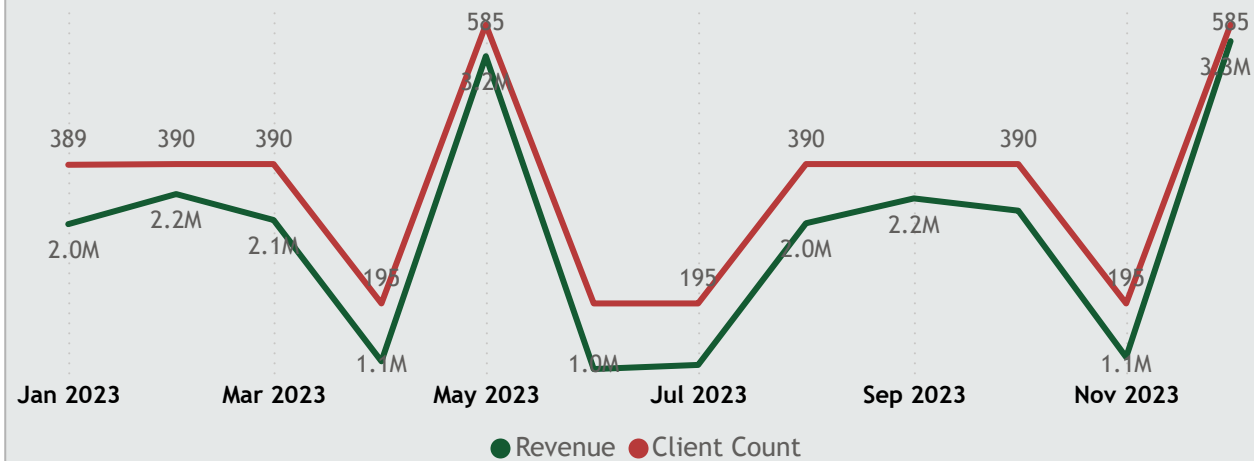
Card Category

All

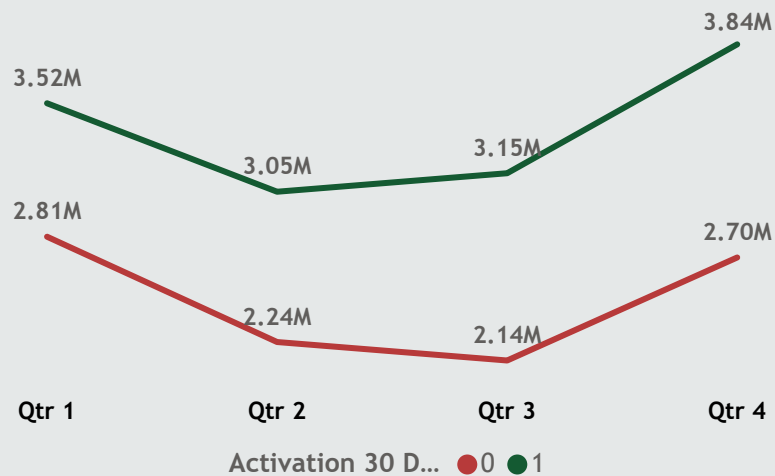
Credit Card
Customer Report

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

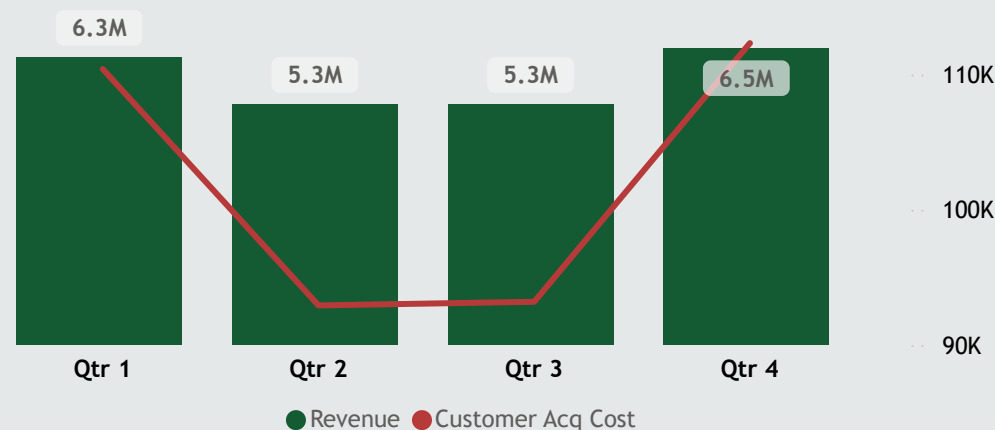
Revenue is being affeted by Customers Drop, Should take action



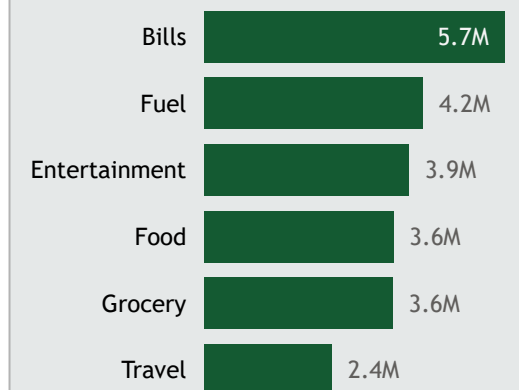
30-Day Activated Accounts Generate 37% More Revenue



Customer Acq Cost increases are Generating more Revenue



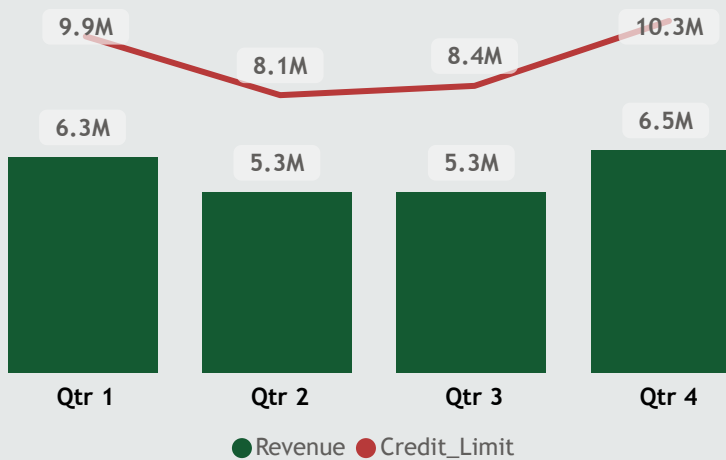
Revenue by Exp Type



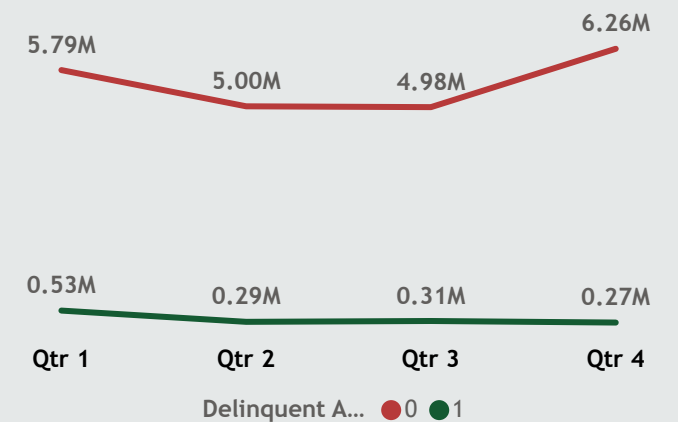
Customers drops directly lowers Interest income



Increase in Credit limit is also Pumping Revenue



Delinquent Revenue is 93% lower than Non Delinquent





CREDIT CARD CUSTOMER REPORT

23.4M

Revenue

3.3M

Interest

4.3K

Clients Count

3.09

Cust Satisfi Score

FILTERS

Month

All

Customer Job

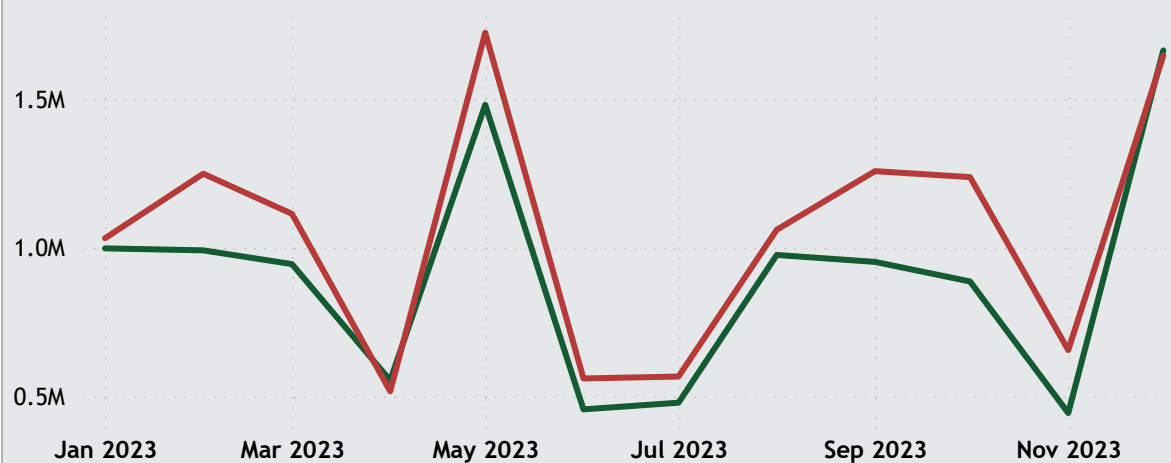
All

Gender

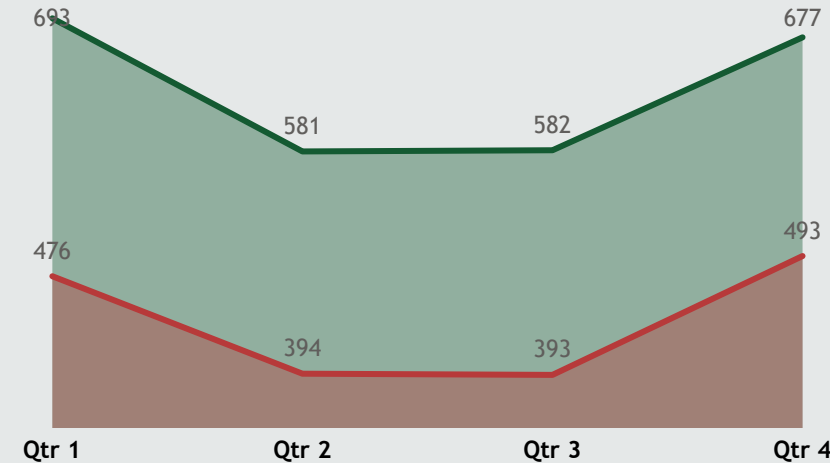
Female

Male

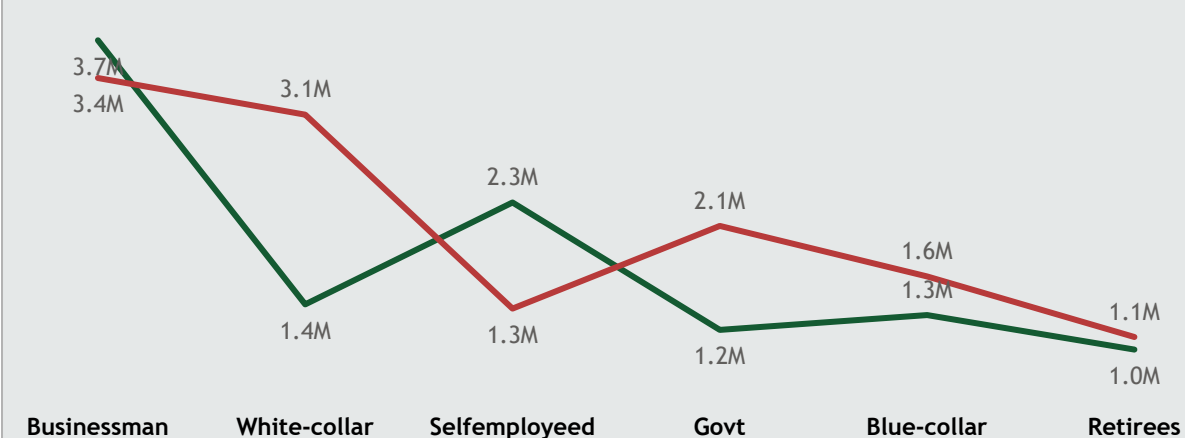
Revenue Spiked in May and Dec , But Most Months Fell Short



Female Clients Outnumber Males by 44%



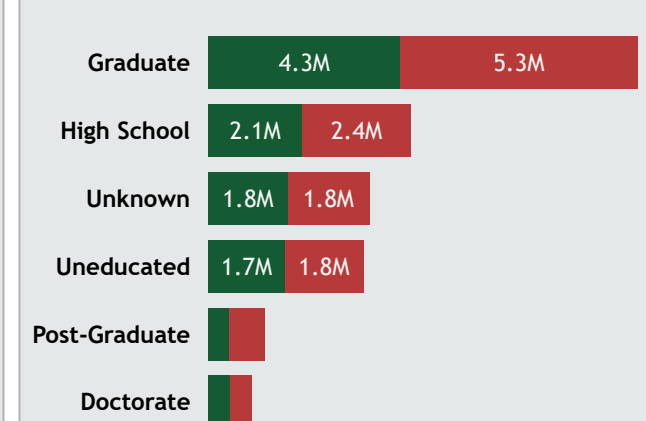
Males Generate 121% More Revenue than Females in White-Collar Jobs



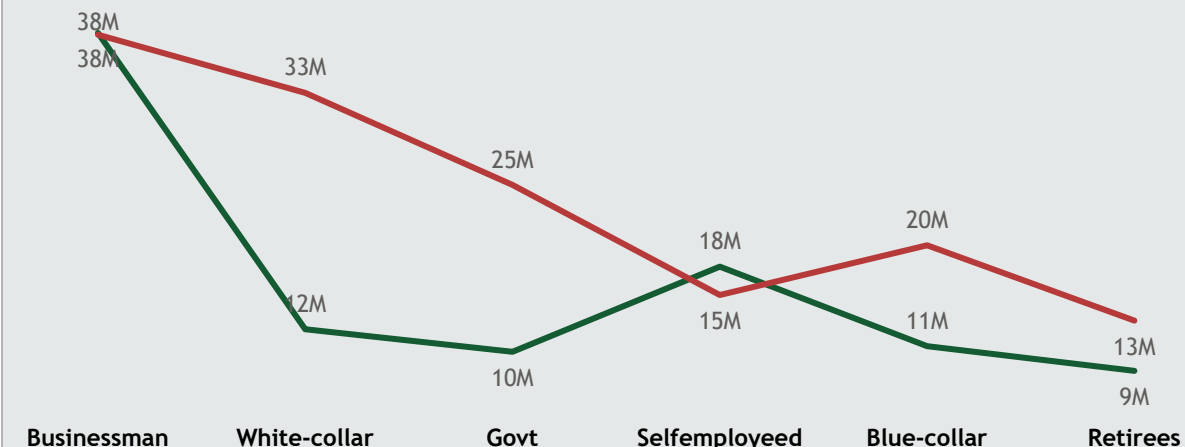
Revenue by Marital Status



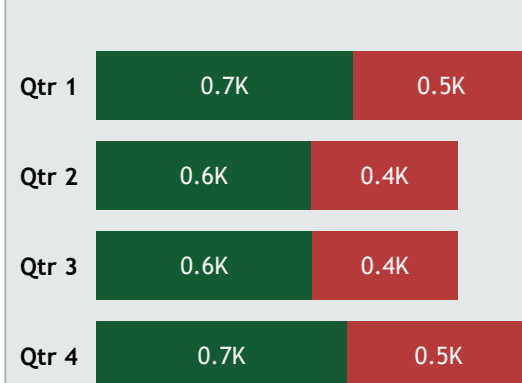
Revenue by Education Level



Females Spend a Higher Percentage of their Income 11% than males 8.9%



Females have 44% More Delinquent Accounts than Males



Revenue by Card Category

