

Credit Card Transaction Report

Total Revenue

55.3M

Total Interest

7.8M

Transaction
Amount

45M

Transaction
count

656K

Card_Category Sum of Revenue Sum of Interest_Earned Sum of Annual_Fees

Blue 46139398 6495888 2685635

Silver 5586332 812081 187505

Gold 2454072 373784 56210

Platinum 1135608 161629 20665

Total 55315410 7843382 2950015

Q4

Q3

Q2

Q1

Week_Start_Date

All

M

F

Blue

Gold

Silver

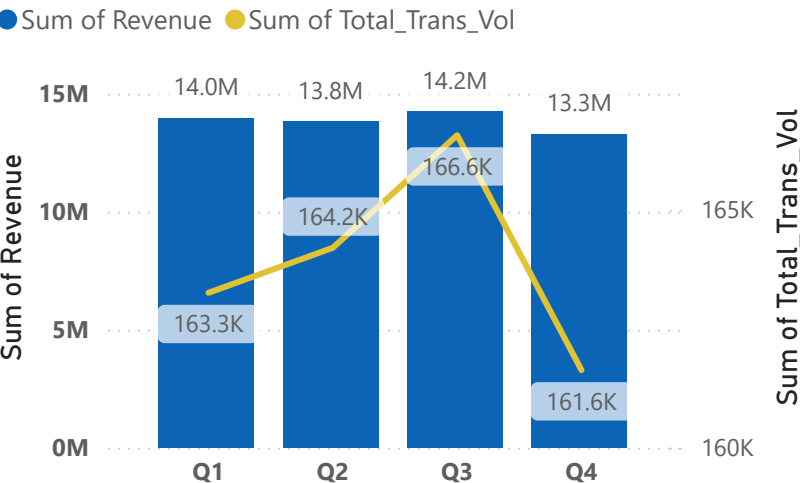
Platinum

Med

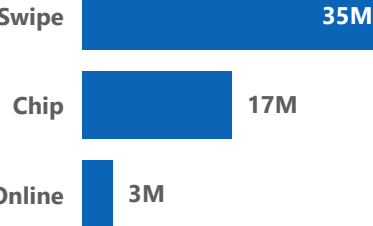
Low

High

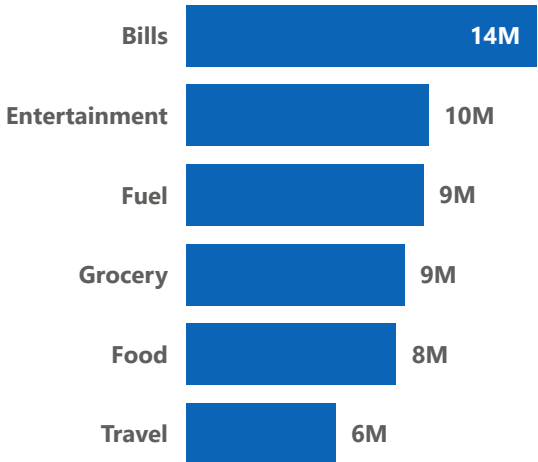
QTR revenue and total trans count



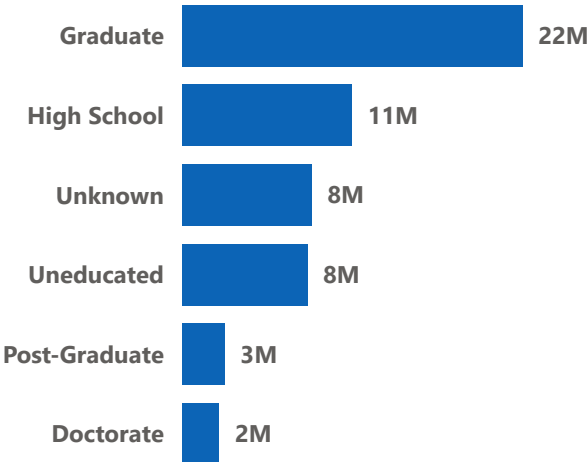
customer acq cost



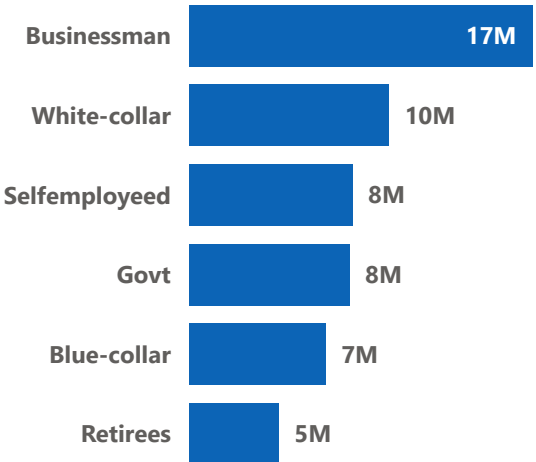
Revenue by expenditure type



Revenue by education level



Revenue by customer job



Revenue card category

