

# Credit Card Transaction Report

Revenue  
57M

Total Interest  
8.0M

Amount  
46M

Count  
667.2K

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	47188612	37840749	6,614,172.62
Silver	5659109	4647596	821,922.98
Gold	2533682	2091362	384,755.16
Platinum	1135608	953314	161,629.05
Total	56517011	45533021	7,982,479.81

Q4

Q3

Q2

Q1

Gold

Silver

Blue

Platinum

Week\_Start\_Date

All

F

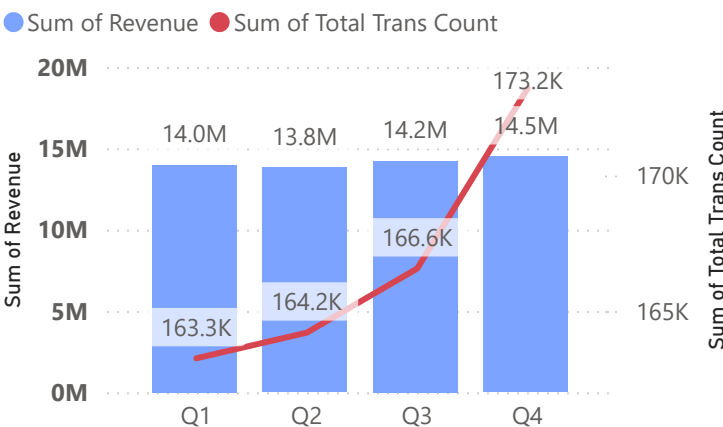
M

Low

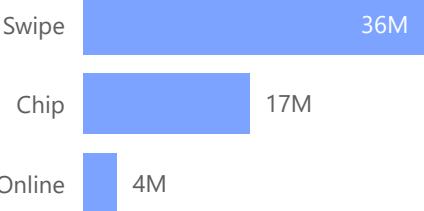
Medium

High

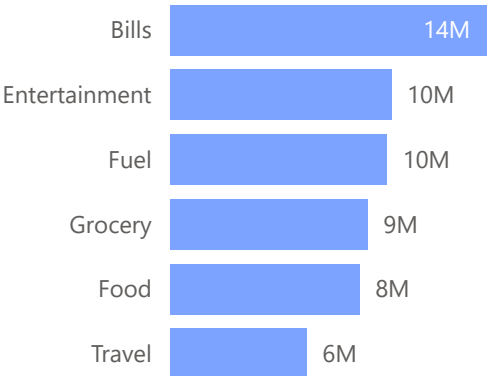
Quarter Revenue and Total Transaction Count



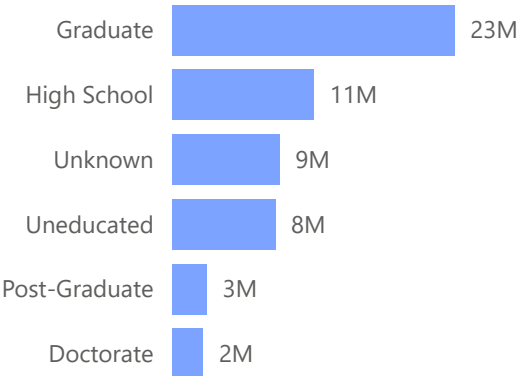
Revenue by Customer Job



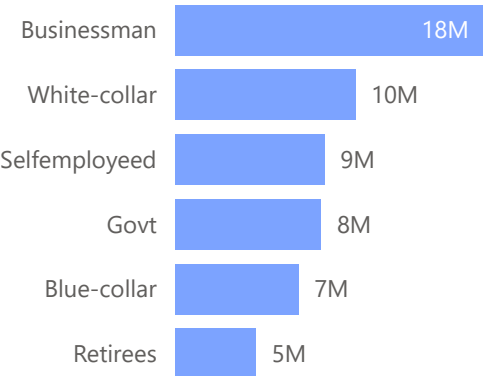
Revenue by Expenditure Type



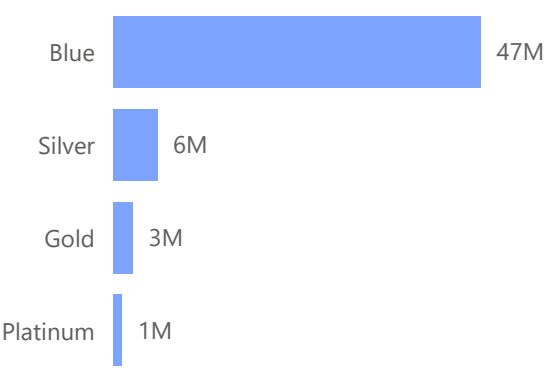
Revenue by Education Level



Revenue by Customer Job



Revenue by Card Category



# Credit Card Customer Report

Revenue

57M

Total Interest

8.0M

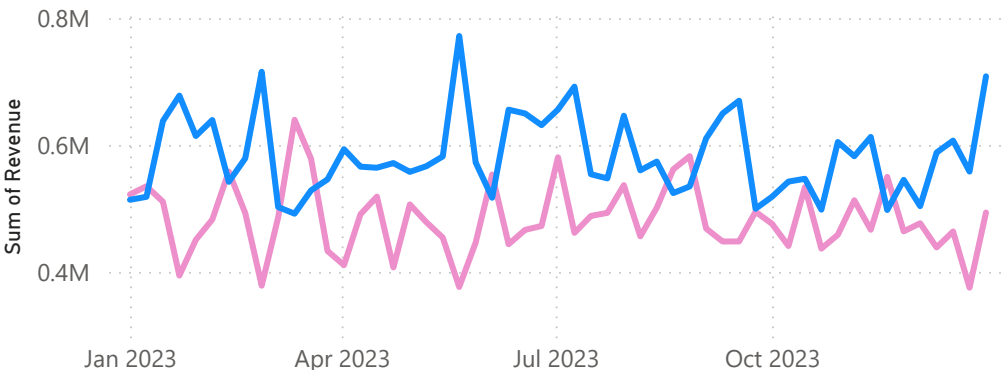
Income

587.6M

CSS

3.19

Revenue by Week



Q4

Q3

Q2

Q1

Gold

Silver

Blue

Platinum

Low

Medium

High

M

31M

F

26M

Week\_Start\_Date

All

Swipe

Online

Chip

Customer\_Job

Sum of Revenue

Sum of Interest\_Earned

Sum of Income

Businessman

17697472

2,584,604.01

190350431

White-collar

10283124

1,464,690.92

105618475

Selfemployeed

8542826

1,141,510.40

77659931

Govt

8335534

1,182,230.84

90834727

Blue-collar

7040606

967,751.42

73516911

Total

56517011

7,982,479.81

587599783

Revenue by Income Group

High

28M

Me...

18M

Low

11M

Top 5 States

TX

6M

7M

NY

6M

7M

CA

7M

6M

FL

4M

6M

NJ

3M

Revenue by Dependent

4

4M

5M

2

7M

8M

0

5M

5M

2M

Revenue by Marital Status

Married

13M

16M

Single

11M

13M

Unknown

Revenue by Education Level

Graduate

10M

13M

High School

5M

6M

Unknown

4M

4M

Uneducated

5M

Post-Grad...

5M

Doctorate

5M

Revenue by Age Group

20-30

30-40

40-50

50-60

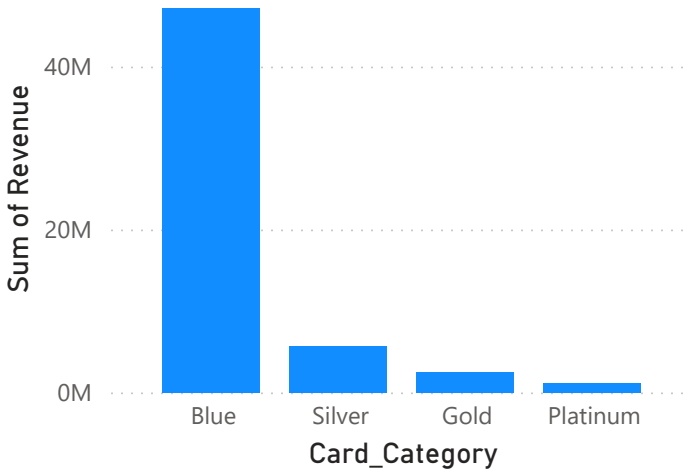
60+

6M

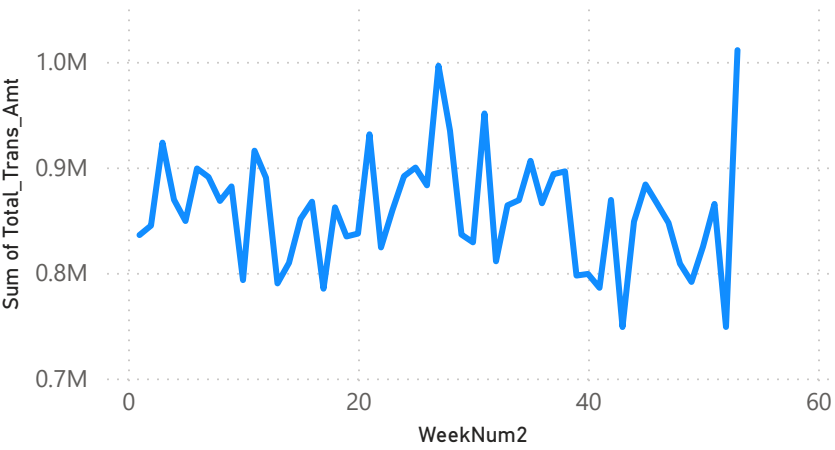
11M

9M

Sum of Revenue by Card\_Category



Sum of Total Transaction Amount by Week



Overview:

- Overall Revenue : 57M
- Total Interest : 8M
- Total Transaction Amount : 46M
- Male customers are contributing more in revenue (31M), Female (26M)
- Blue and Silver credit card are contributing to 93% of overall transactions
- TX, NY, & CA are contributing to 68%
- Overall Activation Rate is 57.5%
- Overall Delinquent Rate is 6.3%

WeekNum2	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%
Total	933134	1201601	28.8%

Card_Category	Sum of Total_Trans_Amt	%GT Sum of Total_Trans_Amt
Blue	37840749	83.11%
Gold	2091362	4.59%
Platinum	953314	2.09%
Silver	4647596	10.21%
Total	45533021	100.00%

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%