

Week 53 (Dec 31st) Dashboard Insights

1. Revenue increased by 28.8% WoW
2. YTD Revenue: 57M | Total Interest: 8M | Transactions: 46M
3. Male customers contributed more revenue (31M) than females (26M)
4. Blue & Silver cards accounted for 93% of transactions
5. TX, NY & CA drove 68% of overall activity
6. Activation rate: 57.5% | Delinquency: 6.06%