

US Customer Report Insights

Reporting Period: December 2023, (Weekly 52)

Executive Summary:

The report comprehensively analysis US customer demographics, spending behaviour, and revenue generation for various customer segments. The findings indicate that blue-collar workers contribute significantly to revenue, with certain age groups and income categories showing stronger engagement. Overall spending behaviour reflects strong contributions from higher-income groups, but there is a need to address low engagement in travel and retirement categories.

Key Performance Metrics:

- **Total Revenue:** \$166M
- **Total Interest Earned:** \$23.53M (14% of total revenue)
- **Total Income:** \$56.98B
- **CSS (Customer Satisfaction Score):** 3.19
- **Total Customers:** 2M

Insights and Analysis:

1. Revenue by Card Category

- **Blue Card:** \$138M (83% of total revenue), the most profitable segment.
- **Silver Card:** \$16.7M (10% of total revenue).
- **Gold & Platinum Cards:** Combined revenue of \$10.7M (7%).

Recommendation: Expand marketing for Gold and Platinum cards, possibly through targeted incentives like cashback or exclusive offers for higher spending customers.

2. Revenue by Age Group

- **Age Group 50-60:** \$32M (highest contributor).
- **Age Group 30-40:** \$26M.
- **Age Group 60+:** \$16M.
- **Age Group 20-30:** \$12M.

Recommendation: Develop products targeting younger customers with lower

interest rates and rewards programs tailored to their spending behaviour (e.g., entertainment, technology).

3. Revenue by Income Group

- **High Income:** 26.35% of total revenue.
- **Medium Income:** 79.22% of total revenue.
- **Low Income:** 94.91% of total revenue.

Recommendation: Increase efforts to attract high-income earners by offering premium rewards and privileges, while maintaining engagement with low-income earners through affordable interest rates.

4. Revenue by Education Type

- **Graduate:** \$67M (highest contributor).
- **High School Graduate:** \$33M.
- **Post-Graduate & Doctorate:** \$8M and \$7M, respectively.

Recommendation: Target graduates with premium credit card offerings and financial literacy programs aimed at boosting adoption among post-graduates and doctorate holders.

5. Revenue by Job Type

- **Business Professionals:** \$52M (leading segment).
- **White-Collar Workers:** \$30M.
- **Retirees:** \$14M (lowest contributor).

Recommendation: Design senior-friendly credit cards for retirees, focusing on healthcare, pharmacy, and grocery-related rewards.

6. Revenue by State

- **Top States:**
 - **Texas:** 48.07% of total revenue.
 - **New Jersey:** 37.56% of total revenue.
 - **Florida:** 40.57% of total revenue.

Recommendation: Increase marketing efforts in underperforming states (e.g., Nevada and Illinois) through state-specific promotions and targeted offers.

7. Revenue by Marital Status

- **Married Customers:** 44.88% of total revenue.
- **Single Customers:** 46.45% of total revenue.
- **Unknown Marital Status:** 42.47% of total revenue.

Recommendation: Offer relationship-based rewards (e.g., couples' discounts or joint account benefits) to engage married customers further.

Actionable Recommendations:

- **Target High-Performing Segments:** Expand marketing strategies for high-income and business professional customers to maximize revenue.
- **Promote Travel Spending:** Focus on campaigns to boost spending in travel, which is currently underperforming.
- **Focus on Low-Engagement Segments:** Tailor marketing efforts for retirees, post-graduates, and unmarried customers to increase adoption.
- **Increase Online Engagement:** Offer rewards for online spending to boost this segment, which currently only contributes 6% of total revenue.

Conclusion:

The report reveals significant revenue generation from blue-collar workers, high-income earners, and younger age groups. With targeted promotions for underperforming segments and product innovations, the business can enhance revenue growth across various demographics.