US Credit Card Report Insights
Reporting Period: December 2023 (Weekly 52)

Executive Summary:

The report provides an overview of credit card performance across revenue, transactions, customer demographics, and spending behavior. The findings highlight the dominance of the blue card category, strong customer engagement with bills and daily expenditures, and room for growth in online transactions, travel spending, and underperforming customer segments like retirees and post-graduates.

Key Performance Metrics:

- **Total Revenue:** $166M

- **Total Interest Earned:** $23.53M (14% of total revenue)

- **Total Transactions:** 1.96M

- **Customer Count:** 2M

Insights and Analysis:

1. Card Category Contribution

- **Blue Card:** $138M (83% of total revenue), the leading category.

- **Silver Card:** $16.7M (10% of total revenue).

- **Gold & Platinum Cards:** Combined revenue of $10.7M (7%).
  Recommendation:

- Promote Gold and Platinum cards with exclusive rewards (e.g., higher cashback, travel perks) to boost adoption and revenue.

2. Spending by Expenditure Type

- **Top Spending Areas:** Bills ($41M), Entertainment ($29M), and Fuel ($28M).

- **Low Spending Area:** Travel ($18M).
  Recommendation:

- Develop travel-focused campaigns (e.g., airline miles, hotel discounts) to encourage travel spending.

- Expand rewards for entertainment and grocery purchases to sustain strong engagement in these categories.

3. Revenue by Education Type

- **Graduates:** $67M (highest contributor).

- **High School Graduates:** $33M.

- **Post-Graduates & Doctorates:** Lowest contributions ($8M and $7M, respectively).
  Recommendation:

- Introduce premium credit card options and educational resources targeting post-graduates and doctorates.

- Offer financial literacy programs or webinars to boost credit card adoption in this group.

4. Revenue by Job Type

- **Business Professionals:** $52M (largest contributor).

- **White-Collar & Self-Employed:** $30M and $25M, respectively.

- **Retirees:** $14M (lowest contributor).
  Recommendation:

- Design senior-friendly credit cards with low-interest rates and rewards on healthcare, pharmacy, and grocery expenses.

5. Revenue by Transaction Type

- **Swipe Transactions:** $105M (dominates 63% of revenue).

- **Chip Transactions:** $51M.

- **Online Transactions:** $10M (only 6% of revenue).
  Recommendation:

- Increase online transaction engagement by offering higher cashback and discounts on e-commerce platforms.

- Educate customers on the security and convenience of online transactions.

6. Quarterly Performance Trends

- **Revenue Stability:** ~$40M per quarter.

- **Peak Transactions:** Q3 (493K).

- **Lowest Transactions:** Q1 (490K).
  Recommendation:

- Replicate Q3 campaigns and promotional strategies (e.g., holiday offers or loyalty bonuses) across other quarters to enhance transaction volume.

Actionable Recommendations:

1. **Expand the Blue Card Model:** Leverage insights from its success to enhance other categories.

2. **Promote Travel Spending:** Partner with airlines, hotels, and travel agencies to create card-specific benefits.

3. **Target High-Potential Customer Segments:** Tailor campaigns for retirees, post-graduates, and low-engagement professions.

4. **Boost Online Transactions:** Focus on digital awareness and incentives for e-commerce purchases.

5. **Seasonal Promotions:** Focus on high-performing quarters to maximize year-end revenue.

Conclusion:

This report underscores a strong customer base with potential for growth in underperforming segments. The business can unlock new revenue streams and strengthen customer loyalty by diversifying card offerings, incentivizing specific spending types, and refining quarterly strategies.