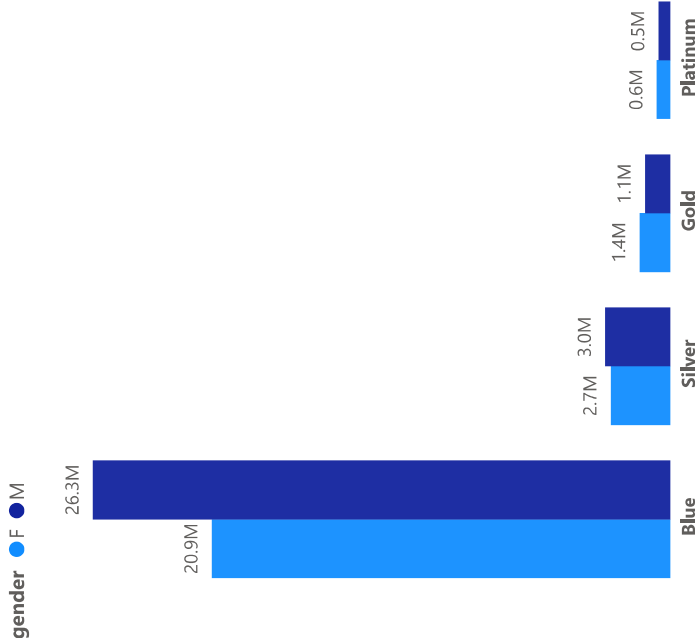


Project Insights- Week 53

(31st Dec)

Sum of Revenue by card_category and gender



Card Based Contribution

Blue and Silver card revenue	%GT Sum of Revenue
Other	6.49%
Blue & Silver	93.51%
Total	100.00%

Gender Based Contribution

gender Sum of Revenue	
M	30929734
F	25587277
Total	56517011

State Based Contribution

TX, NY & CA	%GT Count of Revenue
CA & NY & TX	74.60%
Other	25.40%
Total	100.00%

Revenue Increased

Week_num2	Previous_week_Revenue	Current_week_Revenue	Wow_revenue
53	9,33,134.43	12,01,600.58	28.8%
52	10,70,439.10	9,33,134.43	-12.8%
51	10,26,549.11	10,70,439.10	4.3%
50	9,80,152.37	10,26,549.11	4.7%
Total	9,33,134.43	12,01,600.58	28.8%

Total Transaction amount Increased

Week_num2	Previous_week_Trans_amt	Current_week_Trans_amt	Wow_trans_amt
53	748677	1011008	35.0%
52	865275	748677	-13.5%
51	824791	865275	4.9%
50	791352	824791	4.2%
Total	748677	1011008	35.0%

Total Transaction count Increased

Week_num2	Previous_week_Trans_ct	Current_week_Trans_ct	%GT Wow_trans_ct
53	11203	11583	100.00%
52	12587	11203	-324.16%
Total	11203	11583	100.00%

Overall Delinquent Rate

delinquent_acc	%GT Count of Revenue
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Overall Activation Rate

activation_30_days	%GT Count of activation_30_days
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1	6.06%	1	57.46%
0	93.94%	0	42.54%
Total	100.00%	Total	100.00%