

Project Insights – Week 53(31st Dec)

OVERVIEW YTD:

- 1.THE TOTAL REVENUE AMOUNTS TO \$57 MILLION.
- 2.INTEREST ACCRUED STANDS AT \$8 MILLION.
- 3.TRANSACTION VOLUMES REACH \$46 MILLION.
- 4.MALE CLIENTELE CONTRIBUTES TO 93% OF TOTAL TRANSACTIONS.
- 5.BLUE AND SILVER CREDIT CARDS COLLECTIVELY REPRESENT 93% OF TRANSACTIONAL ACTIVITY.
- 6.TRANSACTIONS FROM KEY STATES, NAMELY TX, NY, AND CA, CONTRIBUTE TO 68% OF THE TOTAL.
- 7.THE OVERALL ACTIVATION RATE OF OUR SERVICES IS 57.5%.
- 8.THE OVERALL DELINQUENCY RATE IS RECORDED AT 6.06%.

WOW CHANGE:

- 1.REVENUE INCREASED BY 28.8%