

Credit Card Customer Report

Revenue

57M

Income

588M

Total interest

8M

CS Score

3.19

Q4

Q3

Q2

Q1

Gold

Silver

Blue

Platinum

Kannan Mayilvakanan

Weekly Start Date

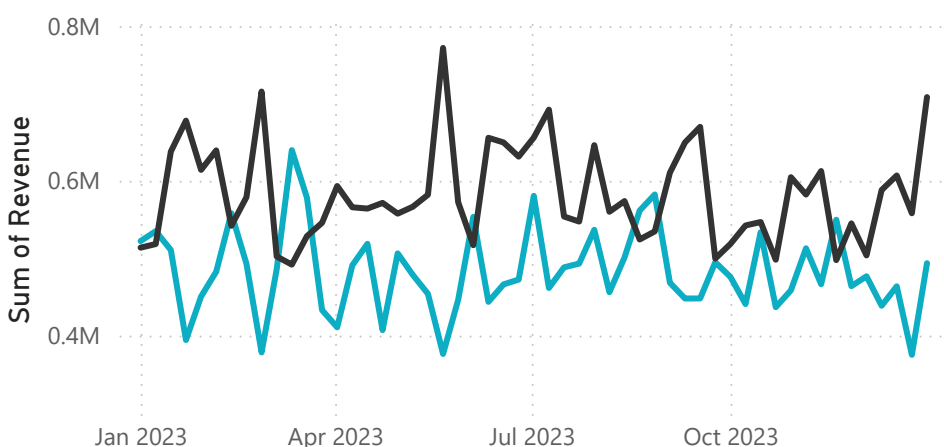
All

F

M

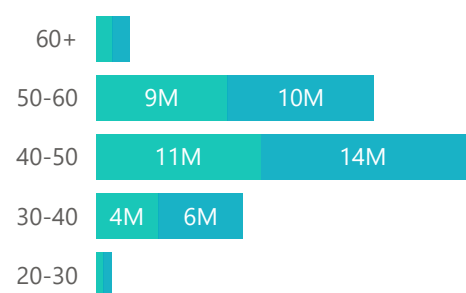
Revenue by Week

Gender ● F ● M



Revenue by Age Group

Gender ● F ● M



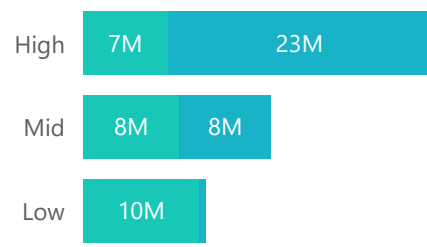
Customer_Job Sum of Revenue Sum of Income Sum of Interest_Earne

Businessman	17697472	190350431	258460
White-collar	10283124	105618475	146469
Selfemployeed	8542826	77659931	114151
Govt	8335534	90834727	118223
Blue-collar	7040606	73516911	96775
Retirees	4617448	49619308	64169

Total 56517011 587599783 798248

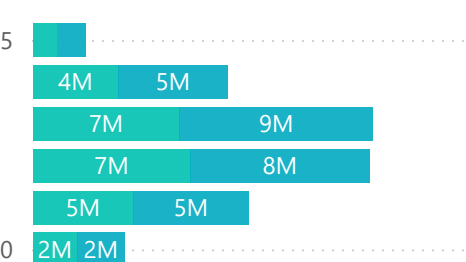
Revenue by Income Group

Gend... ● F ● M



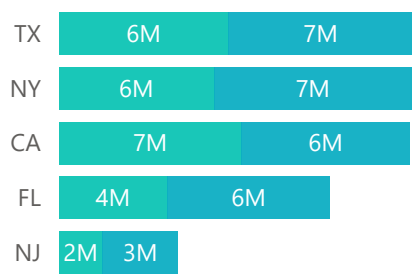
Revenue by Dependent

Gender ● F ● M



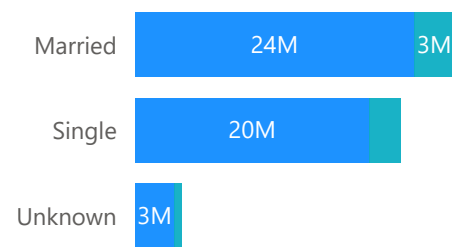
Top 5 States

Gender ● F ● M



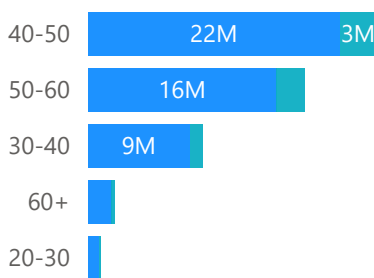
Revenue by Marital Status

Person... ● no ● yes



Revenue by Age Group

Perso... ● no ● yes



Credit Card Transaction Report

Revenue

57M

Amount

46M

Total interest

8M

Count

12K

Q4

Q3

Q2

Q1

Weekly Start Date

All



Gold

Silver

Blue

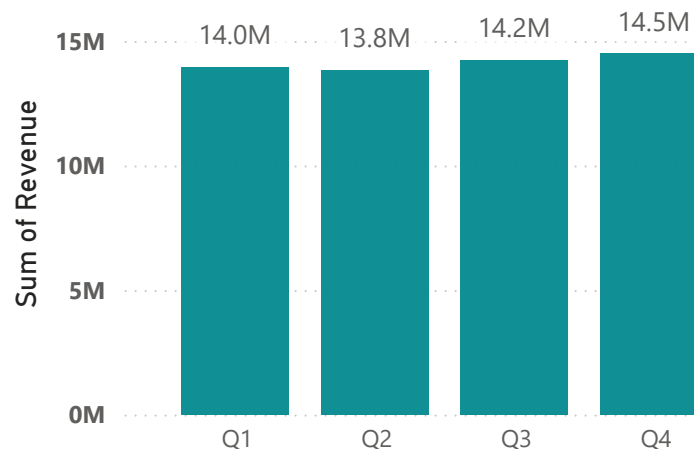
Platinum

F

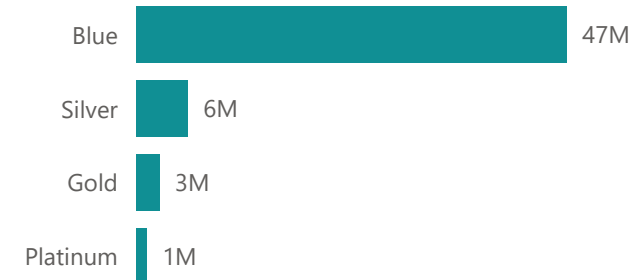
M

Card_Category	Sum of Revenue	Sum of Total_Trans_Amt	Sum of Interest_Earned
Blue	47188612	37840749	6614173
Silver	5659109	4647596	821923
Gold	2533682	2091362	384755
Platinum	1135608	953314	161629
Total	56517011	45533021	7982480

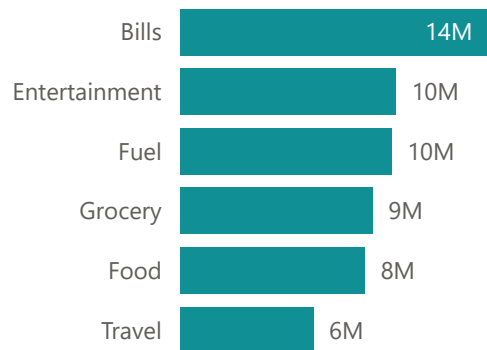
QTR Revenue



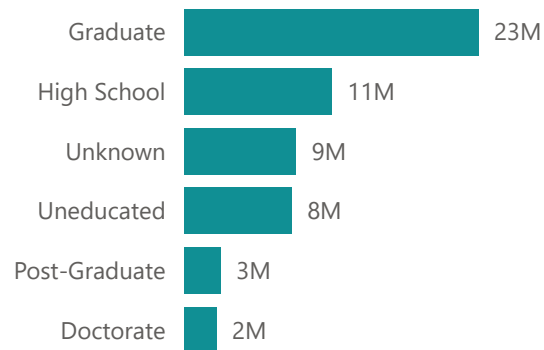
Customer Acq Cost



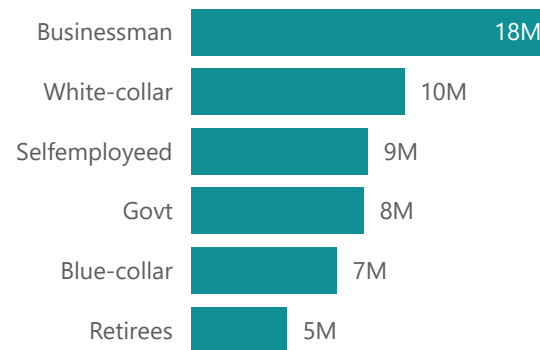
Revenue by Expenditure Type



Revenue by Education Type



Revenue by Job Type



Card Usage Type

