

Credit Card Transaction Report

Revenue
57M

Amount
46M

Interest
8.0M

Count
667K

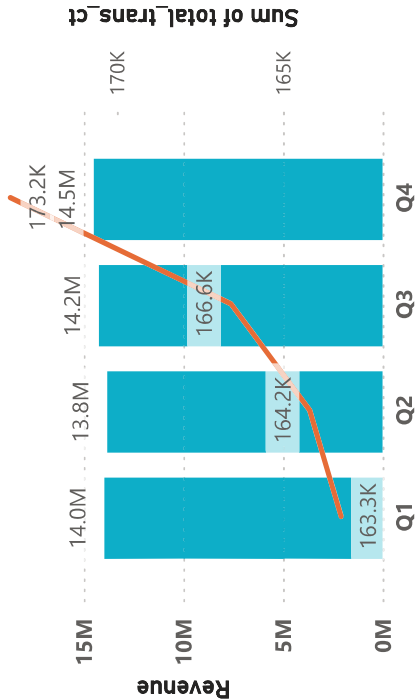
Week_Start_Date

All



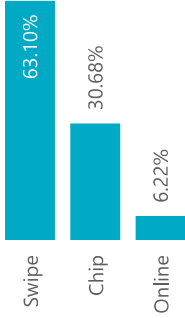
QTR Revenue and total trans count

Sum of Revenue
Sum of total_trans_ct

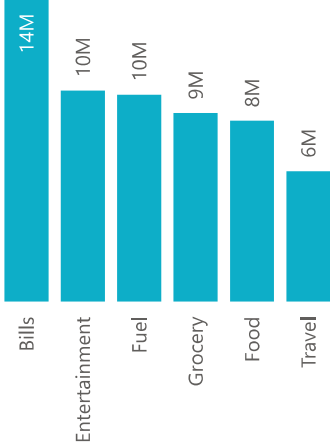


card_category	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue	47188612	37840749	66,14,172.62
Gold	2533682	2091362	3,84,755.16
Platinum	1135608	953314	1,61,629.05
Silver	5659109	4647596	8,21,922.98
Total	56517011	45533021	79,82,479.81

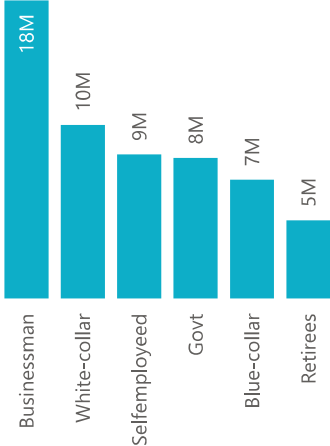
Revenue by Transaction method



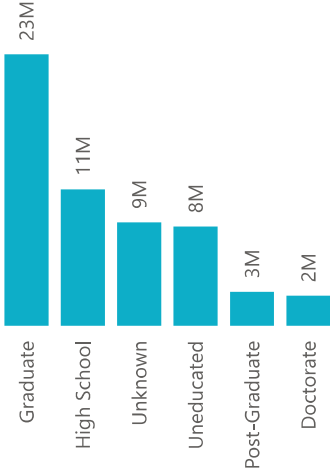
Revenue by expenditure



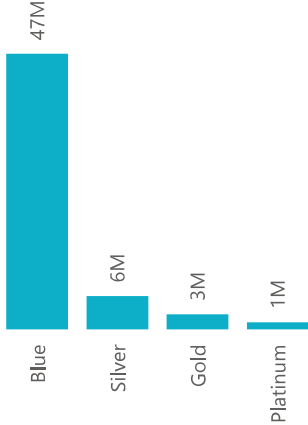
Revenue by Customer_Job



Revenue by Education



Revenue by Card category



Customer Transaction Report

Revenue
57M

Interest
8.0M

Income
588M

CSS
3.19

Week_Start_Date

All

Q4 Q3 Q2 Q1

M

F

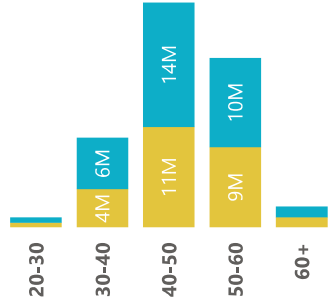
31M

26M

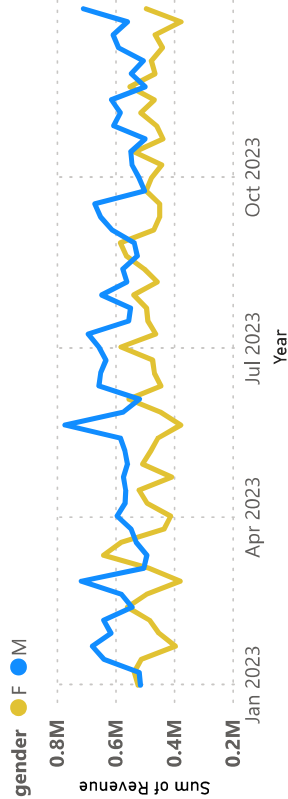
Swipe Online Chip

Gold Silver Blue Platinum

Revenue by Age group

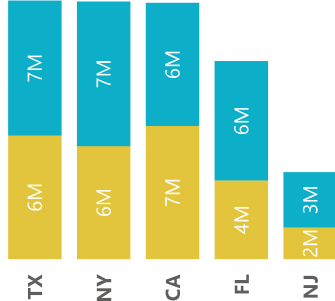


Revenue by week

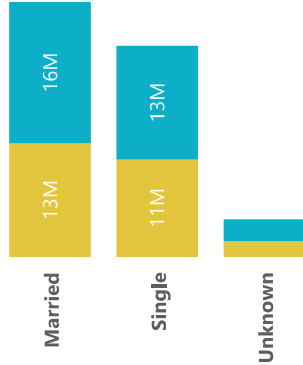


customer_job	Sum of Revenue	Sum of total_trans_amt	Sum of interest_earned
Blue-collar	7040606	5602930	9,67,751.42
Businessman	17697472	14538883	25,84,604.01
Govt	8335534	6701573	11,82,230.84
Retirees	4617448	3689646	6,41,692.22
Selfemployed	8542826	6640301	11,41,510.40
Total	56517011	45533021	79,82,479.81

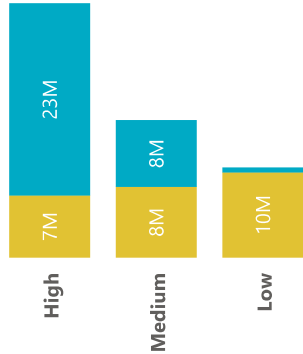
Top 5 states



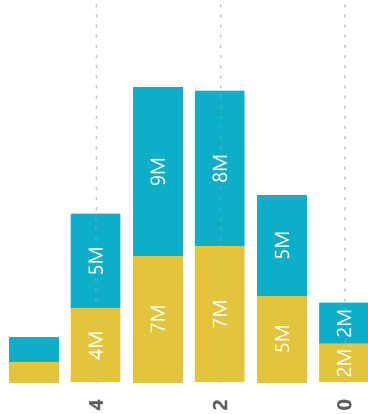
Revenue by Marital Status



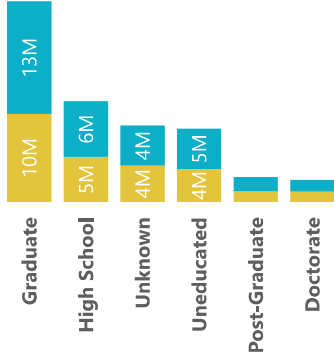
Revenue by Income Group



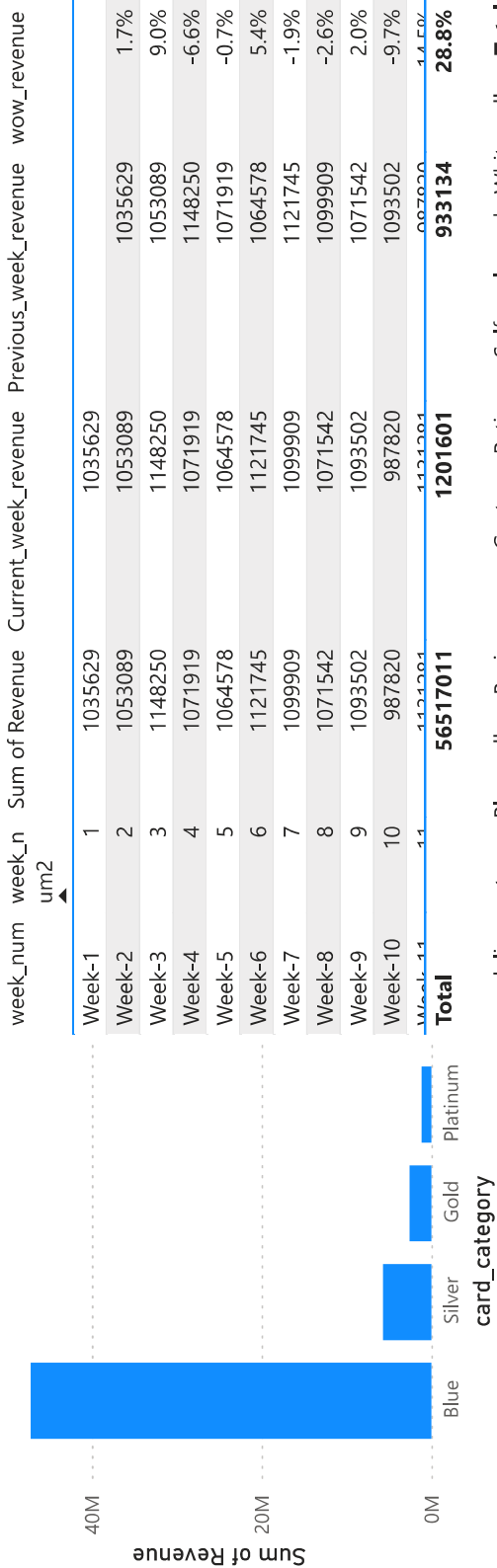
Revenue by Dependent



Revenue by Education

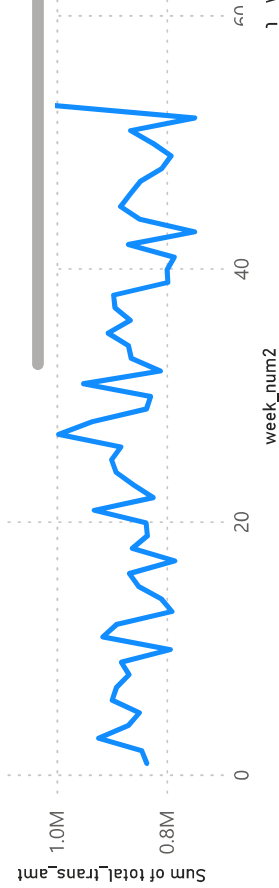


Sum of Revenue by card_category



delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
0	14.75%	17.81%	14.00%	9.16%	23.87%	14.35%	93.94%
1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

Sum of total_trans_amt by week_num2



activation_30_days %GT Count of activation_30_days

0	42.54%
1	57.46%
Total	100.00%

week_num	week_num2	Sum of Revenue	Current_week_revenue	Previous_week_revenue	wow_revenue
Week-1	1	1035629	1035629		
Week-2	2	1053089	1053089	1035629	1.7%
Week-3	3	1148250	1148250	1053089	9.0%
Week-4	4	1071919	1071919	1148250	-6.6%
Week-5	5	1064578	1064578	1071919	-0.7%
Week-6	6	1121745	1121745	1064578	5.4%
Week-7	7	1099909	1099909	1121745	-1.9%
Week-8	8	1071542	1071542	1099909	-2.6%
Week-9	9	1093502	1071542	1099909	2.0%
Week-10	10	987820	987820	1093502	-9.7%
Week-11	11	1121745	1121745	987820	14.5%
Total		56517011	1201601	933134	28.8%

delinquent_acc	Blue-collar	Businessman	Govt	Retirees	Selfemployed	White-collar	Total
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1	0.85%	0.99%	1.10%	0.61%	1.66%	0.85%	6.06%
Total	15.60%	18.80%	15.10%	9.77%	25.53%	15.19%	100.00%

week_num2	Current_week_transaction_amt
53	1
52	1
51	1
50	1
Total	11

week_num2	Previous_week_transaction_amount	Current_week_transaction_amount	wow_transaction_amount
53	748677	1011008	35.0%
52	865275	748677	-13.5%
51	824791	865275	4.9%
50	791352	824791	4.2%
49	808623	791352	-2.1%
Total	748677	1011008	35.0%

Project Insights for week 53 (31st Dec)

WoW change :

- Revenue increased by 28.8% (week 52)
- Total Transaction Amt & Count increased by 35% and 3.4% respectively
- Customer count increased by 12%

Overview YTD:

- Overall revenue is 57M
- Total interest amount is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue 31M ,female 26M
- Blue and Silver card contributed 93.22% of total transaction.
- Blue and Silver card also contributed 93.5% of total revenue.
- 63% and 30% of customer preferred swipe and chip method of transaction over online method
- TX, NY & CA is contributing to 68%
- Overall activation rate is 57.5%
- Overall Delinquent rate is 6.06% with highest amount self-employed person i.e 1.66%