**Project Insights- Week 53 (31st Dec)**

**Weekly change:**

1. Revenue increased by 28.8%,

**Overview :**

1. Overall revenue is 57M
2. Total interest is 8M
3. Total transaction amount is 46M
4. Male customers are contributing more in revenue 31M, female 26M
5. Blue & Silver credit card are contributing to 93% of overall transactions
6. TX, NY & CA is contributing to 68%
7. Overall Activation rate is 57.5%
8. Overall Delinquent rate is 6.06%