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2023 CREDIT CREDIT CARD CARD 0123 4567 8910 1112 CARDHOLDER NAME 1234567899876543 REPORT EXP. 02/15

pg. 2 PROJECT INSIGHTS 12/03/2025

INSIGHTS:

- 1. Total Revenue is 54M.
- 2. Total Interest is 8M.
- 3. Transaction Amount is 44.5M.
- 4. Male customers are contributing more (30M), female (25M).
- 5. Blue and silver is contributing 93% of overall transactions.
- 6. TX,NY & CA is contributing to 68%.
- 7. Overall Activation rate is 57.5%.
- 8. Overall delinquent rate is 6.07%.