

# CREDIT CARD TRANSACTIONS

Revenue

55M

Amount

45M

Interest

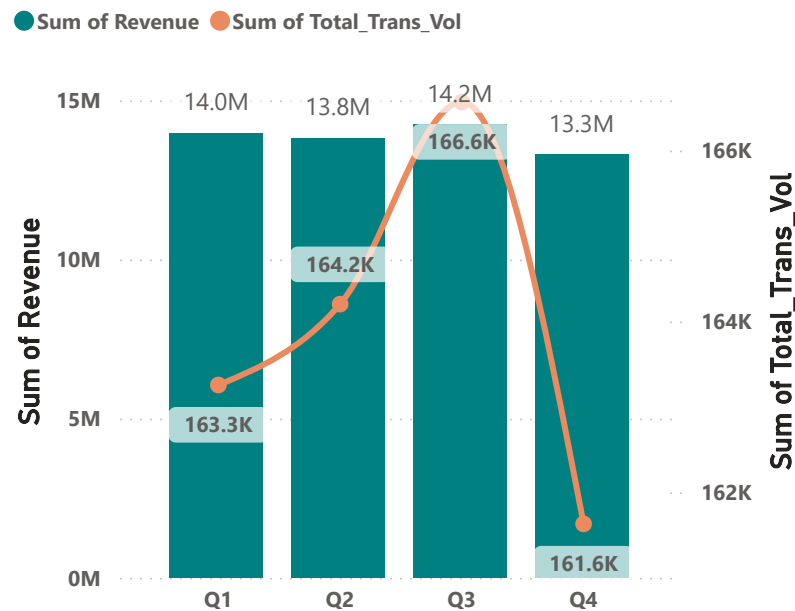
7.84M

Volume

656K

Card_Category	Sum of Revenue	Sum of Interest_Earned	Sum of Total_Trans_Amt
Blue	46,139,397.74	6,495,887.74	36957875
Silver	5,586,332.28	812,081.28	4586746
Gold	2,454,072.16	373,784.16	2024078
Platinum	1,135,608.05	161,629.05	953314
Total	55,315,410.23	7,843,382.23	44522013

QTR revenue and Total Transaction count



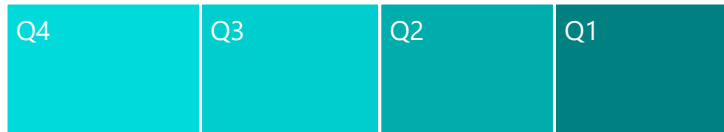
Mid

Low

High

F

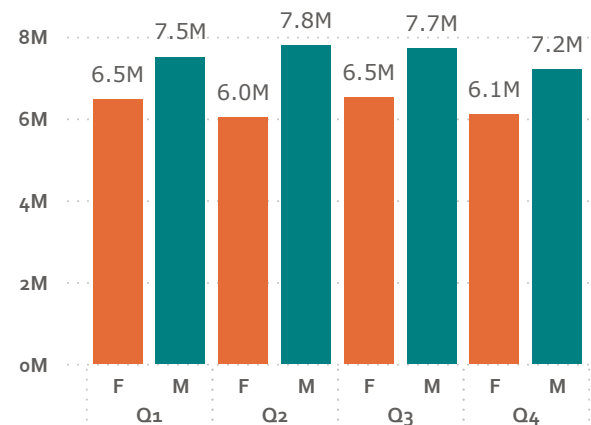
M



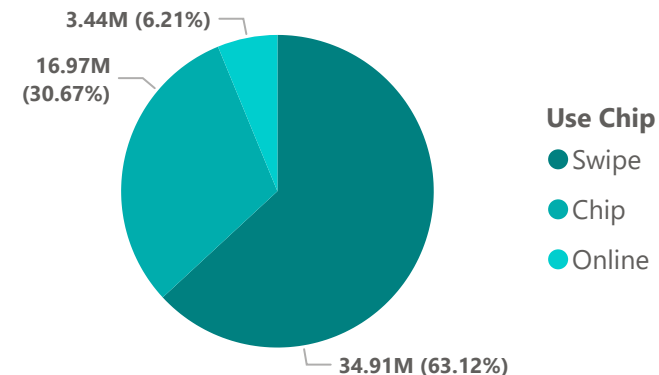
Week\_Start\_Date

All

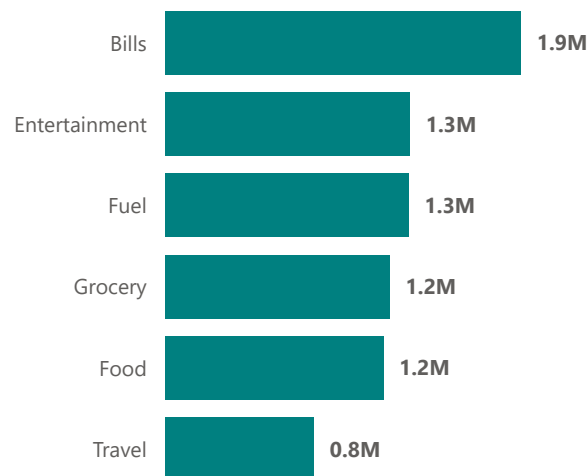
Revenue(Gender)



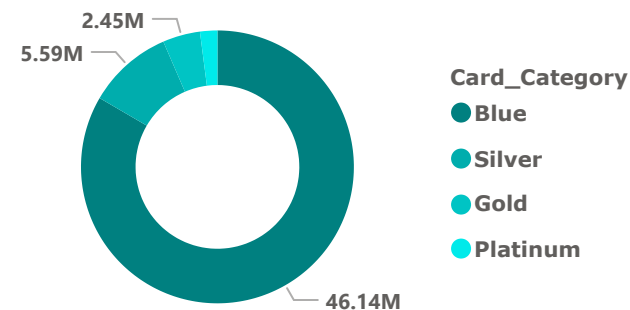
Sum of Revenue by Use Chip



Revenue(Expenditures)



Revenue(Card Category)



# Customer Report

Revenue

55M

Income

576M

Interest

8M

CSS

3.2

Silver

Blue

Gold

Platinum

F

M

Week\_Start\_Date

1/1/2023



12/11/2023



Q4

Q3

Q2

Q1

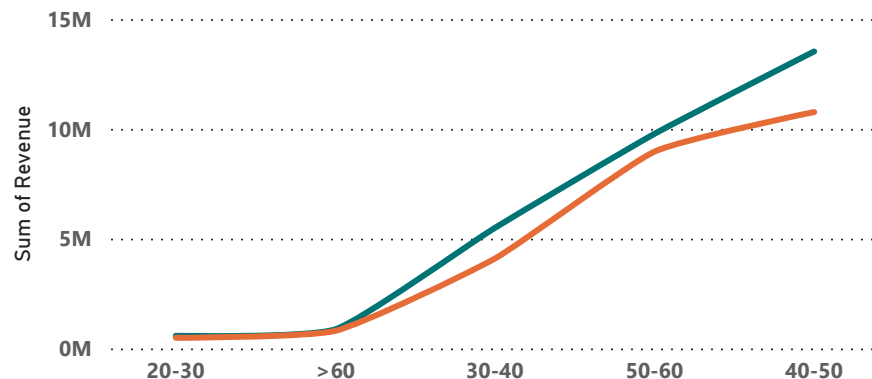
Mid

Low

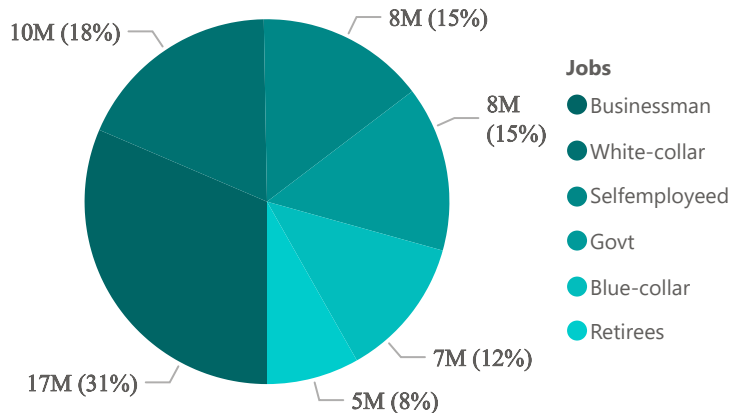
High

## Revenue (AgeGroup & Gender)

Gender ● M ● F



## Revenue by Jobs



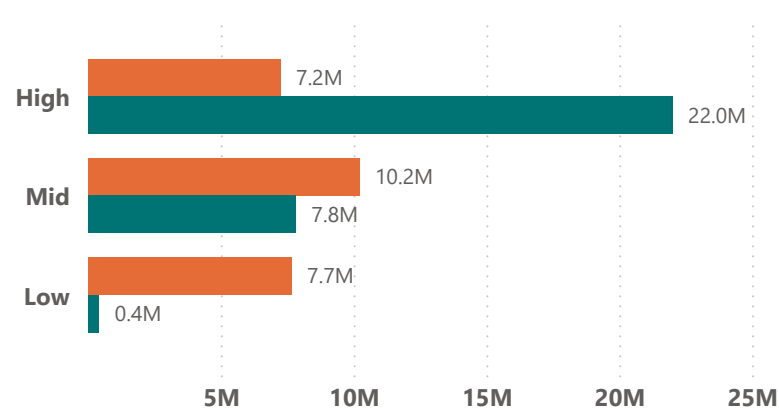
Jobs

- Businessman
- White-collar
- Selfemployed
- Govt
- Blue-collar
- Retirees

Card Category	Revenue	Income	Interest
Blue	46,139,397.74	478817411	6,495,887.74
Gold	2,454,072.16	26457162	373,784.16
Platinum	1,135,608.05	12669620	161,629.05
Silver	5,586,332.28	57970246	812,081.28
Total	55,315,410.23	575914439	7,843,382.23

## Revenue Distinction

Gender ● F ● M



## Key influencers Top segments

What influences Revenue to Increase ?

When...

....the average of Revenue increases by

Card\_Category is Platinum

11.56K

## Revenue by Education

