



# CREDIT CARD

## WEEKLY STATUS REPORT

# Project Objective

- ▶ To develop a comprehensive credit card weekly dashboard that provides real-time insights into key performance metrics and trends, enabling stakeholders to monitor and analyze credit card operations effectively.

# Project Insights- Week 53 (31st Dec)

## **Week on Week Change:**

- Revenue decreased by 12.83 % w.r.t previous week.
- Total Transaction Amount decreased by 13.48 % w.r.t previous week
- Total Transaction Volume decreased by 11.00 % w.r.t previous week

## **Overview YTD:**

- Overall revenue is 57M
- Total interest is 8M
- Total transaction amount is 46M
- Male customers are contributing more in revenue.(Male- 31M, Female 26M)
- Blue & Silver credit card are contributing to 93% of overall transactions
- TX, NY & CA is contributing to 68%
- Overall Activation rate is 57.5%
- Overall Delinquent rate is 6.06%